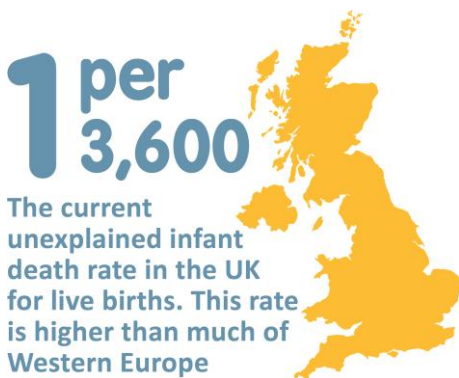


# The Lullaby Trust Application for AFC Wimbledon Charity Collection



## Why The Lullaby Trust exists

500 seemingly healthy babies die suddenly and unexpectedly in the UK each year. Over half of these tragic deaths are eventually explained but for the remaining no cause is found; this is what's called Sudden Infant Death Syndrome (SIDS), commonly known as cot death.



The Lullaby Trust is the only charity in England, Wales and Northern Ireland working specifically to reduce sudden infant death. We have been credited with having one of the most successful public health campaigns of all time, our 'Back to Sleep' campaign, which contributed to an 81% fall in the rate of SIDS since 1991. It is estimated that The Lullaby Trust has saved 20,000 lives over the years through our important research and communications.

However, around 216 babies still die of SIDS every year in the UK. The Lullaby Trust has set a target of halving the rate of Sudden Infant Death Syndrome in the UK by 2020. Ultimately our goal is to eradicate SIDS.

The activities that we carry out to achieve this are:

**Raising awareness of SIDS:** we promote our 'safer sleep for babies' message and other advice on how to minimise the risk of SIDS to parents, professionals, policy makers, media and the wider public. We work hard to reach vulnerable groups who are most at risk of SIDS: young parents; those with mental health problems; who smoke, drink or use drugs and who are poorly housed.



**Training:** we deliver evidence based training to frontline health professionals about sudden infant death risk factors, helping them work better with families to reduce these risks.



**Bereavement services:** through our helpline and online services we deliver compassionate support and practical guidance to families who lose a baby suddenly. We also run a befriender programme, offering peer support from a trained volunteer, who themselves has experience of SIDS. Our Family Days also give bereaved families an opportunity to meet, talk and share with others who have gone through a similar experience. Lastly, we run a health-visitor led service that offers enhanced support to parents with previous experience of cot death.

**Medical research:** we are the leading funder of medical research into SIDS in the UK. We carry out cutting-edge research with leading scientists to get closer to understanding the causes of SIDS and the interventions we can take to prevent it.

## Local Work

Although we're a national charity, we have local impact as much of our work is carried out regionally. Some of our initiatives local to AFC Wimbledon include:

- **Training:** Our regional officer for the area around The Cherry Red Records Stadium is Sarah Wilson who conducts training for health professionals and anyone involved in the care of a baby in the area. Sarah also holds an annual Family Day for her region. This is a free, fun day out, at a place like a theme park or zoo, where bereaved families can meet and gain support from one another.
- **Little Lullaby:** Young parents are at particular risk of losing a child to SIDS (the risk is 3 times higher among those under 20). To combat this, we have a dedicated project called Little Lullaby which provides peer to peer support to help young parents to feel better informed, more confident and less isolated through pregnancy, birth and beyond. With the help of our Young Parent Ambassadors, we spread safer sleep advice to young parents through our safer sleep workshops, our website and our work with professionals. Training from our Young Parent Ambassadors is currently only available throughout London so we are looking to expand our reach to other areas of the UK over the next couple of years.
- **Care of Next Infant (CONI) programme:** The CONI Programme was launched in 1988 to support bereaved families who have a subsequent child. Parents on the programme receive enhanced support such as regular home visits from their health visitor and a breathing monitor for their baby. Over the years CONI has helped over 13,000 babies and research shows it has contributed to a reduction in recurrent infant death. In the area surrounding The Cherry Red Records Stadium we have CONI centres in Merton and Richmond.



## The impact of working with AFC Wimbledon

SIDS is increasingly linked to poverty, with 74% of deaths occurring within disadvantaged families. Similarly to the AFC Wimbledon Foundation, we strive to reach these families and reduce inequalities. Working with AFC Wimbledon on match day fundraising and awareness raising would provide a unique opportunity to access these hard to reach families and ultimately save babies' lives.

**Thank you!**