



The *Eyes on the Baby* (EotB) is a comprehensive package of evidence-based training, manualised project management guidance, practice tools and resources all designed to impart the necessary skills and knowledge to implement and embed MAW SUDI prevention into practice at every level of the organisation.

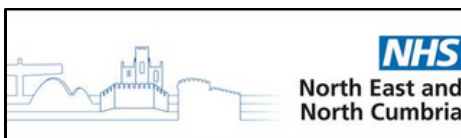
Led by Professor Ball the DISC team developed this training & implementation programme with the aim to eliminate unexpected deaths of babies (under 1 year of age). Professor Ball has been involved in setting national and internal SUDI prevention guidance for over 20 years and is the Director of DISC, a member of the Lullaby Trust Scientific Advisory Group, Chair of the Lullaby Trust Research & Grants Committee, national mentor, author and was awarded the Queens Anniversary Prize in 2018.



Background:

Current evidence shows that SUDI clusters within the most impoverished UK communities, in families where parents face multiple challenges (e.g. mental health, learning disabilities, domestic abuse, drugs and alcohol, care-leavers, teenage parents, temporary accommodation). The Out of Routine Report (2020) notes that “..although the advice around safer sleeping is well established and evidence-based, many families living in challenging circumstances are not managing to follow this advice.”

Midwives and Health Visitors, who traditionally inform parents about SUDI prevention, have limited opportunity to provide the targeted support needed by priority families to prevent SUDI. Other staff (the Multi-Agency Workforce or MAW) often have greater contact with these families and can be trained to support families with sleep safety and refer them to other professionals and services as needed.





MAW SUDI Prevention Training:

Expert -led evidence-based video presentations suited for each role

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 priority 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.

Implementation

Strategic leads can expect to provide workforce SUDI prevention training, develop a SUDI champion role and working group, standardise safe sleep messages across services, use newsletters to promote MAW SUDI prevention and measure practice impact through evaluation.

Eyes on the Baby has been implemented in County Durham and Northumberland by the DISC team

Family Hub Infant Feeding Coordinator "The *Eyes on the Baby* training has really helped staff to understand all aspects of safer sleep..."

Family Help Worker "It's reassuring to know that we are all giving the same messages as multi agency support for these families."

Health Visitor "The training was outstanding, so clear and through and specific to our role, it made the training very enjoyable."

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

0-19 Service Manager "We think it's amazing that it is multi-agency, that's the way it should be..."

[Register here for further EotB information](#) >

Additional links

[Out of Routine Report \(2020\)](#)

[Northumberland EotB Project Event Video 2024](#)

[Northumberland EotB Report 2024](#)

[County Durham EotB Report 2023](#)

[DISC](#)

