

## **Nine kids die every day, support *SIDS and Kids***

It took Josie Frisina's three year old son just nine seconds to drown in their neighbour's pool. While the family's grief was overwhelming, Josie credits *SIDS and Kids* for helping her through those dark days.

Every Australian is being urged to buy a red nose this Friday 24 June so that families like Josie's affected by the sudden death of a baby or child can continue to receive much needed support.

In Australia, nine children under the age of four die suddenly every day. The causes range from sleeping accidents, drowning, motor vehicle accidents, sudden onset illness, SIDS and stillbirth.<sup>1</sup>

*SIDS and Kids Australia* CEO Leanne Raven says there has never been a more important time to get involved.

"For every one child that dies, more than 60 people may require counselling and support," said Raven.

"Since 1988, we have helped thousands of Australians like Josie through the unimaginable grief of the death of a baby or child but we still need your support. *SIDS and Kids* offers support to any family or individual affected by the death of a baby or child".

"We fund research into the causes and prevention of sudden death of babies during pregnancy, birth, infancy and childhood. We also educate thousands of parents, carers and health professionals on how to reduce the risk of SIDS and fatal sleeping accidents" she said.

Volunteers will be out in force on the streets selling red nose day products on Friday 24 June and selected retailers will have red nose products in store until the end of the month. All proceeds will go towards providing vital bereavement support services to any Australian affected by the death of a baby or child and also towards research and education.

A number of high profile Australians will don a red nose this Friday including The Wiggles, Eamon Sullivan, Karl Stefanovic, Julie Goodwin, Catriona Rowntree, Sophie Lee and Deborah Thomas. These, and a host of other ambassadors, realise that the death of a baby or child can happen to any family, anywhere, any time.

For Blue Wiggle Anthony Field seeing the grief first hand prompted him to take action and put forward his support.

"In 1988 my beautiful niece Bernadette died from Sudden Infant Death Syndrome so our whole family knows the pain of losing a child to SIDS."

"The money raised during *Red Nose Day* helps counsel grieving families and since the time my niece died over 6,000 babies lives have been saved," Anthony said.

This Friday is *Red Nose Day* and all Australians are urged to show their support. Simply stick on a nose, slap on a smile and be silly for a serious cause.

To find out more about where to purchase *Red Nose Day* merchandise and fundraising ideas visit [www.rednoseday.com.au](http://www.rednoseday.com.au)



**Media contacts**

***For more information, high resolution images or interviews with ambassadors, local case studies and/or the SIDS and Kids CEO please contact:***

Julia Lee, Haystac: P: 03 9693 2268, M: 0421 396 570, E: [j.lee@haystac.com.au](mailto:j.lee@haystac.com.au)

Rebecca Zehnwirth, Haystac: P: 03 9693 8738, M: 0407 312 900, E: [rebecca.zehnwirth@haystac.com.au](mailto:rebecca.zehnwirth@haystac.com.au)

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**References**

<sup>i</sup> Data collection from Australian Institute of Health and Welfare (AIHW), National Perinatal Statistics Unit (NPSU) and the Australian Bureau of Statistics (ABS)

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