



## MEDIA RELEASE

3 June 2010

### Red Nose Day hero to launch major infant safe sleeping education initiative

As SIDS and Kids Queensland search for this year's Red Nose Day heroes ahead of the annual Red Nose Day campaign, one of last year's heroes Adjunct Professor Jeanine Young has launched a ground-breaking safe sleeping education initiative that will help save babies' lives.

Adjunct Professor Young's online program *Safe Infant Sleeping* is a landmark online education initiative for all health professionals including midwives, nurses, allied health and medical staff, Indigenous Health workers, parents, carers and childcare workers.

Released this week online at [www.sdc.qld.edu.au](http://www.sdc.qld.edu.au) by following the 'E-Learning' link in conjunction with Queensland Health and SIDS and Kids, Adjunct Professor Young's on-line program will be evaluated throughout Queensland over the next year. Following the evaluation, SIDS and Kids Australia plan to make this new tool available via the national SIDS and Kids website.

Adjunct Professor Young, who is the Nursing Director - Research for Royal Children's Hospital and Health Service in Brisbane, has spent more than a decade researching and developing an easily accessible and comprehensive online learning program that addresses knowledge deficits relating to sudden infant death risk factors and safe sleeping recommendations.

The program clearly outlines to health care professionals and parents what they can do to ensure a healthy and safe sleeping environment for baby.

The online education initiative will provide new opportunity and access to the wider Queensland community of health professionals, parents, child and infant carers and more for training in Safe Sleeping education.

In trialing the program to Queensland, a link to the site is available now on the SIDS and Kids Queensland website [www.sidsandkids.org/queensland](http://www.sidsandkids.org/queensland)

Adjunct Professor Young is the Chairperson of SIDS and Kids National Scientific Advisory Committee and is a highly qualified health professional. Jeanine was the Queensland finalist for the HESTA Australian Nurse of the Year in 2007 for Innovation in Nursing and named one of SIDS and Kids Queensland's Red Nose Day heroes in 2009 for her dedication to saving the lives of babies.

"Research studies investigating sudden infant death have shown that in over 95% of infant deaths, one or more modifiable risk factors were present such as sleeping position, sleeping environment and exposure to tobacco smoke," Adjunct Professor Young said.

"When I began research for this program, Queensland had experienced a consistently higher rate of sudden and unexpected deaths in infancy compared to national rates, since the implementation of the first Reduce the Risk campaign in 1991" she said.

“What we had discovered was that many health professionals had considerable knowledge deficits relating to the modifiable risk factors and the safe sleeping recommendations, which directly affected the advice that was being provided to parents and infant carers. Our studies with parents also showed that many parents either did not receive, or if received did not act on, the safe sleeping recommendations using infant care practices that may place their babies at higher risk.”

Based on practical application, the program educates users on modifiable risk factors such as sleep positions and why the back sleeping position is safest for babies; room-sharing advice; safe wrapping as a strategy to support supine sleep; plagiocephaly risk factors, and tummy time prevention strategies.

Adjunct Professor Young has fostered a partnership between SIDS and Kids and Queensland Health to put this program together using existing education materials and developing new resources together with the latest research and practical application.

The program will be launched in Queensland throughout June initially to health professionals and in the future will be available to the general public and promoted to parents and any infant carer as a recommended resource for being educated about the modifiable risk factors associated with sudden infant death, including SIDS and the prevention of fatal sleeping accidents.

SIDS and Kids Queensland CEO Janet Davis says Jeanine Young is a remarkable woman, driven to protect and save young Australian lives. “Adjunct Professor Young is an extraordinary example to us all and a very deserving recipient of the 2009 Queensland Red Nose Day Heroes award,” Ms Davis said.

“Because of its accessibility online, the *Safe Infant Sleeping* education program is set to have a profoundly positive effect on increasing knowledge about safe sleeping,” she said.

“SIDS and Kids Queensland are proud to have her as one of our Red Nose Day Heroes and look forward to seeing this year’s nominations and profiling new heroic stories in the areas of safe sleeping and bereavement support.”

Further information about Queensland Red Nose Day Heroes is available by telephoning SIDS and Kids Queensland on (07) 3849 7122.

Red Nose Day Merchandise will be available throughout the month of June from Target, Big W, Best & Less, Priceline and Priceline Pharmacy, Quix Mobil, Dick Smith, Spotlight, Supercheap Auto, Blockbuster Videos and many other retail outlets throughout Australia. Other Queensland only outlets include Westpac, SPAR, Nextra, Zelows, Freedom Fuels and Retravision.

Red Nose Day product can also be purchased and donations made online at [www.rednoseday.com.au](http://www.rednoseday.com.au) or by calling 1300 1 RED NOSE (1300 173 366).

SIDS and Kids Queensland provide a range of free-of-charge bereavement support services to anyone in Queensland who has suffered the sudden and unexpected death of a baby or child, under the age of six, regardless of the cause. The organisation also develops and distributes free-of-charge infant safe sleeping information and funds medical research which is currently focussed on stillbirth.

ENDS

---

For further media information, images or interviews, please contact:  
Andra Bite p: (07) 3352 6869 m: 0405 225 699 or e: [andra@andrabite.com.au](mailto:andra@andrabite.com.au)

**Media please note:** interviews with Adjunct Professor Jeanine Young are available on request.