

# SUDC UK

Sudden Unexplained Death in Childhood

an affiliate of the SUDC Foundation

## 2022-2024 STRATEGY

Action to stop children dying without explanation

### INTRODUCTION

**Currently, the sudden, unexplained death of a seemingly healthy child between 1 and 18 years-of-age is unpredictable and unpreventable. The Office of National Statistics estimates that 40 children are affected every year in England and Wales alone: 1-2 children dying every fortnight without reason. There is limited awareness of SUDC, limited research to understand these tragedies and SUDC deaths continue to devastate families year on year.**

SUDC UK was founded by bereaved mothers in November 2017 as a national charity dedicated to Sudden Unexplained Death in Childhood. It is an independent, registered charity in England and Wales, operating consistently with the mission and broad global strategic objectives of its international partner, the SUDC Foundation. The SUDC Foundation is represented by a trustee on the SUDC UK board.

Since launch, SUDC UK has worked to understand the needs of affected families and professionals. Its activities are

supported by an expert advisory board and SUDC Foundation resources and services. Over the last four years, SUDC UK has developed links with national bereavement charities and professional groups related to sudden unexpected death. It has supported and consulted on relevant projects and initiatives associated with child mortality and the child death process. Support from community fundraising and generous donations have enabled the charity to employ staff and evolve its services, awareness activities and events for families.

During 2021, the SUDC UK board, in consultation with a focus group of bereaved parents and volunteers, reviewed the current environment, progress and the charity's priorities for the next three years. Below is an overview of decisions made with regards to our vision, mission and strategic objectives for 2022 -2024.

Each year the SUDC UK team reports progress against these objectives to the board of trustees via a measurable tactical plan containing specific numbers and detail of evidence required. >>

# OUR VISION

For SUDC to be predictable and preventable.

## OUR MISSION

- To encourage and fund crucial medical research to better understand these tragedies.
- To support families affected by SUDC.
- To improve awareness and understanding of Sudden Unexplained Death in Childhood.

## OUR VALUES

- Founded by bereaved parents, SUDC UK values the opinions and efforts of families affected by SUDC and it collaborates with this community to further its 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 are informed and empowered, and understand how to access relevant national and international resources.
- SUDC UK believes funding, international collaboration, consistent data collection and increased professional engagement in SUDC research is crucial for Sudden Unexplained Death in Childhood to become predictable and preventable. >>

# OUR STRATEGIC OBJECTIVES

## 1 **Raise the funds necessary to successfully impact the future prediction and prevention of SUDC by granting to medical research.**

- Achieve financial targets by supporting an increased number of individuals/ organisations fundraising in aid of SUDC UK through awareness campaigns and developing relationships with our existing donors.
- Diversify revenue streams by increasing corporate partnerships and grants from trusts and foundations, increasing regular giving and partnering with official events.
- Strengthen the SUDC UK team to support growth and sustainability of SUDC UK.

## 2 **Ease the experience of SUDC-bereaved families in this country.**

- Ensure that all UK SUDC-bereaved families are aware of SUDC UK prior to, or immediately following their loss via professional referral, our website or SUDC UK charity public awareness campaigns.
- Directly support and advocate for UK families as they navigate the child death process and grieve the loss of their child.
- Connect registered families with others who understand the devastation of SUDC.
- Develop an education program for UK professionals to improve awareness of SUDC facts and resources and enhance professional engagement with SUDC UK

## 3 **Activism for improved awareness of SUDC and funding for medical research**

- Achieve political and NHS

acknowledgement of SUDC, the needs of families and that new action is necessary to help prevent future deaths.

- Develop SUDC UK public awareness campaigns and measure impact via engagement, financial performance, external advocacy and changes in policy.
- Develop a major corporate partnership to promote greater awareness.
- Cultivate relationship with a nationally recognised spokesperson to promote greater awareness.

## 4 **Support UK family and professional engagement in SUDC research**

- Engage UK professionals with the largest global database and SUDC-focused research project, the SUDCRRC, to help encourage and optimise participation, engagement and international collaboration.
- Share information on all known and relevant current research projects with families.
- Strengthen the professional relationship with other charities and organisations who fund and support SUDC-related research and/or support SUDC families.
- Collaborate with the NCMD (National Child Mortality Database), the proposed UK registry of child deaths and related national experts to facilitate optimisation of UK SUDC data collection, research and the national referral pathway.
- Lead engagement and support the infrastructure necessary to help identify new priorities for SUDC research and prepare for expanding/developing the SUDC UK research strategy in the next cycle (2025-2027) ■