

# The Lullaby Trust Strategy 2020-2022



## Objectives

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

### 1. Secure annual reductions in the rate of SIDS

- Create a safer sleep journey from pregnancy to the baby's first birthday
- Diversify safer sleep messages to reach all families from pregnancy to 1 year of age
- Ensure messages to families are continually reviewed in response to information about the circumstances in which babies die of SIDS in the UK
- Increase the reach of Safer Sleep Week year on year
- Extend our reach by identifying groups not currently engaging with our messages and connecting with them
- Ensure all our messages can be given in video or animation content to support families and professionals
- Create a safer sleep standard for products to work with corporate partners

### 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

- Ensure bereavement support is available for anyone affected by the sudden death of a baby no matter when the baby died
- Answer all bereavement support contacts personally within opening hours
- Encourage recruitment of befrienders across different communities and with a range of experiences to ensure a wide offer to bereaved families
- Ensure that all bereaved families who need more than listening support can access high quality support
- Create resources for children affected by sudden infant death
- Increase CONI reach across the country

### **3. Commit to keeping SIDS on the research and policy agenda**

- Represent sudden infant death in ongoing research and policy development in the UK
- Help create a SUDIC registry
- Complete an Impact Analysis of the Lullaby Trust's research funding
- Create public resources on all research findings relating to sudden infant death
- Collaborate to ensure international research continues and is shared
- Ensure unexplained infant death is never forgotten, working with other organisations to highlight how it can be prevented and bereaved families supported
- Act upon any modifiable factors identified by national child mortality data

## **Vision**

Our vision is an end to all unexplained deaths of babies and young children and support for every family whose baby or child has died

## **Mission**

### **Information**

Ensuring families and professionals get expert advice to keep their babies safe

### **Research**

Understanding why babies die and how deaths can be prevented

### **Support**

Supporting all bereaved families at any time after the death of their baby or child

### **Influencing**

Raising awareness and working with others to save babies' lives and improve bereavement support

## **Values**

### **Caring**

We care about all the people we support and always show compassion, warmth and understanding.

### **Reassuring**

We are supportive, clear, informative and non-judgemental

### **Trustworthy**

We have expert knowledge based on scientific evidence, data and experience

### **Driven**

We won't stop until no baby dies suddenly and unexpectedly