

## SUDDEN UNEXPLAINED DEATH IN CHILDHOOD (SUDC) UK 2019-2021 STRATEGY

### INTRODUCTION

Currently, the sudden unexplained death of a seemingly healthy child is unpredictable and unpreventable. Sudden Unexplained Death in Childhood (SUDC) affects over 40 children (1-18) in England and Wales every year according to The UK Office of National Statistics (ONS). Currently, little is being done to understand the cause of this tragedy, or to prevent SUDC deaths from continuing to devastate families year on year.

Up until now, no UK charity has focused exclusively on raising awareness for Sudden Unexplained Death in Childhood and on funding new research. SUDC UK, founded by three bereaved Mothers, became a registered charity in November 2017 and officially launched in April 2018.

SUDC UK is affiliated with the international organisation, the SUDC Foundation, the only worldwide organisation to raise awareness, fund research and support the needs of grieving SUDC families. Both charities together, strive for a world without Sudden Unexplained Death in Childhood.

SUDC UK is an independent charity operating consistently with the mission and broad global strategic objectives of the SUDC Foundation.

During 2018, SUDC UK worked to understand the needs of families, researchers and other professionals and to clarify its strategy for the next three years. Below is an overview of decisions made with regards to vision, mission and strategic objectives:

### OUR VISION

For SUDC to be predictable and preventable.

### OUR MISSION

To improve awareness and understanding of Sudden Unexplained Death in Childhood

To fund crucial medical research to better understand SUDC deaths

### OUR VALUES

Founded by bereaved parents, SUDC UK works as a community helping to raise awareness, fundraise, and volunteer time to support the charity's mission.

SUDC UK believes close collaboration with the SUDC Foundation and other related national organisations will help further SUDC UK's mission.

SUDC UK believes accurate and consistent information should be available to all families affected by the sudden unexpected and often unexplained death of a child so they understand how to access relevant national and international resources.

SUDC UK believes funding, international collaboration and increased professional engagement in SUDC research is crucial for Sudden Unexplained Death in Childhood to be predictable and preventable.

## STRATEGIC OBJECTIVE ONE

Raise funds necessary to achieve the SUDC UK organisation budget income. This will be accomplished through the implementation of a goal driven fundraising plan which focuses efforts toward increasing the number of special events, build relationships with the corporate community and increase number of individual donations.

- Increase number of families hosting a fundraising event on behalf of SUDC UK
- Build relationships with the corporate community

## STRATEGIC OBJECTIVE TWO

To ease the experience of affected families in this country by increasing public and professional awareness of Sudden Unexplained Death in Childhood (SUDC), SUDC UK, the SUDC Foundation and UK-specific resources relevant to SUDC.

- Implement an awareness campaign so that UK affected families are immediately signposted to the work of SUDC UK, the SUDC Foundation services, and the resources available to bereaved families. Use social media, the SUDC UK website, SUDC UK annual family meeting and newsletter.
- Implement a public awareness campaign using the media (social, print, TV, Radio), fundraisers and messaging via advocates, the SUDC UK website and newsletter to share accurate and informative facts on SUDC and relevant resources, services and processes
- Develop and implement a professional awareness campaign using conference attendance, messaging via advocates, the SUDC UK website and proactive 1-1s to educate and influence pathologists, paediatricians, primary care clinicians, coroners and police

## STRATEGIC OBJECTIVE THREE

Support UK family and professional engagement in SUDC research by developing professional relationships, encouraging international collaboration and raising awareness of research opportunities to families

- Discuss current SUDC research projects with professionals to help encourage and optimise participation, engagement and international collaboration. Share information on current research projects with families.
- Engage more researchers to collaborate with the SUDC Registry and Research Collaborative as this is now the largest database of SUDC cases.
- Identify and develop a professional relationship with other charities and organisations who fund and support SUDC-related research and/or support SUDC families
- Support the proposed UK registry of child deaths to facilitate more accurate/consistent data for future SUDC research. Advocate for collaboration with the SUDCRRC to ensure research is adequately powered to further understanding.