

A woman with long brown hair is smiling and holding a baby on a red couch. The baby is wearing a white onesie with black polka dots. The background is a blurred indoor setting.

Red Nose Day Media Kit 2022

Help us create awareness of our mission
rednoseday.org.au

**red
nose
day** friday
12 aug

About this media kit

This kit has been created to assist the media to share information with the public about Red Nose Day 2022 on Friday 12 August.

It includes:

- New statistics for Sudden Infant Deaths, stillbirth and fatal infant sleeping accidents
- Facts about our 34th Red Nose Day
- Digital Red Nose information and links videos and b-roll for media download
- Images for media download
- Social media content for download
- Information about case studies
- Media contacts

Please help us spread the word about how Australians can get silly for a serious cause and help us save little lives this Red Nose Day.

Red Nose Day is one of the longest-running and most recognisable fundraising and awareness campaigns in Australia. For the past 34 years, Australians have rallied to fund ground-breaking research, education and bereavement services to support Australian families.

Since Red Nose Day began in 1988, there's been an incredible 85% reduction in sudden infant deaths.

Even with this reduction, our work at Red Nose Australia is not close to being done.

Every day, 9 babies and young children die suddenly and unexpectedly in Australia - that's a heartbreaking 3,000 little lives lost every year.

For these devastated families, Red Nose relies on Australians' generosity to provide much-needed counselling and support to the thousands of Australian families experiencing the unimaginable grief of losing a baby.

Download hi-res and web-ready files [here](#)

Aim of the Red Nose Day 2022 campaign:

Raise \$800,000 for Red Nose to fund critical research, education and initiatives that go towards a goal of zero babies dying from preventable causes in Australia.

The awareness campaign runs for the month leading up to Red Nose Day from Monday 15 July, with the majority of fundraising activity taking place in the week of Red Nose Day (Monday 8 August - Friday 12 August). That's when we will be running our Red Nose Day Match Giving Appeal at: rednoseday.org.au/donate



Facts about stillbirth & sudden infant deaths

Red Nose Day is more important than ever. Our new statistics, released July 2021 and detailed below, show that sadly, sudden infant deaths has gone up in Australia – by a lot.

What is stillbirth and sudden infant deaths?

Stillbirth is where a baby dies from 20 weeks and onwards in pregnancy.

SUDI stands for Sudden Unexpected Death in Infancy. It is the umbrella term for all deaths that occur in babies aged 0-12 months where the baby dies while sleeping or in the sleeping environment. It includes SIDS, overheating, suffocation, falling out of the cot, co-sleeping and smothering.

SIDS is a specific medical designation given when a baby dies in the sleeping environment but after thorough investigation the actual cause of death cannot be determined.

How many Australian babies sadly die each year?

The latest statistics are heartbreaking. More than 3,000 Australian babies die suddenly and unexpectedly each year - that's more than nine little lives lost every single day.

The following are key figures on births, perinatal deaths, and sudden unexpected deaths in infancy (SUDI) in Australia.

Around 300,000 babies are born in Australia each year, of which 180,000 are to first-time parents. For every little life lost, research shows that up to 60 people are directly affected by each death – around 185,000 Australians.

Why has the number of sudden infant deaths increased so much? Is it COVID-related?

No this isn't COVID-related, as the new statistics are comparing 2019 and 2018 – both before COVID. There is always a delay on the sudden infant deaths numbers being released to allow for certain processes, for example, Coronial inquests, to take place where necessary, as the cause of death is found during that process. Data collection processes have also remained the same over 2018 and 2019. We don't know why the number has increased so much – it is extremely concerning and shows why it's more important than ever for Australia to get behind Red Nose Day.

What is known about stillbirth causes?

In Australia, over 50% of stillbirths that occur each year in the last weeks of an otherwise healthy pregnancy have no known cause or causes but there are things parents can do to reduce their risk.

How can the risk of stillbirth be reduced?

During pregnancy, mums-to-be should:

- Not smoke or be around people smoking
- Sleep on their side in the last trimester
- Be conscious of their baby's movements, and seek immediate medical assistance if something changes
- Lead a healthy lifestyle.

Find out more [here](#)

What is Red Nose doing to reduce SUDI and stillbirth in Australia?

Red Nose Australia is dedicated to reducing infant death in Australia.

It is doing this by funding ground-breaking research and evidence-based education programs that are already saving little lives.

Find out more [here](#).

How can SIDS risks be reduced?

There are six key ways to sleep baby safely and reduce the risk of sudden infant deaths:

1. Sleep baby on back
2. Keep head and face uncovered
3. Keep baby smoke free before and after birth
4. Safe sleeping environment night and day
5. Sleep baby in safe space in parents' or caregivers room
6. Breastfeed baby if possible.

Find out more [here](#)



Facts about Red Nose Day 2022

When is Red Nose Day?

Friday 12 August 2022.

Where is it celebrated?

Right across Australia in every state and territory.

How can Australians get involved this Red Nose Day?

There are lots of ways Australians can 'get silly for a serious cause' this Red Nose Day, including:

- Buy Red Nose Day merchandise (including the new echidna socks, beanies, reusable shopping bags and more).

Visit rednoseday.org.au/shop to find out more

- Create your own fundraiser - this can be an event or an online fundraising page to collect donations.

Visit rednoseday.org.au/get-involved to find out more

- Make a donation - supporters can make a direct donation that will have a huge affect on the success of Red Nose Day and the families we support.

Visit rednoseday.org.au/donate to contribute

- Use the digital filter - Access the free digital Red Nose filter through Instagram or Facebook. Tag Red Nose in any photos you capture using the filter!

Visit rednoseday.org.au/digitalnose/links to access the filter links

- Matched Giving Appeal - from Monday 8th August - Friday 12th August, all donations received through the Red Nose Day website will be DOUBLED by some very generous partners.

Visit rednoseday.org.au/donate to contribute

Who runs Red Nose Day?

Red Nose Australia is the not-for-profit that runs Red Nose Day.

How long has Red Nose Day been around?

Australia's first Red Nose Day was held 34 years ago - in August 1988.

What's the goal?

Raise vital funds for critical research, education and bereavement support services for families in need.





Where does the money go?

- Every dollar raised on Red Nose Day goes to keeping our Red Nose Australia Advice Hub open and free for all parents.
- It goes a long way to supporting the 3,000 Aussie families who need your help right now.
- \$45 can help save a baby's life by funding a parent's call to our Safe Sleep Advice Line.
- \$80 can provide immediate support for a grief-stricken family in crisis.
- \$128 can fund a hospital discharge pack with all of the tools a new parent needs to keep baby safe at home.
- \$250 can help fund ground-breaking research to help unlock the reasons why babies die from SIDS and stillbirth and then help prevent it.

Our impact so far

- over \$18m invested in research to date
- 85% reduction in Sudden Infant Death/s in Australia between 1989 - 2018
- Continued operation of our 24/7 Support Line to devastated families experiencing the death of a baby or young child
- 999 new families accessing support annually (a rise of 67% in the last year)
- Over 20,000 support sessions annually for bereaved families across the country.
- 2 million Safe Sleep brochures distributed annually
- 10,000 early childhood educators and health professionals trained annually
- 250,000 parents and carers taught about safe sleep and safer pregnancy each year.



Australia's first ever Digital Red Nose is back!

Please tap the links below to open our Digital Red Nose in Instagram and Facebook. These social media filters make great videos and photos for media outlets.

Need overlay or supplied pics? Download images and videos of babies, kids and well-known Australians rocking their Digital Red Noses here

For the third year in a row, Australia's first Digital Red Nose is back - in all its Augmented Reality social media filter glory!

Since 2020, our Digital Red Nose has been seen by over 1.3 million Australians on Instagram and Facebook! Just imagine the difference we can make together if every person that sees our Digital Red Nose makes a donation to Red Nose Day.

You can gain access to the filter at rednoseday.org.au/digitalnose/links

How it works:

The digital filters are a quick, easy and effective way for supporters to engage with Red Nose Day.

We would love to see all of Australia rocking the Digital Red Nose in the lead up to Friday 12 August.

Access the Instagram Red Nose digital filter [here](#)

Access the Facebook Red Nose digital filter [here](#).

How to use the filters:

1. Using your mobile, access the links to either the Instagram or Facebook Red Nose Day filters.
2. Take a video or screenshot using the filter and then save it to your phone.
3. Share the video or screenshot and don't forget to **@ Red Nose** and use the campaign hashtags.
Facebook - **@rednoseaustralia**
Instagram - **@rednoseaus**
#rednoseday #sillyforaseriouscause #digitalrednose



Videos & b-roll

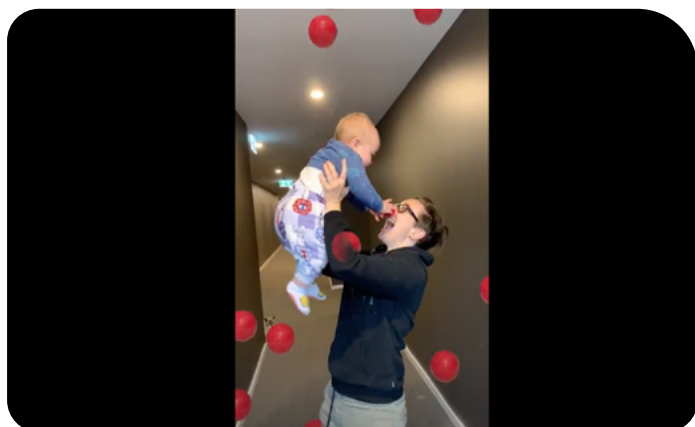
Help us raise awareness of Red Nose Day 2022 by including our videos in your news reports and social media channels. Full permissions for media and social media use are provided.

Download [here](#)

TV AD: 15 sec/30 sec/1min



Mum and baby:

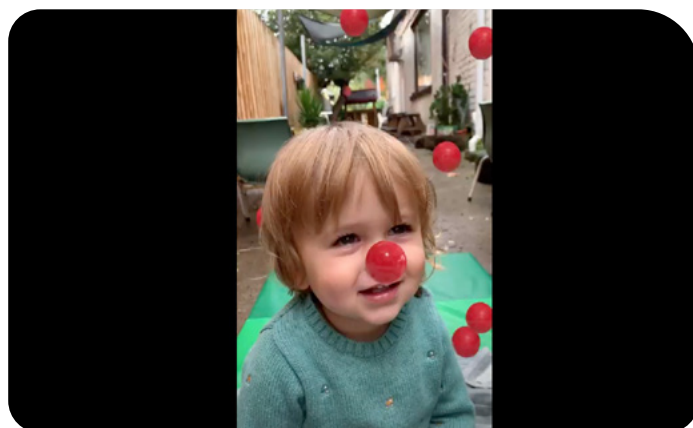


Safe Sleep Advice Line b-roll:



Digital Red Nose b-roll:

New videos of babies with our Digital Red Nose:



Celebrities using our Digital Red Nose:



Red Nose merchandise b-roll:



Images for news websites & social media

Need a supplied pic for your news reports and social media posts?

Please consider using any of these images. Full permissions for media and social media use are provided.

Download images of babies, kids, parents and carers with Red Noses [here](#).



Social media

When to post about Red Nose Day

Anytime from Monday 15 July - Friday 12 August.

Red Nose Day is Friday 12th August 2021.

Tags

Please tag us in any of the news reports you share on your social media, so that we can try and share them too.

Tag us on :

Facebook: @RedNoseAus

Instagram: @rednoseaustralia

LinkedIn: [linkedin.com/company/red-nose-australia/](https://www.linkedin.com/company/red-nose-australia/)

Hashtags:

#rednoseday

#sillyforaseriouscause

#digitalrednose

Links

Main link to include in news reports and social media: rednoseday.org.au/donate

If you're sharing news about our Digital Red Nose, please use: rednoseday.org.au/digitalnose/links

Swipe up

Please include a swipe up in your Instagram story and include a link directly to: rednoseday.org.au/donate

Suggested copy-and-paste post for Red Nose Day – Friday 12 August

All of us here at (insert organisation name here) are proud to be once again getting behind Red Nose Day today. Getting silly for a serious cause has never been more important – sadly, new statistics show the number of babies dying unexpectedly in Australia has jumped dramatically.

Red Nose Day is aiming to raise \$800,000 today, to fund the next breakthroughs in SIDS and stillbirth research, and help support the 3,000 families who are affected by the loss of a baby or child every year in Australia.

Your support also keep crucial services like the 24/7 Grief and Loss Support Line open and free for bereaved families in need.

Please donate today if you can: rednoseday.org.au/donate

If you have experienced the loss of pregnancy or death of a baby or child Red Nose's grief and loss support line can be reached 24/7 on 1300 308 307.

Case studies

Contact us to speak with a family in your state or territory who is prepared to discuss with media a recent experience of stillbirth or sudden infant deaths.

Please include our 24/7 Support Line number at the end of any case study stories:

Red Nose 24/7 Grief and Loss Support Line
1300 308 307 or visit rednosegriefandloss.org.au

Contact us

If you'd like to speak with us about how you can best cover Red Nose Day, contact us:

Fiona Jordan

National Communications & Marketing Manager
0402 846 867 | fionajordan@rednose.org.au

Ariana Kim

PR Specialist
0420 905 007 | arianakim@rednose.org.au