

SIDS in numbers: Reduce the risk

290

SIDS claims the lives of approximately 290 babies every year in the UK; that's five babies per week



4x

The risk of SIDS is 4 times higher in babies born to younger parents under the age of 20 than those born to parents aged 20+



Each year over 100 babies' lives could be saved if no pregnant woman smoked



6x

An infant placed on their front to sleep is up to 6 times more at risk of SIDS than one placed on their back



Sharing a room with your baby can halve the risk of SIDS



Around 90% of SIDS deaths happen in the first 6 months of life

1 per 3,500

The current unexplained infant death rate in the U.K. for live births. This rate is higher than much of Western Europe.



Babies born at low birth weight are over 3 times more at risk of SIDS than babies born at a normal birth weight



55%

Boys are more at risk of SIDS than girls – 55% of unexplained infant deaths were boys in 2013

What is SIDS?

Sudden Infant Death Syndrome (SIDS) is when a baby dies suddenly and unexpectedly and there is no identifiable cause of death. Approximately 500 babies die unexpectedly in England and Wales every year. 249¹ deaths remain unexplained after post-mortem examination.

Those that remain unexplained after post-mortem examination may be registered as Sudden Infant Death Syndrome, Sudden Unexpected Death in Infancy (SUDI), unascertained or cot death.

That means five babies die every week without a known cause, leaving families devastated. We could potentially prevent the deaths of many babies if every parent acted on our evidence-based safer sleep advice.

UNEXPLAINED INFANT DEATHS ACCOUNTED FOR 9% OF ALL INFANT DEATHS OCCURRING IN 2013

Which babies are most at risk?

Babies born to young mums: The rate of infant deaths of babies born to mothers aged under 20 (1.27) is four times greater than babies born to mothers aged 20 and over (0.32).

Babies under four months: 81 per cent of unexplained deaths occurred within the first four months of a baby's life in 2013.

Premature babies: babies born before 36 weeks are at a much higher risk of SIDS.

Lower birth weight: Babies born weighing less than 2,500g are at higher risk of SIDS.

Babies born to mothers who smoked in pregnancy: 30% of SIDS cases could be avoided if mothers stopped smoking while pregnant.²

Factors associated with increased risk of SIDS

Factors associated with increased risk of SIDS

- Unsafe sleeping positions
- Smoking
- Unsafe sleeping environments:
- Bed sharing or sofa sharing
- Temperature
- Bedding and mattresses
- Alcohol and substance misuse
- Social and economic disadvantage
- Young mothers
- Premature and low birth weight babies

Factors associated with decreased risk of SIDS

- Sleeping position (on back)
- Keeping a baby smoke free
- Room sharing
- Breastfeeding
- Dummy use
- Firm, flat, separate sleeping place for baby



¹ The Office of National Statistics (ONS), Unexplained Deaths in Infancy: England and Wales, 2013

² Haglund B, Cnattingius S. Cigarette smoking as a risk factor for sudden infant death syndrome: a population-based study. Am J Public Health. 1990;80(1):29-32

Safer Sleep Week 14-20 March 2016



What is Safer Sleep Week?

Safer Sleep Week is The Lullaby Trust's national awareness campaign targeting anyone looking after a young baby. It aims to raise awareness of Sudden Infant Death Syndrome (SIDS) and the proven advice to reduce the number of deaths to local parents and professionals.

We would greatly welcome your support for the week in order to target our safer sleep for babies advice in your area. In 2016 we are particularly focussing on young parents, who have a four times greater risk of their baby dying without a cause.

Why do we need a Safer Sleep Week?

The number of babies who died of SIDS rose in 2013; the first rise since 2008. Sadly we know that there is advice that, if followed, could reduce deaths of babies and save families from heartbreak.

A 2013 survey found over half of new mums with babies under six months said their greatest fear is that their baby will die in their sleep. Despite this, over half of mums were not following safer sleep advice.

How to take part

Run a local safer sleep campaign targeting young parents in your area. Ensure all young parents have access to our safer sleep message; order our free Safer Sleep Week advice cards containing our key advice.

We have a recommended display pack on our website for Children's Centres, including information on safer sleep. We are giving away 50 for free to the first to request a display pack, and after that we are just charging P&P of £3.50.

To order your display pack or to see our full range of safer sleep publications visit www.lullabytrust.org.uk/shop

Ensure professionals are aware of safer sleep

Are all professionals in your area aware of the safer sleep advice? Safer Sleep Week is the perfect time to think about offering up to date training and advice to staff who work with families with babies and young children.

Visit our website to find out more about our training www.lullabytrust.org.uk/training

Show your support on social media

Support The Lullaby Trust's social media campaign. Throughout Safer Sleep Week we will be publishing safer sleep tips and advice using the hashtag [#SaferSleepWeek](https://twitter.com/SaferSleepWeek).

Promote via your social media channels; follow [@LullabyTrust](https://twitter.com/LullabyTrust) and retweet our safer sleep advice.

Who we are

The Lullaby Trust is the leading charity working to provide specialist support for bereaved families, promote expert advice on safer sleep and raise awareness on sudden infant death.



Supporting vulnerable families



Continue to commission CONI and CONI Plus

Families who have suffered the sudden and unexpected death of a baby are often very anxious when they come to have another baby. The Care of the Next Infant (CONI) programme was set up by The Lullaby Trust in 1988 and is run in partnership with the NHS.

From October 2015, the commissioning of core health visiting services is set to transfer from the NHS to local councils. As part of the 2015/16 National Health Visiting Core Service Specification¹, the remit of the health visitor must also include provision of services that provide additional support to vulnerable babies such as CONI.

The CONI programme provides specialist advice, information and support to health professional who, in turn, support bereaved families with their subsequent babies.

CONI PLUS offers similar help to other families who may have a special reason to be anxious about their baby. They may for example:

- be close relatives of a baby that has suffered a sudden infant death
- have lost a baby to causes other than SIDS
- be parents whose baby has suffered an Apparent Life Threatening Event (ALTE).

Since CONI began in 1988, it has provided comprehensive support to over 8,900 families and 13,100 babies. Last year we supported 343 families through the CONI programme, an additional 526 families were enrolled on the CONI PLUS supporting other groups of vulnerable families including those with a close family history of SIDS or following an Apparent Life Threatening Event.

On completion of the CONI programme, families evaluate their experience; 93% of parents returning the latest evaluation rated CONI as helpful or very helpful. 89% of parents returning the evaluation said the health visitor was helpful or very helpful.

To find out more about CONI contact Jo Carroll, National CONI Co-ordinator on 020 7802 3220 or email JoC@lullabytrust.org.uk

New app coming soon...

Baby Check: is your baby really ill?

In the coming weeks we will be launching our Baby Check app in partnership with Birmingham Community Healthcare Trust. Following on from the success of our Baby Check booklet, this app has been designed to help parents decide whether their baby needs to see a doctor. Baby Check contains 19 simple checks which test for different symptoms or signs of illness.

This new app is free of charge and will be available for both i-phones and android devices.

Pre-order our promotional Baby Check app cards at www.lullabytrust.org.uk



1. 2015/16 National Health Visiting Core Service Specification 5.9.22