




Speech by

Freya Ostapovitch

MEMBER FOR STRETTON

Hansard Thursday, 12 July 2012

SIDS AND KIDS

 **Mrs OSTAPOVITCH** (Stretton—LNP) (3.45 pm): Today I rise to draw attention to SIDS and Kids and the fantastic job they do in supporting families who have experienced the death of a baby during pregnancy, birth, infancy or childhood, regardless of the cause. I cannot even imagine the pain that a mother and father experience when they lose their baby. How must they feel when they hear of thousands of women discarding their unborn babies like unwanted garbage?

On a happier note, I had the privilege of volunteering for SIDS and Kids on the Red Nose Family Fun Day, helping them raise much needed funds as part of the Red Nose Day campaign. I and my staff attended the fun day in South Brisbane. We donned red noses and had a ball with the thousands of kids who attended with their parents. This year was the 25th year of Red Nose Day in Australia and it was celebrated on Friday, 25 June. SIDS and Kids' areas of focus include bereavement support, education, research, national awareness campaigning, advocacy and fundraising.

Each year SIDS and Kids field thousands of queries through a bereavement support line. They provide ongoing professional support for families that is available 24 hours a day through counselling sessions, after-hours counselling, home visits and a range of support groups and events. SIDS and Kids programs are offered free of charge to all family members and friends who need support. For as long as they need them, SIDS and Kids are there.

Since 1990, education initiatives such as the SIDS and Kids Safe Sleeping program have saved the lives of an estimated 7,500 Australian babies. Working with healthcare professionals, child-care organisations and online support networks, new parents have benefitted from SIDS and Kids' safe-sleeping recommendations.

Why a red nose, honourable members might ask? In 1988 the Red Nose Day concept was adopted by SIDS and Kids organisations around Australia. The first Red Nose Day was so successful, with around one million face noses sold, raising about \$1.3 million and substantially increasing awareness of SIDS and Kids and the cause. Organisers were thrilled with the success and decided to make Red Nose Day a national annual event. The event has grown and continues to capture the imagination of the Australian public. Since the beginning, Red Nose Day has contributed a large proportion of the funds raised by SIDS and Kids. With a 94 per cent recognition rate in Australia, the concept of donning a red nose for a day to be silly for a serious cause has expanded to include a range of products and has involved celebrities, businesses, vehicles and buildings Australia-wide. I recommend that my community and colleagues support this worthy cause.