

OUR STRATEGY

2022-2026



The number of babies dying suddenly and unexpectedly without a cause has reduced by an amazing 80% since our 'Back to Sleep' message advising all parents and carers to sleep their babies on their backs was launched. This reduction is not guaranteed, however, and the COVID-19 pandemic has and will continue to challenge us all for years to come.

As a result, our work is diversifying to not only focus on unexplained deaths but also other unexpected deaths that may have a cause, including sleep related accidents and illness. We are committed to supporting all families, whether the baby or young child's death was explained or not, for as long as they need.

80%
reduction in SIDS
rate since 1992

over
27,000
babies' lives saved

£12m
invested in SIDS
research



Our strategy for the coming years will see the charity continue our work to reduce unexplained infant deaths and support bereaved families. It will also see us develop two new areas of focus: providing information and support around sleep-related accidents and addressing the wider risk factors associated with baby and child deaths.

We will also develop our bereavement support functions; recognising the trauma related to a sudden baby or child death and our support around this. We will also look to diversify our support offering to ensure we reach every bereaved family in the form that best suits them.

The work of the charity that has saved so many lives and supported so many families, needs to continue. However, we also see the need to grow and adapt. What this new strategy therefore does is to give additional areas of focus for our work in the coming years, to bring us closer to achieving our vision.



OUR VISION

- An end to all unexplained infant deaths
- Every family whose baby or young child has died suddenly and unexpectedly gets the support they need

Understanding why babies die
and how these deaths can
be prevented.

RESEARCH

Ensuring families and
professionals get up-to-date,
expert advice to keep their
babies safe.

INFORMATION

WORKING TOWARDS OUR VISION

SUPPORT

Supporting all bereaved
families after the death of
their baby or child.

INFLUENCE

Raising awareness of
unexpected infant death and
working with others to save
babies' lives and improve
bereavement support.

By 2026 we want to achieve

- A reduction in the number of families who experience the death of their baby or young child
- An increase in families and professionals accessing our life-saving advice and understanding their individual risks
- A rise in the number of bereaved families supported with specialist bereavement services
- Co-operation with partner organisations and services to address the risks that impact child mortality





Saving more babies' lives

There have been significant achievements in reducing unexplained deaths in babies since the early 1990s. We will continue to spread our life-saving messages, focussing on the inequalities that see some babies and young children more likely to die than others. We want to see the lowest rates of SIDS ever recorded. We will:

Provide evidence-based safer sleep information and training to families and the professionals who support them

Target the highest risk groups to reduce inequalities

Extend the reach of our information about modifiable risk factors to more families who are at higher risk of sudden infant death

Support and enable research to reduce the number of sudden and unexpected deaths.

Influence decision makers and campaign in order to ensure every family gets risk-reducing advice and support

Create strategic partnerships with other charities and organisations so that families and professionals have increased access to safer sleep information

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Improving bereavement support

Bereaved families need our support, and we are committed to providing this 365 days a year. We want to ensure this is as accessible as possible to those who need it, when and how they need it. We will ensure we are ready to provide high quality support that recognises the trauma around the sudden death of a baby or young child. We will:

Strengthen our specialist support to recognise the trauma experienced by those affected by a sudden and unexpected death

Provide diverse channels of support for anyone affected by the sudden and unexpected death of a baby whatever the cause

Enable bereaved families to seek support from each other, creating a community for peer support

Provide training to professionals who support bereaved families to increase the availability and quality of support available

Continue to deliver and grow the Care of Next Infant (CONI) programme nationally, in partnership with the NHS and other service providers, to support bereaved parents with the fears and anxieties they have when they have subsequent children



Develop inclusively and sustainably

We want to embrace a culture that learns and changes while focussing on achieving our vision. We cannot achieve that vision without being inclusive in all we do; by listening and adapting all our work. We will:

Ensure a culture of rigorous evaluation, learning and adapting in all we do

Value, nurture and grow our supporter base

Embed the core principles of equity, diversity and inclusion throughout all areas of our work

Maximise and diversify our funding base

Invest in our internal structures with a focus on achieving impact

Champion a supportive, creative and strategic culture within The Lullaby Trust workforce

Collaborate to develop strategic partnerships that help achieve our vision

Our Values

Caring

We care about all the people we support and always show compassion, warmth and understanding

Reassuring

We are supportive, clear, informative and non-judgemental

Trustworthy

We have expert knowledge based on scientific evidence, data and experience

Driven

We won't stop until no baby dies suddenly and unexpectedly







Footnote

*We use the term 'baby' for the first 12 months following a live birth, and 'young child' to mean up to the age of five years.

** According to combined statistics from Office of National Statistics, National Records of Scotland and Northern Ireland Statistics and Research Agency 2020