Sudden infant death syndrome in Yorkshire and the Humber

On average 5 babies die suddenly and unexpectedly, every week in the UK and no cause will be found. This is known as Sudden Infant Death Syndrome (SIDS). Increased awareness of safer sleep practices has led to a significant reduction in the number of deaths and rates have fallen by 80% since the 1991 Back to Sleep campaign.

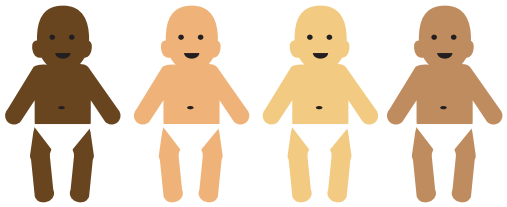
However, the latest results from the Office for National Statistics (ONS) showed SIDS rates went up in 2016. This is very concerning and we urge all local authorities to make educating parents on safer sleep a priority. If all parents followed safer sleep advice many more babies' lives could be saved.

According to the latest statistics released by the ONS this summer; 29 babies died from SIDS in Yorkshire and the Humber in 2016 taking the SIDS rate from 0.42 in 2015 to 0.45. This is a worrying increase and we believe there are actions that can be taken to bring down the number of babies dying in your region by making sure all parents are advised on how to reduce the risk of SIDS.

The Lullaby Trust has been working hard to bring down SIDS rates over the past 30 years. With your help we can reduce infant mortality in Yorkshire and the Humber and move closer to achieving our vision of stopping all unexpected infant deaths.

272

SIDS claimed the lives of 272 babies in Yorkshire and the Humber between 2007 and 2016

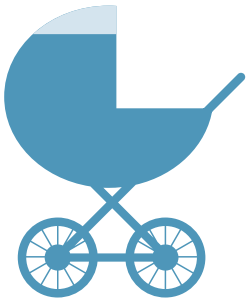


12%

The rate of SIDS has decreased by 12% in Yorkshire and the Humber over the last 10 years, the UK rate has decreased by 23% since 2007

1/3

Over a third of SIDS deaths could be avoided if no women smoked during pregnancy



x3

In 2016 the rate of SIDS was 3 times greater for babies born to mothers under the age of 20 than for any other group

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What you need to do

WE ASK YOU TO TAKE 3 KEY ACTIONS NOW:

1. SUPPORT SAFER SLEEP WEEK 2019

Our annual Safer Sleep Week campaign takes place from 11-17th March 2019 and aims to reach as many families as possible with our life saving safer sleep advice. The campaign will once again be supported by Public Health England. The focus for 2019 is on co-sleeping; supporting parents to make informed decisions and helping health visitors have productive discussions with families. Running a Safer Sleep Week campaign in your area is an effective way to raise awareness of SIDS and equip parents with information how they can reduce the risk. We have a range of resources to help you with your campaign including free Safer Sleep Week cards and publications, which are available to order from our shop. For more information about Safer Sleep Week contact communications@lullabytrust.org.uk

2. ENSURE ALL PROFESSIONALS KNOW THE ADVICE

Any professional coming into contact with families with young babies can make a difference. Health professionals are key, but others including housing, social care and emergency services have made a difference in some areas. The Lullaby Trust offers training and advice to staff who work with families with babies and young children.

You could run a SIDS training day for early year's professionals -we can provide an expert speaker and training resources. Visit our website to find out more about our training: www.lullabytrust.org.uk/training

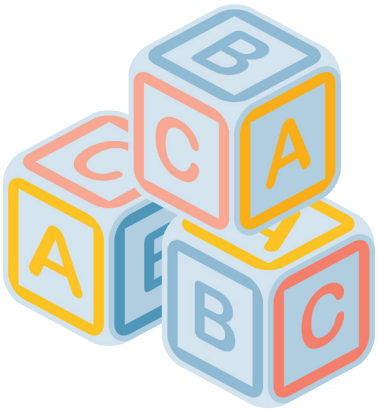
The Lullaby Trust is here to support you. We have a range of print and online information on all aspects of safer sleep and practices that can reduce the risk of SIDS; ranging from Easy Read cards (produced in 22 languages) to more in-depth information.

3. SUPPORT VULNERABLE FAMILIES IN YOUR AREA

We know how hard it is for bereaved families to have another baby, particularly if their baby died suddenly and unexpectedly. It is common for parents to worry that the same thing will happen.

Working with the NHS, we run a national health-visitor led service for bereaved parents. Our Care of Next Infant (CONI) programme supports families before and after the birth of their new baby. CONI needs your support to continue to be commissioned and offer this vital support service to the most vulnerable families. Please read the enclosed commissioning booklet for information on how to do this.

For more information about SIDS, our resources and any other area of our work visit: www.lullabytrust.org.uk



BEREAVEMENT SUPPORT: 0808 802 6868

INFORMATION & ADVICE: 0808 802 6869

Calls to our Helpline are free from all landlines and most mobile phone networks

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