

# Newsletter

Eyes on the Baby Project

October 2023



## Eyes on the Baby

Durham University has partnered with Northumberland County Council, Northumbria Healthcare Foundation Trust and Family Hubs and together they aim to eliminate unexpected deaths of babies (under 1 year of age) in Northumberland via the Eyes on the Baby project.

The Eyes on the Baby project provides current evidence-based training featuring video presentations created and delivered by Professor Ball, Director of the Durham Infancy & Sleep Centre. Professor Ball is a member of the Lullaby Trust Scientific Advisory Group, and has been involved in setting national and international SUDI prevention guidance for the past 20 years.



The incidence of SUDI is higher where health and social inequalities are evident (Lullaby Trust 2023) with infants living in deprived areas being most at risk of SUDI in England (NCMD 2022). It is recognised that many children in Northumberland live in absolute poverty.

The "Out of Routine Report" recommends multi-agency working, whole family initiatives and collaborative communication across all services to reach and help vulnerable families. We can make a difference but we need your help to make this happen.



**DO NOT DELAY  
REGISTER FOR  
TRAINING  
TODAY!**

**We are currently  
accepting registration  
requests for this  
training and  
evaluation project  
across  
Northumberland.**

**Please secure your  
place before the 1st  
November 2023**



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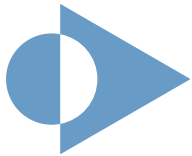
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## Ways you can help

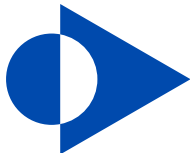
Access the training and complete the learning. We have training suited for each role. Your subsequent evaluations of the training will inform practice across Northumberland.



**Strand 1** – For workforce members who go inside homes, who talk to new parents, or who help in a crisis. They will keep ‘Eyes on the Baby’: observe, listen, nudge, and refer/report.



**Strand 2** – For workforce members who provide direct support to vulnerable families. They will raise awareness of and reinforce SUDI prevention: explore, remind, support and refer/report.



**Strand 3** – Healthcare professionals will offer targeted SUDI prevention advice, support, inform and guide families, referring to additional services as required. Healthcare professionals will respond to concerns raised as needed from people in strands 1 and 2.

## Everyone has a role in SUDI prevention



**Talk to your team leader about accessing the training today. Links to our training resources on page 3.**





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## Training Figures



Number of people enrolled on the training:

Strand 1	98
Strand 2	160
Strand 3	161
Total =	419



Please remember to create your training account once enrolled.

## Multi-agency Teamwork

Staff in Northumberland have the opportunity to access this training. Learn new skills or update current skills and develop new communication pathways to support SUDI prevention in Northumberland.

This training is funded by Northumberland County Council, Northumbria Healthcare NHS Foundation Trust & Family Hubs.



We need more people to engage with the training.



- Direct all enquiries to: [eyes.on.the.baby@durham.ac.uk](mailto:eyes.on.the.baby@durham.ac.uk)
- [Training guide](#)
- [Registration page](#)
- [Website](#)
- [Become a SUDI champion](#)



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## References



Ball HL, Cleghorn N, Healy A et al. (2023) Eyes on the Baby Multi-agency SUDI Prevention for County Durham, pg 21, Online: <https://eyesonthebaby.org.uk/wp-content/uploads/2023/06/Final-Eyes-on-the-Baby-Report-3.pdf> (accessed 20/10/2023)

Lullaby Trust (2017) Target SUDI Together Research Priorities in Sudden Unexpected Death in Infancy, pg 4, Online: <https://www.lullabytrust.org.uk/wp-content/uploads/Target-SUDI-Together-July-2017.pdf> (accessed 20/10/2023).

The Child SafeGuarding Practice Review Panel (2020) Out of routine: A review of sudden unexpected death in infancy (SUDI) in families where the children are considered at risk of significant harm Final report, Online: [https://assets.publishing.service.gov.uk/media/5f0f77efe90e07031ef93e07/DfE\\_Death\\_in\\_infancy\\_review.pdf](https://assets.publishing.service.gov.uk/media/5f0f77efe90e07031ef93e07/DfE_Death_in_infancy_review.pdf) (accessed 20/10/2023).

Williams W, Sleep V, Pease A et al. (2022) Sudden and Unexpected Deaths in Infancy and Childhood National Child Mortality Database Programme Thematic Report Data from April 2019 to March 2021 pg 12, online: [https://www.ncmd.info/wp-content/uploads/2022/12/SUDIC-Thematic-report\\_FINAL.pdf](https://www.ncmd.info/wp-content/uploads/2022/12/SUDIC-Thematic-report_FINAL.pdf)



## From training to practice



Previous reflections from the County Durham Eyes on the Baby pilot study (2023) demonstrate ways in which staff were able to use the knowledge they gained in everyday practice.

"The parents appeared reassured and thankful for the information. I signposted the parents to local baby groups and postpartum services."  
Paramedic

"Decision Tree used, handouts given to parents on safer sleeping, non judgemental discussion followed and an offer made to provide a bed."  
Early Help Practitioner

"I've now been able to confidently discuss co sleeping safely with families"  
Midwife

Thank you to all participants who have adopted and engaged with the training. The response from staff across Northumberland has been extremely encouraging. As we can see from the training figures we need more engagement across all strands please.

This online training is taught by Professor Ball and you can watch it at your own pace. Training lasts between 50 minutes - 1 hour 30 minutes depending on the training level. This is a relatively short amount of time in exchange for gaining new knowledge to help others.

We look forward to working with all of the dedicated services and staff.