



background information

Mission

SIDS and Kids provides bereavement support to Australian families who have experienced the death of their baby or child during pregnancy, birth, infancy and childhood regardless of the cause of death.

History

Founded in 1977 by parents who had experienced the loss of their child, SIDS and Kids has been providing support and bereavement services for over 30 years.

Red Nose Day began in 1988 as the key fundraising activity for SIDS and Kids and an opportunity for people to be silly for a serious cause. With a 94 per cent recognition rate* Red Nose Day has become one of Australia's favourite signature days.

SIDS and Kids has offices throughout Australia that provide bereavement support and education programs. SIDS and Kids also champions research, national awareness campaigning, advocacy and fundraising.

Support

Nine children under the age of four die every day in Australia suddenly and unexpectedly from a range of causes including SIDS, fatal sleeping accidents and stillbirth.

SIDS and Kids offers nation-wide, 24hours a day, free bereavement services. Each year SIDS and Kids fields thousands of queries through their bereavement support line. Ongoing professional support for families is available through counselling sessions, home visits and a range of support groups and events.

Education and Research

Education initiatives such as the SIDS and Kids Safe Sleeping Program have saved the lives of an estimated 7,060 Australian babies. Working with health care professionals, childcare organisations and online support networks, new parents have benefited from the SIDS and Kids' Safe Sleeping recommendations.

SIDS and Kids' ASK Online catalogue provides support information to the public and access to over 3,000 scientific and bereavement articles. Please visit www.sidsandkids.org for further information.

SIDS and Kids has worked to increase public awareness in Australia about the risk factors associated with SIDS and fatal sleeping accidents. Whilst SIDS and Kids has been instrumental in achieving an 85 per cent reduction in deaths attributed to SIDS in Australia, the causes of SIDS are still unknown.

Fundraising

Fundraising activities have contributed over \$16million to research and education programs to date.

SIDS and Kids receives little funding and relies on the support of the Australian public. SIDS and Kids' key fundraising activity is the annual Red Nose Day campaign.

For further information, please contact:
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*Quantum research 2008