

noseletter

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forty years of saving babies' lives and supporting bereaved families

Red Nose is proud to be turning 40 this year.

It was July 1977 when the Sudden Infant Death Research Foundation in Victoria was founded by Kaarene Fitzgerald following the death of her son Glenn from sudden infant death syndrome (SIDS), one of 18 Victorian babies to die that July.

Soon after, offices were formed across the country by other remarkable individuals who had a similar experience and identified the need to support local families impacted by the death of a child.

Forty years later, Red Nose has made a significant impact on reducing the rate of child deaths in Australia. Thanks to programs educating parents about safely sleeping babies, the number of sudden unexpected infant deaths has been reduced by 80% with an estimated 9,450 lives saved. We have also committed \$16.7 million towards research to find the causes of stillbirth and sudden unexpected death in infancy.

Through Red Nose Grief and Loss we continue to provide counselling and support to hundreds of people impacted by the death of a child.

But with 3,200 babies and children annually dying suddenly and unexpectedly from causes including stillbirth, SIDS and fatal sleeping accidents, there is still much work to be done.

To read more of Red Nose's history, visit rednose.com.au.

red nose
saving little lives

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Red Nose is dedicated to saving the lives of babies and children during pregnancy, infancy and childhood and supporting bereaved families.



message from our ceo

I am proud to have recently taken up the position as Red Nose's CEO at what is an incredibly exciting time for our organisation.

Following last year's changes at Red Nose, we are working hard

to provide more services to more people, and striving to meet the pledge we made to eliminate all preventable deaths in babies and children through education and research.

I'm happy to report that so far this year we have already committed to support four research projects into stillbirth and SIDS prevention and will be funding a further project at the end of the year. In education, our safe sleeping program for Aboriginal communities in Western Australia is growing and having an impact on the unacceptably high risk of Indigenous Australian infants dying from SIDS and fatal sleep accidents.

Meanwhile, our work continues to receive vital support from fantastic organisations like CUA which recently extended its partnership with us to 2019 and Vikings Group, which raised \$80,000 for us as their Charity of the Year.

In this year, our 40th birthday, we can look back with pride at our many achievements but also look forward with optimism at the bright future ahead of us.

Theron Vassiliou, CEO Red Nose



Red Nose and CUA staff at the Brisbane Pregnancy Babies & Children's Expo in June

cua extends red nose partnership

Australia's largest credit union, CUA, is extending its role as Red Nose's Mission Partner to the end of 2019 to help ensure new and expectant mothers, health care professionals and carers continue to have access to important education around keeping babies safe. This extension continues the support that CUA has been providing to Red Nose since February 2014.

CUA's support will help Red Nose to continue providing information through parent expos, health care professionals, hospitals and child maternal health networks, and online.

"Red Nose is an iconic and passionate Australian organisation and we are very proud to have the opportunity to be their Mission Partner for a further three years," said CUA Chief Executive Officer Rob Goudswaard.

"Their cause is one that resonates strongly with our members and our CUA team members. It also aligns with CUA's Mutual Good community strategy, which is aimed at working together to build stronger communities."

Red Nose CEO, Theron Vassiliou said he was grateful to have CUA's continued support.

"We are thrilled to have CUA's continued support as our Mission Partner, aiding us to educate the Australian community on safe sleeping awareness which will be instrumental in helping us to reduce nine deaths a day to zero," Mr Vassiliou said.

red nose aims to save more little lives in aboriginal communities

Red Nose will be working harder to reduce the unacceptably high risk of Aboriginal infants dying of SIDS and fatal sleeping accidents in Western Australia with the expansion this year of our reducing the risk of SUDI (Sudden Unexpected Death in Infancy) in Aboriginal Communities (RROSIAC) program.

This year's initiatives include the introduction of the Pēpi-Pod Program to the Kimberley. This program, which has been run in Queensland since 2013, combines a portable sleep space plus safety education to enable more vulnerable babies to have a safe space for sleeping.

Delivery of RROSIAC safe sleeping education is expanding to provide more than 60 education sessions to qualified and student health professionals, child care educators and parents and carers. Throughout 2017/18, RROSIAC will be visiting the Kimberley, Pilbara, Wheatbelt, Goldfields and the Mid-West to deliver face-to-face education and increase awareness of the RROSIAC program.

Groups who have historically been under represented at RROSIAC education sessions – such as fathers and teenage parents – will be the target of specific workshops to be developed and delivered by Red Nose.

RROSIAC education has been established within Murdoch University's Bachelor of Nursing, Aboriginal Health Unit this semester and will be delivered to more than 400 nursing students.

This year also sees the introduction of training of relevant professionals working with Aboriginal Communities to provide bereavement support for anyone affected by the sudden loss of a child from conception to 18 years of age.

red nose to fund four research projects



Dr Miranda Davies-Tuck

Red Nose is honouring its pledge to continue funding research into the causes of sudden and unexplained deaths in babies and children by funding four research projects examining aspects of stillbirth and sudden infant death syndrome (SIDS).

Last year, Red Nose established a Research Fund and invited researchers to propose new and exciting projects to save babies' lives. As a result of this process, three stillbirth research projects were selected for funding.

With New Zealand child health research organisation Cure Kids, Red Nose is funding a Trans-Tasman study to understand more about the relationship between stillbirth and a woman's going-to-sleep position in late pregnancy. Currently, about 1,000 babies die each year due to late term stillbirth [beyond 28 weeks' gestation] in New Zealand and Australia.

At the Hudson Institute of Medical Research, Doctor Miranda Davies-Tuck will lead a project that aims to demonstrate the effectiveness of earlier post-term surveillance during pregnancy of South Asian born women – predominantly Indian, Sri Lankan and Pakistani women, who have a stillbirth rate twice that of both Anglo-Saxon and Chinese born Australian women.

The third stillbirth research project, titled *The effect of migration and acculturation on risk of stillbirth in Western Australia*, will be led by the University of Western Australia's Associate Professor Craig Pennell.

In addition, the inaugural Kaarene Fitzgerald Post-Doctoral Fellowship has been awarded to the University of Adelaide's Dr Fiona Bright for the research project *Bridging the gap between human post-mortem tissue analysis and animal models in SIDS research*.

Applications have now closed for our 2017 Trans-Tasman Research Collaboration and the successful applicants will be announced at the end of the year.

Read more about current research projects at rednose.com.au.

red nose and vikings group celebrate year of partnership

The Vikings Group's year of fundraising for Red Nose has been a big success with the Canberra organisation recently announcing it had reached its target of \$80,000.

The funds were raised through a number of events, including a kick-starter \$12,000 donation, Vikings Red Nose Dollar Ball, Tuggeranong Netball Club Turns Pink and game day donations throughout the rugby season.

"It's been a successful year and we're proud to have reached our fundraising goal," Vikings CEO Anthony Hill said. "We've had overwhelming support and generous donations from the Canberra community, which will definitely make a difference in the lives of Australian families."

Red Nose CEO Theron Vassiliou said he was delighted with the final fundraising result.

"It will make a phenomenal difference and enable Red Nose to deliver its safe sleeping education and support services programs throughout the ACT"

The Vikings Group is an organisation made up of four licensed clubs providing sporting and social facilities for more than 50,000 people in Canberra's south. This is the first year of its Charity of the Year program, which aims to support local charities by fundraising and raising awareness of their programs.



Red Nose CEO Theron Vassiliou with Vikings Group CEO Anthony Hill

red nose day is a major success!

Red Nose Day fundraising efforts on 30 June 2017 are expected to raise an anticipated \$1.1 million nationally.

This milestone is largely due to support from the Australian public, along with that of Red Nose Day's major partners this year including Target, Big W, CUA, Australian Radio Network (ARN), iHeartRadio, Little Rockers Radio and more, and will make a significant impact in helping reduce the deaths of nine children a day to zero.

Red Nose and its partners urged Australians to support Red Nose Day this year by purchasing a red nose or other Red Nose Day product, making a donation, hosting a children's fundraising disco or setting up an online fundraising page.

While an official final figure won't be known until all fundraising packs nation-wide have been returned, it is estimated that collectively these Red Nose Day initiatives raised over \$1 million for Red Nose's critical work in research, education and bereavement support. This includes the sale of over 400,000 Red Nose Day items.

A huge thank you to all of our Red Nose Day partners and the Australian public for your continued support.



little rockers red nose disco



Over 50,000 pre-school children danced their way through Red Nose Day raising nearly \$50,000 from Little Rockers Red Nose Disco events.

Red Nose partnered with ARN, its digital entertainment platform iHeartRadio and Little Rockers Radio to run a dedicated hour of disco music for child care centres to host their own Red Nose Discos daily throughout June while raising funds for Red Nose Day.

successfully reached our \$100,000 target to fund red nose research

The goal to reach \$100,000 through online fundraising has been met and will be invested into critical research to understand why stillbirth and other sudden deaths occur. These funds will go a long way to helping Red Nose reduce nine deaths a day to zero.

Thank you to the Reinke and Sexton families and friends for their significant contributions to this year's page in memory of their beautiful children Joshua and Oisín. We also thank Clare Field, who has again raised over \$5,000 taking her individual total to over \$40,000 since she set up her first online fundraising page seven years ago.

community gets behind red nose day

Across the country there were a number of notable community fundraising events.

In Western Australia, Ignite Events, a team of four TAFE students doing their final project as part of an Event Management course, held an 80s party night at the Joondalup Resort on 9 June and raised over \$6,000.



In New South Wales, around 550 students from Richmond High School took part in the school's annual ground display in support of Red Nose Day and raised \$9,400.



In Victoria, the Red Nose Charity Gala Ball held at Colac RSL on 17 June raised more than \$17,000 for Red Nose.



red nose
saving little lives

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Red Nose Offices: Brisbane, Hunter Region, Sydney, Melbourne, Geelong, Canberra and Perth

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