



## SUDDEN UNEXPLAINED DEATH IN CHILDHOOD (SUDC) AWARENESS MONTH - MESSAGES TO RAISE AWARENESS

Throughout March, we are hoping to collaborate with organisations to help raise awareness of Sudden Unexplained Death in Childhood. This campaign is aimed at professionals, to help raise awareness of SUDC. More research into SUDC is crucial to discover the risk factors and underlying causes of SUDC that will lead to its prevention.

SUDC UK, co-founded by three bereaved mothers, aims to help make SUDC predictable and preventable by raising awareness, supporting families and funding crucial research. We hope by shining the light on SUDC, we can better understand these tragedies to predict and prevent them in the future.

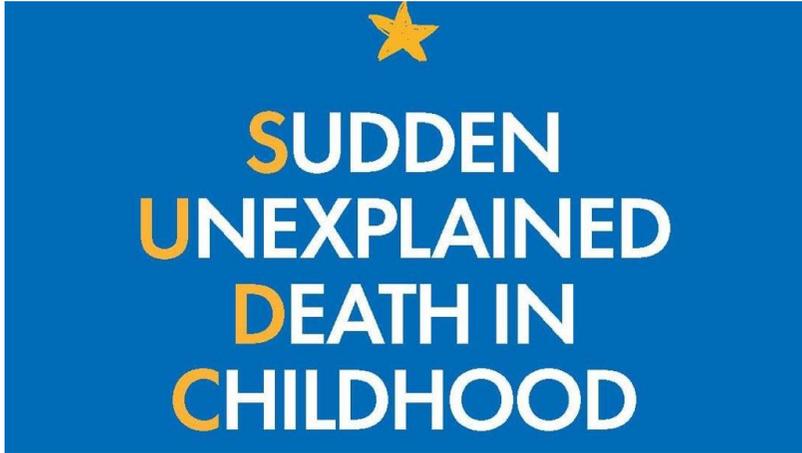
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SUDC UK AWARENESS MONTH: *Wednesday 1 March 2023 to Friday 31 March 2023*

The messages below can be posted to any professional Twitter account. Dates and times for Twitter posts are just suggestions, please share as you see fit and use your preferred platforms. Suggested media/images and text are included. If you have problems using the images, please contact [nikki@sudc.org.uk](mailto:nikki@sudc.org.uk)

Message	Tag	Media
Throughout March, we are supporting SUDC UK to help raise awareness of Sudden Unexplained Death in Childhood. Find out more at <a href="http://sudc.org.uk">http://sudc.org.uk</a> #SUDCUK #SUDC #SUDCAwareness	<a href="https://twitter.com/SUDCUK1">@SUDCUK1</a> On twitter  @SUDCUK on Insta, FB or LinkedIn	

Message	Tag	Media
<p>March is #SUDCAwareness month. This January a parliamentary debate highlighted three key issues: research, medical education and public information. Please share in support of affected families and to help raise awareness of Sudden Unexplained Death in Childhood. <a href="http://sudc.org.uk">http://sudc.org.uk</a> #SUDCdebate</p>	<p><a href="#">@SUDCUK1</a> On twitter</p> <p><a href="#">@SUDCUK</a> on Insta, FB or LinkedIn</p>	<p>Awareness month video with clips of families and the SUDC debate:</p> <p></p> <p>Link <a href="https://vimeo.com/806269038">https://vimeo.com/806269038</a></p> <p>Embed code: &lt;iframe src="https://player.vimeo.com/video/806269038?h=b2332d9c26" width="640" height="564" frameborder="0" allow="autoplay; fullscreen" allowfullscreen&gt; &lt;/iframe&gt;</p>
<p>SUDC UK aims to help make SUDC predictable and preventable by raising awareness and funding crucial research. Learn more at <a href="http://sudc.org.uk">http://sudc.org.uk</a> #SUDCAwareness</p>	<p><a href="#">@SUDCUK1</a> On twitter</p> <p><a href="#">@SUDCUK</a> on Insta, FB or LinkedIn</p>	<p> Sudden Unexplained Death in Childhood an affiliate of the SUDC Foundation</p> <p></p> <ul style="list-style-type: none"> <li>• OCCURS 1-2 TIMES PER FORTNIGHT WITHOUT WARNING, OFTEN IN SLEEP</li> <li>• PROFESSIONAL RESOURCES AND FAMILY REFERRAL VIA OUR WEBSITE</li> <li>• FOR FREE TRAINING ON SUDC PLEASE CONTACT US</li> </ul> <p><small>SUDC is a category of death in children aged 1-18, which remains unexplained after a thorough investigation including a post-mortem.</small></p>
<p>What is SUDC? Sudden Unexplained Death in Childhood is the sudden and unexpected death of a child between 1 and 18 years of age, which remains unexplained after a thorough investigation is conducted, including post-mortem. Learn more at <a href="http://sudc.org.uk">http://sudc.org.uk</a></p>	<p><a href="#">@SUDCUK1</a> On twitter</p> <p><a href="#">@SUDCUK</a> on Insta, FB or LinkedIn</p>	<p>Charity Video:</p> <p></p> <p>Link <a href="https://vimeo.com/775735984">https://vimeo.com/775735984</a></p> <p>Embed code:</p>

Message	Tag	Media
		<p>&lt;iframe title="vimeo-player" src="https://player.vimeo.com/video/775735984?h=c45a2b69a4" width="640" height="360" frameborder="0" allowfullscreen&gt;&lt;/iframe&gt;</p>
<p>The SUDC UK website provides information and support for those dealing with sudden unexplained death in childhood. Find further information, register for services or request resources at <a href="http://sudc.org.uk">http://sudc.org.uk</a> #SUDCAwareness</p>	<p><a href="#">@SUDCUK1</a> <a href="#">@SUDC</a> On twitter</p> <p><a href="#">@SUDCUK</a> <a href="#">@SUDC</a> on Insta, FB or LinkedIn</p>	 <p><b>SUDC UK IS AN AFFILIATE OF THE SUDC FOUNDATION</b></p> <p>SUDC UK was founded in 2017 by three bereaved mothers and is an affiliate of the SUDC Foundation, a global organisation based in the U.S. Our two charities collaborate to help families, with extensive resources including professional support, advice, closed on-line community groups, peer support and events where families can connect.</p> <p><i>“One of the most serious medical phenomenon in our country”</i> WESTMINSTER HALL SUDC DEBATE: JANUARY 2023</p> <div data-bbox="913 699 1727 834" style="background-color: #0070C0; color: white; padding: 10px;"> <p><b>FOR MEDICAL PROFESSIONALS</b></p> <p>Please refer families following any sudden death of a child which is unexplained at <a href="http://www.sudc.org.uk">www.sudc.org.uk</a>. Request training and resources for your team at <a href="mailto:info@sudc.org.uk">info@sudc.org.uk</a>.</p>  </div>
<p>Throughout March, we have supported SUDC UK to help raise awareness of Sudden Unexplained Death in Childhood. We encourage our followers to visit <a href="http://sudc.org.uk">http://sudc.org.uk</a> to learn more about this important cause. #SUDCAwareness</p>	<p><a href="#">@SUDCUK1</a> On twitter</p> <p><a href="#">@SUDCUK</a> on Insta, FB or LinkedIn</p>	 <p><b>SUDDEN UNEXPLAINED DEATH IN CHILDHOOD</b></p>

KEY MESSAGES FOR PROFESSIONALS:

40 children in the UK die every year without reason, more young children than to traffic accidents drowning or fires. SUDC is most prevalent in toddlers and children in their late teens. "SUDC UK" is a registered, national charity dedicated to raising awareness, funding research, and supporting families affected by Sudden Unexplained Death in Childhood. Currently, we do not know what causes SUDC and medical professionals do not know how to predict it or how to prevent it.

## What is SUDC?

- ❖ SUDC stands for Sudden Unexplained Death in Childhood. This is different to Sudden Unexpected Death in Childhood.
- ❖ Sudden Unexplained Death in Childhood is the sudden and unexpected death of a child between 1 and 18 years of age, which remains unexplained after a thorough investigation is conducted. This must include examination of the death scene, a post-mortem and a review of the child and family's medical history.
- ❖ 1 - 2 seemingly healthy children are dying every fortnight, often going to sleep and never waking up.
- ❖ SUDC is most prevalent in toddlers and children in their late teens.

## How often does SUDC occur?

- ❖ 40 children in the UK die every year without reason (ONS data).
- ❖ It is the 4th leading category of death in 1–4-year-olds in England and Wales (ONS data).
- ❖ SUDC is one of the most under-recognised medical tragedies of our time, with limited awareness and research.
- ❖ The National Child Mortality Database has recently recommended that research into these deaths is prioritised and highlighted an association between SUDC and febrile seizures.

## How can you help?

- ❖ Help SUDC UK take action by sharing their story in the search for answers, and by learning more at [www.sudc.org.uk](http://www.sudc.org.uk)
- ❖ Look at the resources for professionals page on SUDC UK and sign up to the SUDC UK newsletter, request information or training if appropriate.
- ❖ Read and share the Sudden and Unexpected Deaths in Infancy and Childhood Thematic Report by the National Child Mortality Database.
- ❖ Watch the first ever SUDC Parliamentary debate to hear more about the key issues being raised.

SUDC can't be predicted or prevented. Through research, it is hoped that risk factors and underlying causes of SUDC will be discovered that will lead to its prevention. Many people, including medical professionals, have yet to learn about SUDC.

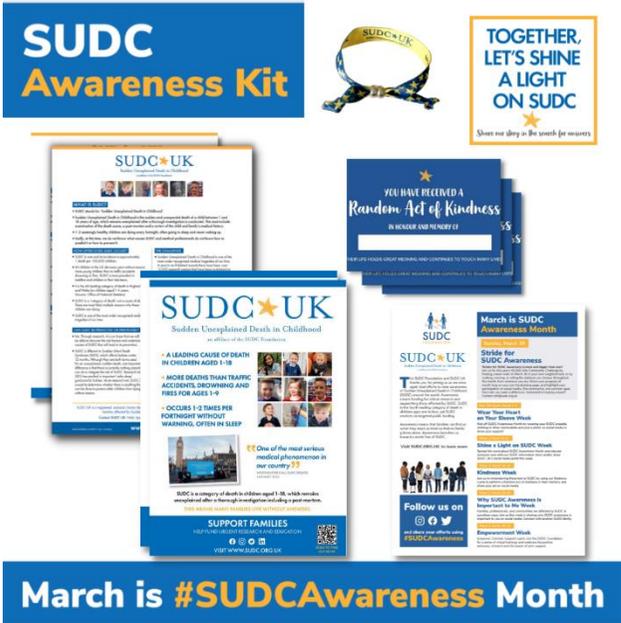
## RESOURCES FOR PROFESSIONALS:

Resources and images – if you have any problems with the files, please contact <a href="mailto:nikki@sudc.org.uk">nikki@sudc.org.uk</a>	
	Family Advice leaflets are available digitally or you can order copies <a href="#">here</a>
	Poster for display in your professional setting for a professional audience is available <a href="#">here</a>
	Poster for display in your public setting (e.g. waiting room or stand) for a public audience is available <a href="#">here</a>
 SUDIC-Thematic-report_FINAL.pdf	Published by the National Child Death Mortality Database (NCMD) the Sudden and Unexpected Deaths in Infancy and Childhood Thematic Report shines a light on sudden and unexpected deaths in infancy and childhood, the full report is attached and can be found online <a href="#">here</a> .
	Sign up to the SUDC UK Newsletter <a href="#">here</a> .
	Downloadable factsheet available <a href="#">here</a> .
 Transcript.pdf	A historic debate on SUDC took place on Tuesday the 17th January in Westminster Hall, find out more <a href="#">here</a> .

	<p>Watch SUDC training videos <a href="#">here</a> (from a recorded Grand Round presentation to a shorter webinar for the ambulance service) or book free training on SUDC for 2023 via email to <a href="mailto:Nikki@sudc.org.uk">Nikki@sudc.org.uk</a></p>
	<p>Read about the charity and their activities and service since founding <a href="#">here</a></p>
 <p>parent-leaflet-child-death-review.pdf</p>	<p>When a child dies: Information booklet aimed at parents and carers following the death of their child. Link <a href="#">here</a>.</p>
 <p>Picture2.jpg</p>	<p>Image to add to your email signature. If possible linking to <a href="http://www.sudc.org.uk">www.sudc.org.uk</a></p>
	<p>Anyone or any group who wishes to support Awareness month can see the different weekly charity themes for the month <a href="#">here</a> from kindness cards to walking challenges. Please share SUDC UK's March social media to support #SUDCAwareness</p>

ROLL OUT METHODS:

Resource	Target	Method of delivery
<p>Digital Information Pack</p>	<p>Professionals, for example:</p> <ul style="list-style-type: none"> <li>• Health Visitors</li> <li>• Midwives</li> <li>• GPs</li> <li>• A&amp;E Staff</li> <li>• Paediatricians</li> <li>• Pathologists</li> <li>• NWAS</li> </ul>	<p>Electronically for:</p> <ul style="list-style-type: none"> <li>• Team briefs</li> <li>• Meetings</li> <li>• Internal intranet pages</li> </ul>

Resource	Target	Method of delivery
<p>Family Leaflet</p>	<p>Professionals Parents/ Carers</p>	<p>Print digitally from link in previous section or Hard Copy: available to order via the SUDC UK website <a href="#">here</a>.</p>
<p>Posters &amp; Awareness Month 'Packs'</p> 	<p>2 different versions available</p> <ul style="list-style-type: none"> <li>• Professionals</li> <li>• Parents / Carers / Public</li> </ul>	<p>Print resources digitally from link in previous section or Professional Awareness packs containing hard copy A3 and A4 posters and 10 family leaflets are available <a href="#">here</a> For larger quantities please email <a href="mailto:nikki@sudc.org.uk">nikki@sudc.org.uk</a> For display in:</p> <ul style="list-style-type: none"> <li>• Health settings, e.g.: <ul style="list-style-type: none"> <li>✓ A&amp;E</li> <li>✓ Paediatrics</li> <li>✓ Other hospital departments and postgraduate centres</li> <li>✓ Inherited Cardiac Conditions clinics</li> <li>✓ Maternity Wards/Birthing Centres</li> <li>✓ Antenatal Clinics</li> <li>✓ GP Surgeries</li> <li>✓ Children's Wards</li> <li>✓ Walk-in Centres</li> <li>✓ Pharmacies</li> </ul> </li> </ul>