



# Reducing Sudden Infant Deaths in Yorkshire & The Humber

February 2021



## Key Statistics

On average 4 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.

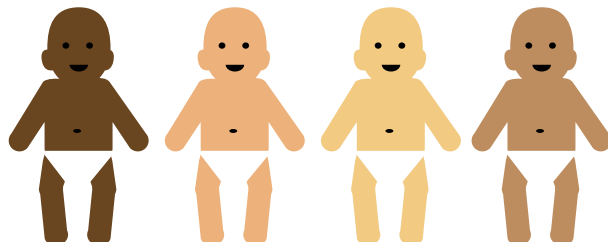
The latest results from the Office for National Statistics (ONS) showed that in 2018 SIDS rates in England and Wales increased by 7%. SIDS rates in Yorkshire and the Humber have also increased from 0.29 in 2017 to 0.40 in 2018. Rates of SIDS deaths in Yorkshire and the Humber are now amongst the highest in the country, considerably higher than the average rate in England and Wales of 0.30.

This is very worrying and action must be taken to bring down the number of babies dying in your region by making sure all parents have access to information on how to reduce the risk of SIDS. If all parents followed safer sleep advice, many more babies' lives could be saved.

The Lullaby Trust has been working hard to bring down SIDS rates. 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.

# 4

Every week in the UK, around 4 babies die from sudden infant death syndrome (SIDS)



# 80%

The work we have done has resulted in a drop of more than 80% in SIDS since 1991, saving the lives of around 20,000 babies.





## Naomi's Story

### Bereaved mum Naomi shares the story of her daughter Madaline

My first daughter Madaline was born 26 September 2014. She was perfect and healthy.

But on 22 October, only a few weeks later, at 5.30am in the morning, I woke to the sound of my ex partner screaming for me to call an ambulance.

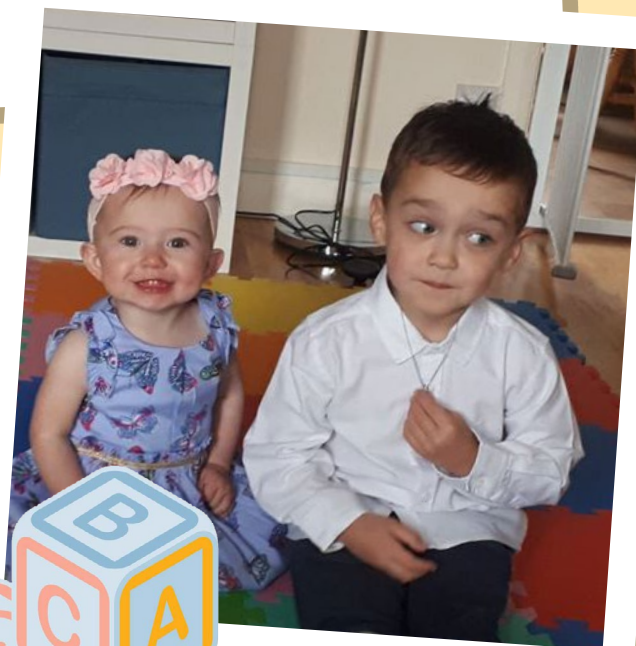
The emergency services arrived but they couldn't save Madaline. They said it was an unexplained death.

In January 2015 I found out I was pregnant again. Shocked and scared I did a lot of research and found out about The Lullaby Trust's CONI programme online.

I got in touch and was pointed in the direction of my local CONI lead. CONI wasn't very well known in my local area at the time and a lot of people asked me what it was and why I was on it. There needs to be more awareness because it is so helpful and put me at ease, especially the weekly visits.

I was given The Lullaby Trust's safer sleep for babies booklets which were really helpful and put my mind at ease when my second baby arrived.

As a bereaved mum I think it's very important that all families know the safest ways to sleep their baby. This knowledge can help parents stop worrying that something will happen to their baby in the night. Having access to safer sleep information definitely helped me sleep a little bit better.



## Tackle SIDS in your area

### 1 Support Safer Sleep Week 2021

Our annual Safer Sleep Week campaign takes place from 15th-21st March 2021 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 2021 is on focus is on Dads. Dads often have a key role in the care of their baby, 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. Running a Safer Sleep Week campaign in your area is an effective way to raise awareness of SIDS and equip parents with information on how they can reduce the risk. We have a range of resources to help you with your campaign including a digital information pack which is free to download and contains Safer Sleep Week posters, cards and publications, which are available to order from our shop.

**For more information about Safer Sleep Week contact**  
[communications@lullabytrust.org.uk](mailto: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](http://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 again. 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 a new baby. We need your support for this vital service to be commissioned and offer this vital lifeline to the most vulnerable families.

**For more information on how to do this visit**  
<https://www.lullabytrust.org.uk/professionals/care-of-next-infant/>

