

The Lullaby Trust Newsletter for professionals

Safer Sleep Week 2016



Thank you all for your support during our second Safer Sleep Week in March 2016. We had an amazing week. The highlights were:

- The safer sleep animation was viewed 42,488 times smashing the target of 25K views.
- Social media engagement was strong with a total hashtag audience of 3.1 million, leaving 8.1 million impressions
- Jenny Ward took part in a live Twitter Q&A session with @Unite_CPHVA and its members. The chat increased usage of the hashtag, reaching its peak of 283 mentions at 7pm.
- A total of 54 media hits were achieved during Safer Sleep Week this included national and regional press, TV, radio and blogs.
- 30,000 Bounty Packs containing our Safer Sleep information were distributed.
- We sent out 364 Safer Sleep Week Packs compared to last year's 250 packs. 78,033, cot cards were sent out.

Save the date for 2017 now: 13th-19th March 2017

Little Lullaby is the new Bubblicious

The Lullaby Trust is excited to announce that Bubblicious (our website for young parents) has re-launched as Little Lullaby with a brand new look. The risk of SIDS for babies born to mums under 20 is 4 times higher than for any other group.

The new Little Lullaby website (www.littlelullaby.org.uk), backed by The Big Lottery Fund, will provide young and expectant parents with the opportunity to learn what they can do to reduce the risk of SIDS as well as sharing advice and supporting each other through pregnancy, birth and parenting. The Big Lottery also fund the project's face to face work in London; training young parents as peer educators who go out into the community and educating other young parents on how to reduce the risk.

We know many of you helped us promote Bubblicious and we hope you will help to promote the new improved version! Please share our exciting news with young parents or parents to be and professionals that you work with. For more information on our training or the website please contact: info@littlelullaby.org.uk



SPOTLIGHT: Safer sleep animation

Safer Sleep Week saw the launch of our amazing new animation giving out safer sleep messages. This was a first for us – 2 minutes to give our advice! The animation has been watched over 40,000 times already. Please have a look and let us know what you think and whether this would be a useful tool for you.

Find the animation at <http://www.lullabytrust.org.uk/safer-sleep>



Resources

We get a lot of questions from both parents and professionals about different sleeping products for babies. Unfortunately we can't comment on individual products, but we know how helpful it is to have some background to our advice on the safest place for babies to sleep, and how to support parents as they face the confusion of products. We have put together an information resource on sleeping products which will be on our website by the end of June. Keep looking at the factsheets area for the new resource.



Local training opportunities

We are very pleased to announce that from June 2016 we will have a Regional Development Officer available to give training to professionals in the South West of England. We are now actively looking for seminar and training possibilities in the South West, so if you work in this area and might be interested in helping to set up some training for you and your colleagues please let us know by emailing training@lullabytrust.org.uk

We will also be recruiting for a new RDO to cover the North West of the country in the next few months, so keep your eye out for the advert.

Did you know?

Whilst Sudden Infant Death Syndrome (SIDS) is most common in babies under 6 months of age, there are, sadly, still a small number of deaths of older babies and toddlers each year. In 2013 the Office for National Statistics reported 19 deaths of babies between 12 and 24 months of age where no cause was found. We are funding research into deaths in older babies, and we offer support to families no matter the age of their young child. See www.lullabytrust.org.uk/babies-over-one for more information on our support services for older babies.

Thank you for taking the time to read our newsletter and for continuing to support The Lullaby Trust