

## Don a red nose and save lives

FOR more than 20 years, Australians have been donning red noses in the fight against Sudden Infant Death Syndrome (SIDS).

Red Nose Day gives people the opportunity to be silly in the name of a serious cause and with a recognition rate of over 90 per cent, it has become one of Australia's favourite days.

Founded in 1977 by parents who had experienced losing a child, Sids and Kids provides support to families who have experienced the death of their baby during pregnancy, birth and infancy, regardless of the cause.

For families Sids and Kids offers 24 hour free bereavement services as well as counselling sessions and home visits.

It is estimated education initiatives such as the Safe Sleeping Program have saved the lives of about 6500 babies, reducing the number of deaths since 1989 by 85pc.

Sids and Kids works with health care professionals, childcare organisations and parents to provide up-to-date information

on safe sleeping recommendations.

SIDS research currently being funded includes improving clinical practices in maternity hospitals to reduce stillbirth and neonatal deaths and providing appropriate bereavement care for parents.

Sids and Kids State manager Colin Cameron said the organisation relied on the generosity of the public through Red Nose Day to fund bereavement support services.

"Money raised through Red Nose Day also supports our critical safe-sleeping education for parents, health professionals and the community, and research into areas such as SIDS and stillbirth prevention," Mr Cameron said.

Red noses are not the only items being sold to help raise funds for the campaign.

If you are shy about putting on a red nose there are items such as lip balms, lapel pins, soft toys and pens available.

For more information on Sids and Kids or to support Red Nose Day visit [www.rednoseday.com.au](http://www.rednoseday.com.au) or phone 8369 0155.



**Getting into the spirit:** Target Country Murray Bridge workers Alisia Baker, Janet Grabowski and Kelsey Healey display some of the red noses the store is selling as part of Red Nose Day.