

The Lullaby Trust Newsletter for professionals

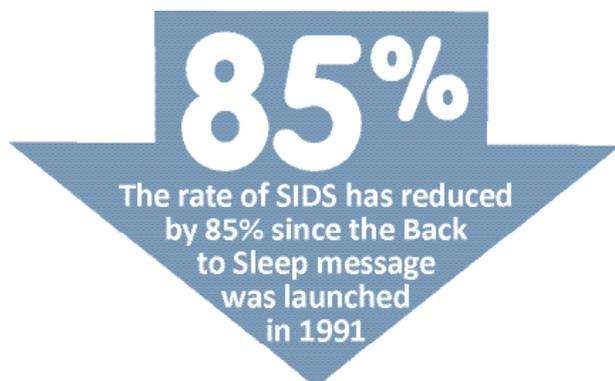
Back to Sleep: 25 years later

This year is the 25th anniversary of the Back to Sleep campaign, and we are celebrating it with a huge 85% reduction in SIDS rates. Figures released in August for 2014 showed the lowest rate of SIDS ever recorded.

In the late 1980s around 2,000 babies died suddenly and unexpectedly each year and no reason for their death was ever found. In 2014, 230 babies died from SIDS across the UK. This is a great reduction, but we remain cautious that some regions in the country are still seeing rates that are higher than the national average, and some have even seen a rise.

We rely on professionals such as yourselves to continue to get these messages out to families. 230 is still far too many, and the safer sleep advice works as the figures show. So 25 years later we are looking for another push on our safer sleep advice. You can help us by getting involved with Safer Sleep Week next March. Help us to get messages out by signing up to Safer Sleep Week.

We are planning resources to help you do this. See lullabytrust.org.uk/safer-sleep-week



Car Seats- hot topic!

Our hot topic in the media this month has been car seats. Research funded by The Lullaby Trust recently highlighted the potential risk to premature and young babies of being placed in car seats for long periods.

The pilot study, which took place in Swindon, looked at a number of babies who were ready to go home to see how they coped with being in a car seat in different circumstances; both when stationary and with some vibration to mimic being in a car. As a result, there was some coverage in the media of the suggestion that babies should stay no longer than 30 minutes in a car seat.

The Lullaby Trust welcomes the research, and as a result we facilitated a seminar with the researchers, car seats manufacturers and retailers earlier this month. This will, we hope, start a discussion about car seats needing to take health as well as safety into account in their design. There are some lie-flat car seats available but we don't know if they improve the health issues highlighted by this study. Everyone agrees that more research is needed in this area.

Our advice is:

- parents should avoid long journeys with young babies in car seats, and take regular breaks
- Using an extra mirror or having another adult in the back with the baby will ensure you can keep an eye on the baby at all times
- The recommended place for a baby to sleep is a firm, flat surface, so parents should be advised they must use a car seat when travelling, and transfer their baby to a suitable sleeping place once they are out of the car.

SPOTLIGHT: Safer Sleep Week & the Big Give

From 12 midday on Tuesday 29 November to 12 midday on Friday 2 December donations made to us via The Big Give website will be matched pound-for-pound; this means a donation to us will go twice as far!

Help us raise £30,000 online which will be matched to a whopping £60,000 to fund our nationwide awareness raising campaign on Safer Sleep for Babies in 2017.

In order to donate please do so from 12 midday Tuesday 29 November **(please note donations made before this will not be doubled)**

<https://secure.thebiggive.org.uk/donation/to/63782/24865>



Local training opportunities

We have an active team of six Regional Development Officers, who work throughout the country giving training and support to professionals on safer sleep. There is a dedicated section on our website for professionals, which has details of how to contact us and the resources available for you.

From 2017 we are refreshing our training on what to do when a baby dies, so keep an eye out for new training opportunities. Email training@lullabytrust.org.uk to book a session.

Resources: E cigarettes

E cigarettes have been an increasingly hot topic in the past few years, and many of the questions we get asked relate to their link to SIDS and safer sleep. The quick answer is that we don't know, but they are likely to be much safer than cigarettes.

We have joined with other charities and experts to form the Smoking in Pregnancy Challenge Group, which has produced some great resources for parents and professionals. We have a dedicated page on our website, which can be found in the safer sleep section.

As always, refer pregnant women to your local stop smoking service for the best support in giving up entirely.

The Paediatric Safety Conference: Innovations in childhood care takes place 15th December

The ONECPD Paediatric Safety Conference is inviting health professionals to explore the latest improvements in early years care and discover how new methods and technology can be used to safeguard patient safety and avoid preventable mistakes. The Lullaby Trust is a key supporter and will have a stand.

Leading the conference will be keynotes and experts in paediatric safety such as Dr Peter-Marc Fortune from Royal Manchester Children's Hospital and Dr Derek Burke, Medical Director, Sheffield Children's Hospital.

To book a place now or for more info about the event please click here: www.salford.ac.uk/onecpd/courses/paediatric-safety-conference

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