

## Murraylands kids turn red

PEOPLE around the Murraylands will pop on a red nose and get silly for a cause on Friday.

Red Nose Day is an annual event raising money for research into stillbirth and sudden unexpected death in infancy.

More than 3500 families experience the sudden and unexpected death of a baby or child in Australia each year, either through stillbirth or during the first month of life, from sudden unexpected death in infancy (SUDI) or fatal sleeping accidents (SUDC (sudden unexpected death in childhood) or accident.

Sadly, for many of these deaths there is no known cause.

Children at the Murray Bridge World of Learning Childcare Centre mark the day each year with dress-ups and activities.

Centre director Jade Porter said Red Nose Day was important to promote awareness of SIDS in the community.

"Being in childcare, you do hear stories; it is very traumatic," she said.

"It's good to recognise SIDS, to ensure families are aware of the risk; we'll put up posters so it does bring that recognition. It (Red Nose Day) is a day

to celebrate the child's life, if they've had SIDS."

Money raised from Red Nose Day on Friday, June 26, will fund research into intra-uterine growth restriction on the heart and circulation, reducing risk for Aboriginal and Torres Strait Islander babies and trial of a safe sleep enabler to reduce the risk of sudden unexpected deaths in infancy in high risk environments.

-Details: For more information or to donate visit [sidsandkids.org](http://sidsandkids.org) or [rednoseday.com.au](http://rednoseday.com.au). Red noses and merchandise can be bought from Big W, Target, Spotlight, Terry White Chemists, Toll and online.



Red it is: Jack Maclean, Sharee August, Jet Leyland and Charlie Ireland get dressed up ahead of Red Nose Day at Murray Bridge World of Learning Childcare Centre.

### FAST FACTS

- \$16.5 million invested in SIDS research to date worldwide.
- There were 2992 perinatal deaths in 2012.
- There were 117 Sudden Unexpected Deaths in Infancy (SUDI) in 2013.
- There were 54 SIDS deaths in 2013.
- There has been an 80 per cent decrease in SUDI deaths between 1989 and 2013.
- 8480 lives have been saved since risk reductions campaigns began.

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