



# The Lullaby Trust Impact Report 2020-21

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## A message from our Chief Executive

With the ongoing pandemic, 2020-2021 was a time of uncertainty but it was also an opportunity for The Lullaby Trust to adapt in order to continue to provide safer sleep advice and support services to families who need it the most during what is still an unprecedented time.

This has been a difficult period for all, particularly bereaved families whose grief may have been further exacerbated by being unable to see family and friends. We hope our bereavement support services have been a source of support and comfort during the most unimaginable time. New families told us they received less guidance around reducing the risk of sudden infant death syndrome, and our leaflets and services have provided vital information.

The death of a baby is devastating for families. **Every week in the UK, around four babies die from sudden infant death syndrome (SIDS).** Also known as cot death, SIDS is when a seemingly healthy baby dies unexpectedly and no cause is found after post mortem. The Lullaby Trust aims to

prevent sudden infant death by providing lifesaving information to all families on how to reduce the risk of SIDS.

We also support research that looks into SIDS to understand why babies and young children die suddenly and unexpectedly and how these deaths can be prevented in the future. For those families who have sadly lost a baby, The Lullaby Trust provides bereavement support and campaigns for better, consistent bereavement care across the UK. All The Lullaby Trust's activities are focused on our ultimate aim of eliminating preventable sudden infant death in England, Wales and Northern Ireland and supporting bereaved families. In our first 50 years, we have used evidence to drive a significant reduction in SIDS.



We are keen to work with others to use an evidence-based approach to reduce baby and child deaths and continue to support bereaved families. We are committed to achieving our strategic objectives by close working and partnerships with other organisations with similar objectives.

**2021 marked our 50th anniversary**, and coupled with the ongoing impact of the pandemic have given us new reason to consider our impact and future direction. We are therefore beginning to reconsider our strategic objectives, and are doing so with a number of new Trustees on the Board of Trustees.

Other highlights this year include the success of **Safer Sleep week in March 2021** and the **BBC Lifeline appeal** presented by Kym Marsh, which featured powerful stories of bereaved parents we have

supported. We're grateful to all those who shared their stories which generated vital funds for the charity.

I would like to take this opportunity to extend my deep gratitude to each and every one of our staff members, volunteers, supporters, donors, partners, Trustees, committee members and celebrity ambassadors - without you, we would not have been able to continue delivering our life changing services.

Thank you  
**Jenny Ward, Chief Executive**

**In 2020 we published a two year strategy which set out our three key objectives:**

1. Secure annual reductions in the rate of SIDS
2. Ensure bereavement support is available to all families affected by sudden infant death, at any time, and with any baby born after a bereavement
3. Commit to keeping SIDS on the research and policy agenda

Thank you Kym Marsh for presenting



our BBC Lifeline appeal

## Our achievements over the past 50 years

**In the 1980s, around 2,000 babies between the age of one week and two years died unexpectedly, 90% of them before the age of eight months. In about 1,500 of these cases, no cause of death was found following a post mortem.**

The Lullaby Trust recognised that raising funds for research to unlock the mystery of sudden infant death syndrome (SIDS), which is also known as cot death, was vital. We have funded a wide variety of research projects, which have informed our understanding of sudden infant death, and allowed us to give advice on safer sleep to parents based on scientific evidence.

**One of the most important pieces of advice was placing a baby on their back to sleep rather than on their front.** This in turn led to a remarkable drop in the numbers of babies dying suddenly and unexpectedly and greatly reduced the rate of unexplained infant deaths over time to 0.27 per 1000 live births in 2015 in England and Wales (ONS 2017).

We are proud that The Lullaby Trust has played a major role in reducing SIDS in this county by 82% since 1992. We believe our commitment to funding research has been instrumental in decreasing the number of deaths.

**£12 million invested in SIDS research**

**20,000 babies' lives saved**

**82%**  
reduction in SIDS rate since 1992

Since we've highlighted the risks of SIDS, 20,000 babies lives have been saved. We passionately believe that our original purpose to identify the causes of sudden infant death and to prevent these tragedies occurring is as relevant now as in 1971.

Finding answers for grieving parents and preventing future infant deaths drives our mission. This can only be achieved by continuing to fund and facilitate high quality research, and ensuring this is widely disseminated.



# 2021 in numbers

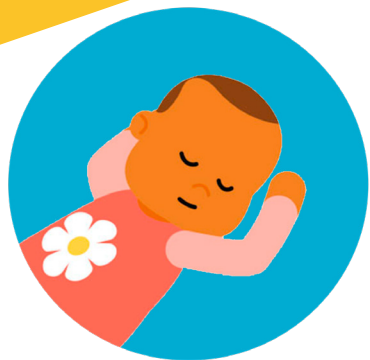
97%

of health professionals who attended our training sessions said the quality of training was high



would recommend our training to their colleagues

95%



1,484

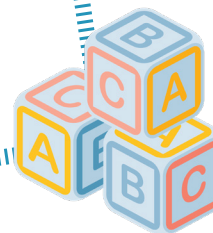
professionals provided with safer sleep training

171,395

leaflets on safer sleep advice were sent out to parents, carers and professionals working with families



3,450 families and 827 professionals contacted us for information on safer sleep



1,080

bereaved families contacted us for direct support



53

bereaved families were allocated a Befriender to offer peer-to-peer support during the year

469

professionals contacted us for support on behalf of a family they are working with

## Key campaigns, projects and initiatives



### Safer Sleep Week 2021

Throughout 2020-2021, we have continued to grow our profile and our online following, allowing us to reach an increasing number of parents with our safer sleep advice. Our Instagram account was relaunched, providing families with safer sleep guidance and just over a year later the account hit 40,000 followers.

In March 2021, we ran our seventh Safer Sleep Week campaign to raise awareness of SIDS and our safer sleep advice. The focus of the 2021 campaign was on Dads, who often have a key role in the care of their baby and in some cases, they are the primary carer. It is therefore crucial they understand how to reduce the risk of SIDS and sleep their baby safely. Our audience figures are overwhelmingly female and almost all of the enquiries we receive come from Mums.

We carried out a survey of over 500 new and expectant Dads that indicated that lockdown restrictions combined with the increased pressure placed on public health

services by COVID-19 had made it even harder for Dads to access vital support and information on how to reduce the risk of SIDS. The survey results showed that less than a quarter of Dads had been able to attend all antenatal appointments and over 50% have not been allowed to attend any at all.

The 2021 Safer Sleep Week campaign was successful on social media with our Facebook posts reaching a combined total of 1,317,300 people and generating 94,622 engagements (likes, shares, comments and clicks.) This success was also seen on our Instagram page where our posts reached 207,312 people. Over 43,000 visits were made to our website during the campaign.

**The survey showed that less than a 1/4 of Dads had been able to attend all antenatal appointments and over 50% have not been allowed to attend any at all.**



## Webchat bereavement support service

Last year we introduced a Webchat bereavement support service. Webchat allows bereaved families to access one-to-one support without having to schedule a phone call. This also ensures accessibility of our service to bereaved families, especially those families who may struggle to make a call from home.

**54%**

**of parents enrolled in CONI identify as being bereaved**

**871 families and 451 babies**

**supported on CONI between July 2020-June 2021**

## The Care of Next Infant programme

The Care of Next Infant (CONI) programme provides emotional and practical support to bereaved families during pregnancy and throughout the early months of their new baby's life, allowing them to enjoy this special time helping parents gain confidence in looking after their baby. The Lullaby Trust works with health professionals from local hospitals and public health services including midwives, doctors, health visitors/ health professionals and paediatricians to facilitate the programme locally.

As home visits by health visitors were not possible due to government guidelines, the CONI programme was quickly adapted to replace home visits with telephone calls. CONI coordinators are experienced health visitors, midwives or neonatal nurses who support families in their local areas.

**“We were so lucky to have the CONI support but a big part of it was that we had the coordinator and no one else. Her attitude and presence was always so calming to us and she knew when and what kind of help we needed each time she visited. She has been always available to us and visited as frequently we wanted. We have been so pleased and not felt that we are alone with our thoughts and worries.”**

**- Parents (Greater Manchester) 2020**



## Little Lullaby

We are committed to reducing deaths in babies and are focusing on the most at-risk groups such as young parents. In March 2020, Little Lullaby became a core service of The Lullaby Trust.

**Babies born to mothers under the age of 20 are almost four times more likely to die from sudden infant death syndrome (ONS, 2019).** Our mission is to stop all unexpected deaths of babies and toddlers born to young parents and to help them feel better informed about sleeping their babies safely.

Little Lullaby advocates for young parents under 25, providing an inclusive space for them to share experiences and receive emotional and practical support. We aim to challenge stereotypes, amplify young parents' voices and empower young parents to achieve their full potential by providing them with opportunities to take over our Instagram account and write blogs.

Our Young Parent Panel meets every month to help us shape the service we offer. They influence how we reach families with our safer sleep messaging and what information is important to them.

## Our future plans

Despite the challenges of the year we have remained focussed on securing reductions in infant mortality and supporting bereaved families.

The latest statistics on unexplained deaths in infancy in the UK were low in 2019 and **the rate of deaths decreased by 19% from 0.31 to 0.28 per thousand live births**. However, these figures came with a warning that delays caused by the pandemic mean the figures are likely to change and increase.

During the year there has been much work and analysis of which groups of babies and families are most at risk. The National

Child Mortality Database report on Child Mortality and Social Deprivation highlighted deprivation as one clear area of risk, and we will continue to consider how our work in both safer sleep and bereavement might be more effective at reaching families living in deprivation.

Data from the Office of National Statistics has also identified ethnicity being a factor in unexpected infant deaths, and offered more insight, including the high risk to some black communities. We continue to target the most at risk and to ensure we have diverse representation on all our family panels.





## Your support saves lives

We would like to say a big thank you to the many individual supporters, who in the past year have given up time and energy, taken part in an event, raised money or made a donation to support the work of The Lullaby Trust.

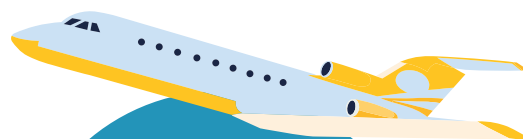
Whilst it has been another difficult year for our supporters with the postponement of many sporting and community events, we truly appreciate everyone's efforts to keep fundraising.

Here are some of the highlights from 2020/21:

- ★ **The Big Give Christmas Challenge 2020** which saw our supporters generate over £82,000. The money raised has supported the running of our helpline for five months, offering support to bereaved and information and advice to new and expectant parents.
- ★ The Lullaby Trust was selected to feature in a **BBC Lifeline Appeal** which aired in June. The appeal was hosted by actress, presenter and bereaved mum, **Kym Marsh**. Kym was joined by three families who had used the charity's support services. The appeal raised over £14,000 and every pound donated will be matched by the Sandhu Charitable Foundation.

★ **The 2020 Virgin London Marathon, Royal Parks Half Marathon and London Landmarks Half Marathon** were all unfortunately postponed until 2021. A huge thank you to everyone who continued to train and raise some money or completed virtual versions of the events. We look forward cheering on our teams in person soon. Our pre-marathon training day was once again kindly supported by **David Lloyd Clubs** who provided training and physio advice for our runners.

★ We have also continued receiving support from **Nimans**, who provided 212 Snuza HeroMD baby monitors during the year to support The Lullaby Trust's Care of Next Infant programme.



**Simfest raised a heroic £33,000 from their 24/7 simulated flight around the world!**



Comedy writer and best-selling author **Adam Kay** generously continued his support of The Lullaby Trust throughout his sell-out theatre tour of 'This is Going to Hurt Live'. Whilst theatres were closed for much of the year, some shows did go ahead, raising over £4,000. Adam has also been instrumental in securing donations for the charity through the publication of his book 'Dear NHS: 100 stories to say thank you'. At least 15p from every book sold comes to The Lullaby Trust.

★ We are very grateful to those funders who have supported our work during the COVID-19 pandemic by providing donations during lockdown and loosening restrictions on their grants, including but not limited to the **Lloyd's Charitable Trust**, the **Ashla Charitable Trust** and **BBC Children in Need**. Thank you to all of our corporate partners, trusts and foundations who have funded our work this year. In the year 2020/2021 we were delighted to launch a new partnership with Halo, promoting our safer sleep advice to their UK customers.

★ The Lullaby Trust was the chosen charity of the year for IT recruitment company, **Candour Solutions**. A team of five raised over £10,000 walking from Leeds to Manchester, in memory of baby Lara, in 2020. Director Stephen and three friends then walked even further, from London to Manchester in 2021, bringing their total to over £37,000.



**#teamlullaby**

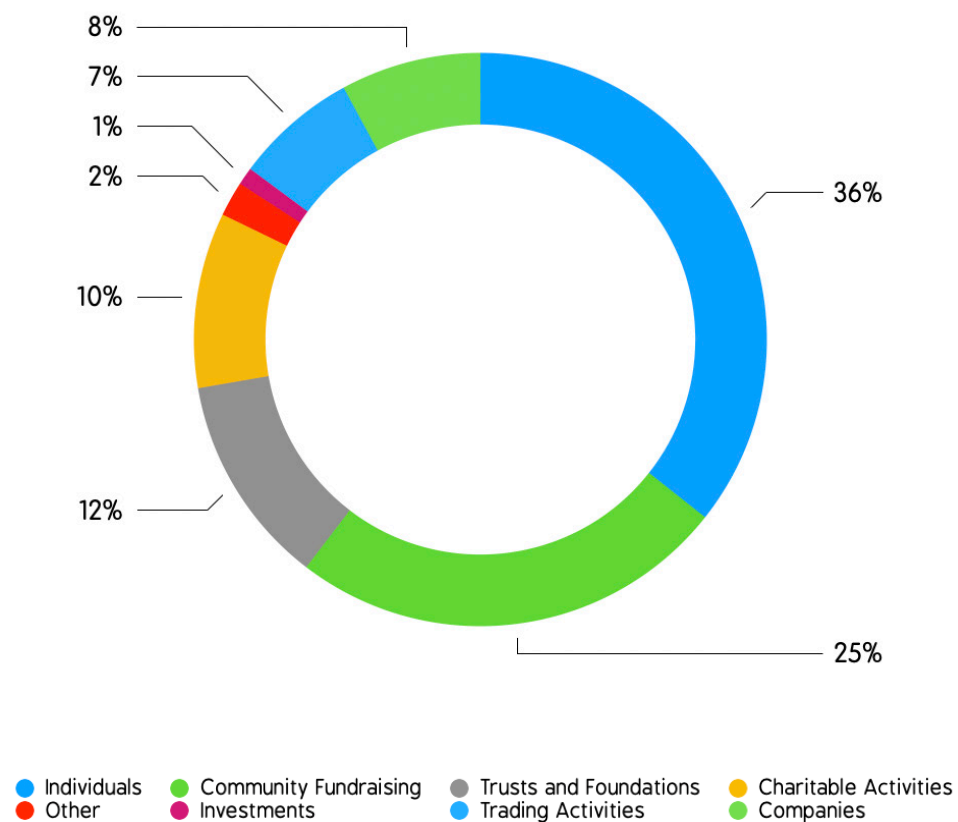




## Income

### Where our money comes from

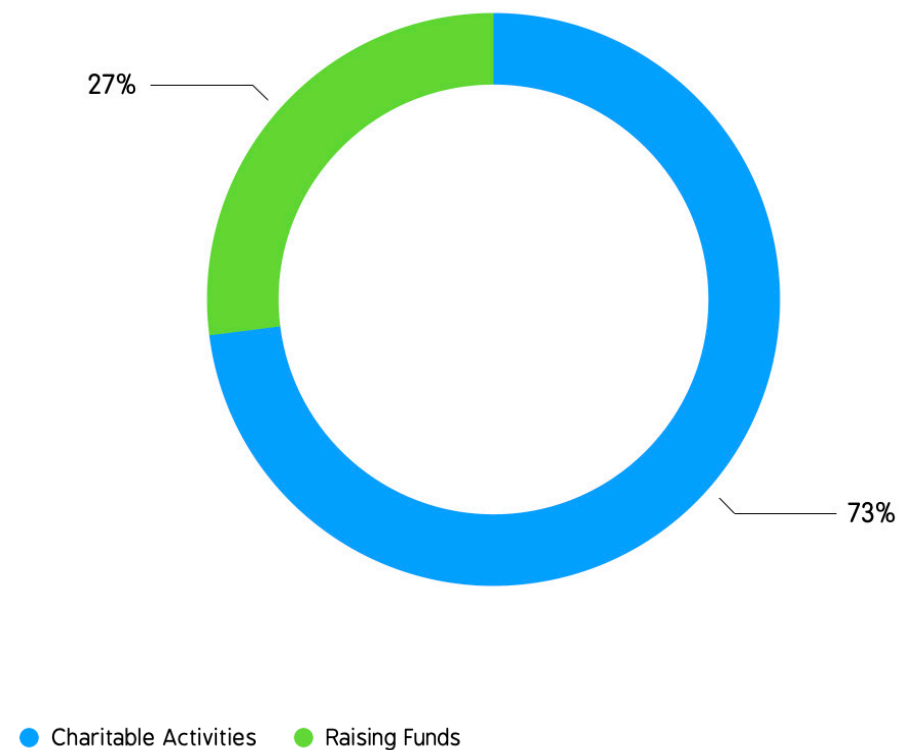
Thanks to the kindness of our loyal and generous supporters we generated net income of £1.40m in 2020/2021.



## Expenditure

### How we spent our money

This year we spent £1.17m (excluding the direct costs of our trading activities). For every pound we spent, 73 pence was spent on our charitable work and 27 pence was invested into raising funds to continue our work.



# Thank you

To our corporate partners who have helped to fund our work this year  
Halo, Snuza and Nimans Home



Companies, Trust and Foundations offering pro bono services or donating £5,000 or more in 2020/2021 include

Aden & Anais Limited (Halo)  
BBC Children In Need  
Dandia Charitable Trust  
David Lloyd Leisure  
Eveson Charitable Trust  
Fremantle Media Ltd  
ITV Lloyd's Charities Trust  
Orion Publishing Group  
Public Health England  
Sandhu Charitable Foundation  
Scottish Government  
Terrible Limited  
The Ashla Charitable Trust  
The Blyth Charitable Trust  
The J E & J V Posnansky Charitable Trust  
The National Lottery Community Fund  
The Reed Foundation  
The Sandhu Charitable Foundation  
University of Bristol  
White & Case  
Zimple Limited

A gift in a will is a special way of supporting The Lullaby Trust's work. We are grateful to the following supporters for leaving us a gift in their will

Rosemary Doherty  
Wendy Annette Draisey  
Catherine Mary Edwards  
Trevor Gilbert  
Betty Hickman  
Barbara Hopkinson  
Norah Hyet



**We're here for you**

**for FREE safer sleep advice call  
0808 802 6869**

**for FREE bereavement support call  
0808 802 6868**

**The Lullaby Trust's work is reliant  
on donations from the public and  
gifts in Wills. To find out how you  
can help us continue to save lives  
and support families, visit  
[lullabytrust.org.uk / support-us](http://lullabytrust.org.uk/support-us)**



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