

noseletter

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celebrating 30 years of red nose day

This past June we celebrated the 30th anniversary of Red Nose Day with a successful campaign urging Australians to show their support with *A Little Give, For a Little Life*. Highlights included Prime Minister Malcolm Turnbull cutting a special Red Nose Day cake at Parliament House, the Wiggles continuing their longstanding support, and landmarks across the country turning red. Red Nose Board Chair Craig Heatley said: "Over the past 30 years Australians have dug deep to donate to Red Nose Day, this has allowed Red Nose to significantly support research into SIDS and broaden our investment in research to include stillbirth, while continuing to deliver safe sleeping education to new parents across Australia, and provide bereavement support services to families touched by the death of a child."

Since Red Nose Day became a national event in September 1988, the public's support has enabled us to make a powerful impact in reducing sudden and unexpected death in infancy by 85% – saving the lives of almost 10,000 babies.

As we take the next step in our organisation's journey, working to reduce deaths in a broader range of categories, including stillbirth which claims the lives of six children every day, the public's support for Red Nose Day can now have an even greater impact.

Thank you Australia, there is still much work to be done but with your continued support we will leave no stone unturned as we work towards our vision of a future where no child dies suddenly and unexpectedly during pregnancy, infancy or in childhood.

Here's to the next 30 years.

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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.

red nose
saving little lives





message from our ceo

This is a really exciting time at Red Nose as we approach two years since our rebrand and our coming together as a single national organisation. Across the country we are seeing lots of

fabulous opportunities to help families at the grassroots as well as national levels.

It is important that as an organisation we bring together a high-powered team and have a clear direction going forward. To this end, we are currently in the process of enshrining a set of values for Red Nose. While it may seem odd for an organisation with a 40-year history to be doing this, given the momentous changes of recent years it is important to make clear the value set that underpins our past success as well as guiding us into the future.

It is exciting to see the achievements we have made in education, with the recent launch of our eLearning programs making it easier for parents and professionals to access the information they need. In bereavement support services, several more caring and passionate counsellors have joined the team.

Our National Scientific Advisory Group plays a vital role in the formulation of our education and research programs, and so we welcome the appointment of Professor Craig Pennell to the position of Chair and look forward to his contribution.

Lastly, I would like to thank everyone who supported Red Nose Day this year and helped make the 30th anniversary such a resounding success.

Theron Vassiliou, CEO Red Nose

red nose to launch annual research event

Red Nose will launch a new event in December to bring together leading researchers and health professionals who are working toward reducing the unacceptably high loss of lives to stillbirth and sudden unexpected death in infancy.

The inaugural Red Nose Research Series will hear from prominent researchers who are currently undertaking ground-breaking research projects.

The event will be held on Monday 3 December at the Melbourne Cricket Ground (MCG). The event is free to attend, however places are strictly limited. Please register your interest for an official invitation at rednose.com.au/forms/rnrs or call 1300 484 480.

This year's Kaarene Fitzgerald Public Forum will now be held in early 2019 at Monash Children's Hospital.

red nose submits stillbirth plan to senate inquiry

Red Nose has outlined our plan to tackle Australia's tragically high rate of stillbirth in a submission to the Senate's stillbirth inquiry.

The Select Committee on Stillbirth Research and Education was established this year to look into issues around stillbirth, such as coordination between Australian and international researchers, sustainability of research funding, research and education priorities, communication with Australian families, and the impact of stillbirth on the economy.

Red Nose's plan, which includes an education campaign raising awareness for reduced fetal movement, risk assessments and fetal surveillance for fetal growth restriction, reducing smoking in pregnancy, and the implementation of a Perinatal Mortality Review Tool, could reduce the rate of stillbirth in Australia by 25% by 2025.

Red Nose was proud to be invited to talk about our plan before the committee in August. "This was a really exciting opportunity for Red Nose to discuss our plan to combat stillbirth," said Jane Wiggill, Manager Health & Advocacy. "There is no doubt that we can reduce the rate of stillbirth in Australia, but this will require implementation of existing knowledge and investment in discovery research to develop tools that identify pregnancies at highest risk of stillbirth."

Red Nose has made it a priority to reduce the six stillbirths that occur every day in Australia to zero – a rate that has not declined in two decades.

Red Nose representatives also raised the problem of stillbirth with Prime Minister Malcolm Turnbull during a visit to Parliament House in June, and had an in-depth discussion with Senator Kristina Keneally, who initiated the stillbirth committee.

To read our submission to the Select Committee, visit rednose.com.au. Successful submissions to receive funding will be announced in early 2019.



Professor Craig Pennell, Chair of NSAG and Jane Wiggill, Manager Health & Advocacy present to the Select Committee on Stillbirth Research and Education.

education programs expanded online and to remote areas



This year Red Nose is proud to have launched two eLearning programs with the support of our mission partner for education, [CUA](#).

Designed to empower and inform parents and professionals on current best practices in safe sleeping, and approved by our National Scientific Advisory Group (NSAG), these programs are tailored to meet the needs of early childhood educators, and parents respectively through a collection of easy-to-follow video modules and assessments.

The launch of these resources represents another significant step towards achieving our goal of zero sudden and unexpected deaths in infants and children. Investment in eLearning has the potential to dramatically expand the reach of our lifesaving education messages, and help to ensure every person who cares for young children is equipped with the knowledge needed to keep them safe.

Red Nose recognises that some members of the community do not have regular access to the internet and expanding our reach into remote, regional areas of Australia continues to be extremely important as the mortality rate of Indigenous children remains twice the rate of non-Indigenous children.

Thanks to a new partnership with the WA Country Health Telehealth Service, we have increased our capacity to deliver lifesaving safe sleeping education and vital bereavement support services to communities across remote areas of Western Australia, providing access to services that would otherwise be unavailable.

red nose to grow vital bereavement support program

Red Nose is working to expand our Treasured Babies' Program, which provides appropriate-sized clothing, naming certificates and supporting resources to grieving parents whose babies pass away pre-term.

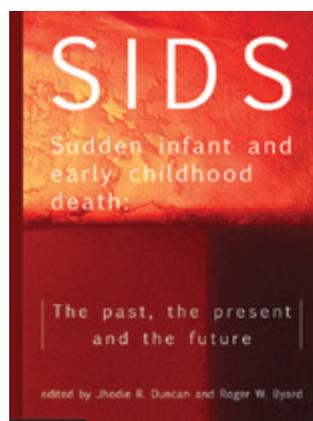
Supporting bereaved parents since 2002, our dedicated team of exceptional volunteers hand make baby clothing to be delivered to parents while they are in hospital. Great lengths are taken to ensure items are carefully curated into packs and beautifully presented. Volunteers also create hand embellished Memory boxes in which parents may keep precious items, and Angel boxes for burial that are appropriately sized and hand painted with delicate designs.

Being able to dress their precious baby in something special has been shown to help parents spend more time with their child, which provides them with cherished memories and can help with their grieving process.

Red Nose needs more resources and support to meet the demand for this service. If you would like to find out more about how you can get involved, please visit rednose.com.au/page/treasured-babies.



new sids book an invaluable resource



Red Nose, in partnership with the University of Adelaide, has launched a new book *SIDS, Sudden Infant and Early Childhood Death: The Past, the Present and the Future*, which covers SIDS in unprecedented detail.

Edited by Red Nose National Scientific Advisory Group members Doctor Jhodie Duncan and Professor Roger Byard, and harnessing Red Nose's world-class research findings along with contributions from distinguished researchers and workers in the field, the book serves as a fundamental resource to professionals in

managing individual SIDS cases and supporting devastated families through their grief, as well as educating on public health recommendations, risk factors, preventative strategies, and future directions in SIDS research.

The book is available through the University of Adelaide Press website as a paperback or free e-book.

red nose day celebrates a magnificent 30 years

The 30th anniversary of Red Nose Day was another successful campaign with Australians responding to our call for *A Little Give, For a Little Life* by buying Red Nose Day product, making a donation, hosting a Little Rockers Red Nose Disco or fundraising online. Here are just some of the highlights from across the country.

meeting the prime minister

Red Nose representatives and Prime Minister Malcolm Turnbull celebrated the 30th anniversary of Red Nose Day at Parliament House in Canberra with the cutting of a two-tiered cake representing the two grassroots services offered by Red Nose – safe sleeping education and bereavement support. The PM's official car, CI, also sported a red car nose.



ambassadors and partners show their support

The Wiggles manager Paul Field spoke in the media, and in a special Red Nose Day community service announcement, about the heartbreaking day his seven-month-old daughter died from SIDS 30 years ago. Paul's personal story did a powerful job of communicating the importance of supporting medical research to save lives.

Red Nose is thankful for the extraordinary support from Paul and The Wiggles over the past 30 years, and from Paul's daughter Clare, who has raised more than \$50,000 over a number of years.



New ambassador Rebecca Maddern, who has a baby daughter Ruby Mae, spoke to the Herald Sun and breakfast show Today about the importance of parents knowing how to sleep their baby safely. "New mums and dads need to know how to make their baby safe and one of the biggest things I learnt day one in the hospital was to put your baby to sleep on their back."

Australian Radio Network's iHeartRadio once again streamed music for schools and child care centres hosting a Little Rockers Red Nose Disco, while the network's on-air talent showed their support by wearing red noses, and a fundraiser was held at Sydney headquarters.

Qantas joined Red Nose Day with team members rallying together – from pilots to cabin crew, ramp staff and engineers – wearing the iconic red noses to show their support.



sisters fundraise in memory

In 2014, Ella Parker was just six years old when her baby brother, Hudson, was stillborn. Ella, now 10 years old, has supported Red Nose two years consecutively alongside her sisters Scout and Bridie in honour of their baby brother, raising more than \$2,000 by fundraising at their school, Warrandyte Primary. "The more money we donate the more chance we will find out why our baby brother died, and this could also help many families in the future," she said. In addition to their fundraising, Ella shared her experience with other pupils, speaking at assembly and for her class on the importance of Red Nose Day. "I answered lots of questions and felt really good at the end of the talk," said Ella.



red noses everywhere!

Iconic noses appeared on many prominent and unusual places across the country.

In the ACT, crime-fighting koala Constable Kenny Koala, as well as fire trucks, ambulances, police cars, buses, taxis and more, showed their support wearing red noses in June.

In WA, the Department of Fire and Emergency Services affixed red noses to their trucks, support vehicles and the RAC Rescue helicopter, while firefighters ran a fundraising stall in Perth.

Across the country, buildings and landmarks turned red. In Sydney, ferries were fitted out with giant red noses, and in Bendigo the historic trams followed suit.

red nose
saving little lives

Registered Office:

Red Nose, 17/75 Lorimer Street, Docklands VIC 3008
1300 998 698 | info@rednose.com.au | rednose.com.au
ABN: 81 462 345 159

Support Services:

National 24-hour bereavement support line
1300 308 307 | rednosegriefandloss.com.au

Safe Sleeping Education:

1300 998 698 | education@rednose.com.au |
rednose.com.au

ways to support us

Red Nose is there for Australian families when they need us most. Help us continue our vital work by supporting Red Nose today.

- Give online at rednose.com.au/donation or by calling 1300 484 480
- Hold a fundraising event
- Enter a Red Nose raffle
- Donate clothes or household goods to Red Nose Clothing and Collection