CONSOLIDATED FINANCIAL STATEMENTS

30TH JUNE, 1996

V.



s h i p l e y s

chartered accountants



chartered accountants

10 Orange Street, Haymarket, London WC2H 7DQ Telephone (0171) 312 0000 Facsimile (0171) 312 0022

AUDITORS' REPORT TO THE MEMBERS OF

THE FOUNDATION FOR THE STUDY OF INFANT DEATHS (a charitable company limited by guarantee)

We have audited the financial statements on pages 3 to 15 which have been prepared under the historical cost convention and the accounting policies set out on pages 10 and 11.

Respective responsibilities of the Council and auditors

As described in the Trustees Report the Foundation's Council are responsible for the preparation of the financial statements. It is our responsibility to form an independent opinion, based on our audit, on those statements and to report our opinion to you.

Basis of opinion

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the Council in the preparation of the financial statements and of whether the accounting policies are appropriate to the Foundation's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. However, the evidence available to us was limited because the Foundation with its charitable status, derives a substantial proportion of its income from voluntary donations which cannot be fully controlled until they are entered in the accounting records. They are therefore not susceptible to independent audit verification.

In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

AUDITORS' REPORT TO THE MEMBERS OF

THE FOUNDATION FOR THE STUDY OF INFANT DEATHS - CONTINUED (a charitable company limited by guarantee)

Opinion

In our opinion the financial statements give a true and fair view of the state of affairs of the Foundation and of the Group at 30th June, 1996 and of their results for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

SHIPLEYS

Registered Auditors

17th October, 1996

THE FOUNDATION FOR THE STUDY OF INFANT DEATHS (a charitable company limited by guarantee) CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY YEAR ENDED 30TH JUNE, 1996

	Notes	Un- designated Funds £	Designated Funds £	1996 £	1995 £
INCOME- continuing operations Donations	1.3	475,196	75,603	550,799	677,255
Deeds of Covenant including income tax recoverable Grants:		24,802	-	24,802	21,588
Department of Health : Core : Help		10,500	-	10,500 -	18,000 7,000
Specific events Interest receivable	3.1	438,933 129,209	- -	438,933 129,209	239,283 145,871
TOTAL INCOMING RESOURCES		1,078,640	75,603	1,154,243	1,108,997
RESOURCES EXPENDED Direct charitable expenditure Scientific research Information and support Monitors and sundry equipment Specific events		(36,394) (363,958) (139,855) (540,207)	(457,726) (119,343) (56,492) - (633,561)	(494,120) (483,301) (56,492) (139,855) (1,173,768)	(323,129) (429,071) (54,663) (107,020) (913,883)
Other expenditure (page 6) Fundraising General administration Moving premises Interest payable	5	(174,223) (117,820) - (9) (292,052)	- - - -	(174,223) (117,820) - (9) (292,052)	(146,749) (102,933) (12,605) (30) (262,317)
TOTAL RESOURCES EXPENDED		(832,259)	(633,561)	(1,465,820)	(1,176,200)
NET INCOMING/(OUTGOING) RESOU BEFORE TRANSFERS	IRCES	246,381	(557,958)	(311,577)	(67,203)
TRANSFERS BETWEEN FUNDS Projects approved during the Scientific Information and support Amounts written back on proje Designated funds released		(202,281) (179,015) 46,625 43,942	179,015	- - - -	- - - -
TOTAL TRANSFERS		(290,729)	290,729		
NET OUTGOING RESOURCES GAINS ON INVESTMENT ASSETS Realised Unrealised		(44,348) 967 ———	(267,229) - -	(311,577) 967 —	(67,203) 2,488 653
NET MOVEMENT IN FUNDS FUND BALANCES BROUGHT FORWARI	D	(43,381) 709,710			
FUND BALANCES CARRIED FORWARI	D	£666,329	£1,288,845	£1,955,174	£2,265,784

The notes on pages 10 to 15 form part of these financial statements.

CONSOLIDATED SUMMARY INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30TH JUNE, 1996

	1996 £	1995 £
Total income of continuing operations	1,154,243	1,108,997
Total expenditure of continuing operations	(1,465,820)	(1,176,200)
Net expenditure before investment asset disposals	(311,577)	(67,203)
Gain on disposal of fixed asset investments	967	3,141
NET EXPENDITURE FOR THE YEAR	£(310,610)	£(64,062)

The Summary Income and Expenditure Account is derived from the Statement of Financial Activities on page 3 which, together with the notes to the accounts on pages 10 to 15 provides full information on the movements during the year on all the funds of the group and detailed analysis of expenditure.

SCHEDULE TO CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY

YEAR ENDED 30TH JUNE, 1996

Notes	Un- designated funds	Designated funds £	Total funds 30 June 1996 £	Total funds 30 June 1995 £
SCIENTIFIC RESEARCH		~	~	~
Expended on projects Salaries and payroll taxes 14 Computer and bookkeeping Travelling expenses Rent and services Printing, postage and stationery Professional fees and consulting Telephone Equipment and maintenance Subscriptions and advertising Training and recruitment Room hire and catering	- 11,578 1,704 1,658 3,399 4,356 11,265 885 184 480 262	457,726 - - - - - - - -	457,726 11,578 1,704 1,658 3,399 4,356 11,265 885 184 480 262 140	291,839 9,899 - 2,325 2,119 2,188 13,426 589 117 242 7
Insurance Reference books and literature Miscellaneous expenses	221 41 221	- - -	221 41 221	120 41 157
	£36,394	£457,726	£494,120	£323,129
INFORMATION AND SUPPORT				
Expended on projects Salaries and payroll taxes 14 Computer and bookkeeping Travelling expenses Rent and services Printing, postage and stationery	223,485 1,704 6,740 19,968 39,695	119,343 - - - - -	119,343 223,485 1,704 6,740 19,968 39,695	149.538 192,388 - 8,010 19,074 38,930
Professional, accountancy and payroll fees Telephone Subscriptions and advertising Equipment and maintenance Press cuttings Training and recruitment Regional Co-Ordinators expenses Annual conference	10,031 6,796 6,027 2,369 1,029 2,083 18,575 6,918	- - - - -	10,031 6,796 6,027 2,369 1,029 2,083 18,575 6,918	2,091 5,990 4,265 1,057 1,544 678 23,967
Newsletter, leaflets and videos : Income : Expenditure Room hire and catering Insurance Parent groups meetings Reference books and literature Miscellaneous expenses	(26,637) 39,432 1,950 1,299 782 241 1,471	- - - - -	(26,637) 39,432 1,950 1,299 782 241 1,471	(37,887) 14,138 1,144 1,095 1,275 368 1,406
	£363,958	£119,343	£483,301	£429,071

The notes on pages 10 to 15 form part of these financial statements.

SCHEDULE TO CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY

YEAR ENDED 30TH JUNE, 1996

	Notes	30 June 1996 £	30 June 1995 £
FUNDRAISING			
Salaries and payroll taxes Computer and bookkeeping Travelling expenses Rent and services	14	89,593 1,704 2,174 16,103	91,442 - 1,878 15,126
Printing, postage and station Professional, accountancy and		36,688	23,438
payroll fees Telephone Equipment and maintenance		8,980 2,996 531	3,198 2,875 430
Subscriptions and advertising Training and recruitment	5	6,302 4,219	4,128 805
Christmas card competition Miscellaneous expenses Room hire and catering		1,607 1,166 624	1,050 434
Insurance Parent groups meetings Reference books and literatur	re	636 782 118	515 1,275 155
		£174,223	£146,749
GENERAL ADMINISTRATION			
Salaries and payroll taxes Computer and bookkeeping Travelling expenses Rent and services Printing, postage, and static Insurances Telephone Equipment and maintenance Subscriptions and advertising Auditors' remuneration Professional and accountancy	3	58,294 11,930 398 9,346 11,381 2,038 1,454 508 256 8,839 2,492	67,085 - 44 6,358 6,528 1,406 911 352 416 8,054 569
Training and recruitment Bank credit card charges Depreciation of tangible fixe Room hire and catering Reference books and literatur Miscellaneous expenses		721 1,194 8,171 138 113 547	138 659 9,634 180 123 476
		£117,820	£102,933

CONSOLIDATED BALANCE SHEET

30TH JUNE, 1996

			996		995
FIXED ASSETS	Notes	£	£	£	£
Tangible	6.2		16,349		19,458
CURRENT ASSETS					
Stocks Debtors and prepayments Listed investments Money on deposit Bank and cash balances	1.7 8 1.8&9	13,907 31,500 - 1,896,137 75,942 2,017,486		14,112 29,677 170,177 2,058,731 31,890 2,304,587	
CREDITORS: Amounts falling within one year	due 10	(78,661)		(58,261)	
NET CURRENT ASSETS			1,938,825		2,246,326
TOTAL ASSETS LESS CURRENT L	IABILITIE	es .	£1,955,17 ⁴		£2,265,784
RESERVES					
Designated funds Undesignated funds	11 12		1,288,845 666,329		1,556,074 709,710
			£1,955,174		£2,265,784

Approved by the Finance and General Purposes Committee on 25 SEP 1996

J.D.D. Thompson-Schwab - Chairman

- Chairman Caelllan Shab

- Honorary Treasurer Names Millan J. McLellan

BALANCE SHEET

30TH JUNE, 1996

		1	996	1	995
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Investment in subsidiary	6.1		16,347		19,456
undertaking	7		10,000		10,000
CURRENT ASSETS			26,347		29,456
Debtors and prepayments Listed investments Money on deposit Bank and cash balances	8 1.8&9	28,410 - 1,896,137 75,902		26,288 170,177 2,058,731 31,882	
		2,000,449		2,287,078	
CREDITORS: Amounts falling within one year	; due 10	(65,754)		(44,398)	
NET CURRENT ASSETS			1,934,695		2,242,680
TOTAL ASSETS LESS CURRENT	LIABILITIE	ES	£1,961,042		£2,272,136
RESERVES					
Designated funds Undesignated funds	11 12		1,288,845 672,197		1,556,074 716,062
			£1,961,042		£2,272,136

Approved by the Finance and General Purposes Committee on 25 SEP 1996

J.D.D. Thompson-Schwab - Chairman

- Chairman - Chairman - Honorary Treasurer Names Milla J. McLellan

OTHER PRIMARY FINANCIAL STATEMENTS

STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES FOR THE YEAR ENDED 30TH JUNE, 1996

The deficit for the year was the only recognised gain or loss in the year.

HISTORICAL COST INCOME AND EXPENDITURE FOR THE YEAR ENDED 30TH JUNE, 1996

All assets are stated in the financial statements at historical cost. Therefore no adjustments are required to the reported deficit which is stated on an unmodified historical cost basis.

RECONCILIATION OF MOVEMENT IN FUNDS FOR THE YEAR ENDED 30TH JUNE, 1996

The movements in funds are shown on page 3 of the financial statements.

NOTES TO THE FINANCIAL STATEMENTS

30TH JUNE, 1996

1. ACCOUNTING POLICIES

The financial statements of the Foundation have been prepared under the historical cost convention in accordance with the following accounting policies:-

1.1 Consolidation

The group financial statements consolidate the financial statements of the Foundation and its subsidiary undertaking for the year ended 30th June, 1996.

1.2 Comparative Figures

In order to comply in all material respects with the Statement of Recommended Practice 2 it has been necessary to adjust the comparatives to gross up the income and expenditure on specific events.

1.3 Income

Donations are included in the financial period of receipt. Income under Deeds of Covenant, Grants and Interest Receivable are included in the financial period to which they relate.

1.4 Expenditure

Scientific Research and Information and Support projects approved by the Council are transferred to designated funds. All other expenditure is reflected in the financial period to which it relates. Overhead expenses which do not relate to a specific expenditure category within the Income and Expenditure Account are apportioned over the various categories using a formula based on the level of man hours dedicated. This is determined by the Finance and General Purposes Committee of the Foundation and reviewed on an annual basis.

1.5 Specific Events

Income and expenditure from specific events is accounted for on a received and paid basis and is included in the financial statements as a net figure.

1.6 Depreciation of Tangible Fixed Assets

Fixed assets, which are stated at cost, are depreciated at rates sufficient to reduce the net book amount of those assets to their estimated residual value at the end of their expected useful lives. The following rates are currently used:-

Office equipment - over 4 or 5 years on a straight line basis

Motor vehicle - over 4 years on a straight line basis

1.7 Stocks

Stocks of goods for resale are stated at the lower of cost and net realisable value after making allowance for obsolete and slow moving items.

1.8 Listed Investments

Listed investments are stated at the lower of cost and market value.

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED 30TH JUNE, 1996

1. ACCOUNTING POLICIES - CONTINUED

1.9 Taxation

The taxable profit of the subsidiary undertaking F.S.I.D. Sales Limited is eliminated by a deed of covenant in favour of the Foundation which is not liable to taxation due to its charitable status.

1.10 Leased Assets

- (i) Assets acquired under finance leases, including hire purchase contracts having similar characteristics, are capitalised at cost. The equivalent liability, net of finance charges, is shown as a creditor and the finance charges are written off in the income and expenditure account and statement of financial activity over the period of the lease, in equal instalments.
- (ii) Rentals payable under operating leases are charged to the income and expenditure account and statement of financial activity in the period to which they relate.

1.11 Cash Flow Statement

The group is a small group as defined by Sections 246, 247 and 249 of the Companies Act 1985. It has therefore taken advantage of the exemption conferred by Financial Reporting Standard Number 1 not to prepare a cash flow statement.

2. LIABILITY OF MEMBERS

At 30th June, 1996 the Foundation had 105 members. The liability of each member to contribute to the assets of the Foundation is limited to £1. The number of members is limited to 150.

INCOME

3.1 SPECIFIC EVENTS INCOME

Specific events income includes the following:

			Net	
	Income	Expenses	Result	1995
	£	£	£	£
Film Premieres	181,884	35,539	146,345	-
Bazaars	66,112	10,875	55,237	34,933
Greyhound events	13,776	3,689	10,087	9,778
Kingston Lisle	13,953	4,793	9,160	9,069
Regional Study Days	8,635	5,062	3,573	2,619
London Marathon	6,981	1,175	5,806	8,227
Raffle	6,979	845	6,134	7,459
Lecture fees	1,857	-	1,857	1,975
Football	4,239	-	4,239	-
Auction	3,442	-	3,442	-
Others	2,050	739	1,311	4,214
	309,908	62,717	247,191	78,274
Subsidiary undertaking gross	129,025	77,138	51,887	53,989
profit (note below)	129,029			
•	£438,933	£139,855	£299,078	£132,263

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED

30TH JUNE, 1996

3.1 SPECIFIC EVENTS INCOME NET OF DIRECT COSTS - continued

The above income and expenditure is accounted for on a received/paid basis and includes income from events which took place within the previous year, and events yet to take place. Subsequent to the year end, income net of expenditure has been received in respect of certain of the events listed above.

The net result for the year of the subsidiary undertaking's trading amounted to £1,615 (1995 : £1,256). This was however, after payment to the Foundation of interest of £2,293 (1995 : £2,582). The Foundation also benefitted from donations of £10,403 (1995 : £8,365) passed directly to the charity by the company which are not included within this heading. Overhead expenditure of £47,979 (1995 : £50,151) has been deducted from the gross profit shown above and included under the appropriate expense categories of Fundraising and General Administration on page 6. The Deed of Covenant payable for the year of £1,131 (1995 : £963) has been removed on consolidation.

3.2 DESIGNATED FUNDS RELEASED

The Foundation will not undertake a project unless funds for the complete project are available. If specific donations are subsequently received for particular projects an equal sum is released back into undesignated funds to allow new projects to be undertaken.

4. MONITORS AND SUNDRY EQUIPMENT

This expenditure represents the cost of the specific purchase of monitors and sundry equipment for use by District Health Authorities nationwide, and is funded by specific donations and group committees raising the necessary funds locally.

MOVING PREMISES

On the 13th December, 1994 the Foundation moved into new premises in order to take advantage of an initial rent free period and reduced rentals thereafter. The expenditure represents costs incurred in the move.

6. TANGIBLE FIXED ASSETS

		Office
6.1 The	Foundation Cost	$\begin{array}{c} \mathtt{Equipment} \\ \mathbf{\pounds} \end{array}$
	At 1st July, 1995 Additions	43,953 5,062
	At 30th June, 1996	49,015
	Depreciation At 1st July, 1995 Charge for year	24,497 8,171
	At 30th June, 1996	32,668
	Net book value At 30th June, 1996	£16,347
	At 30th June, 1995	£19,456

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED

30TH JUNE, 1996

6. TANGIBLE FIXED ASSETS - CONTINUED

6.2 Group	Motor vehicle	Office equipment	™ -4-1	
Cost	£	£	Total £	
At 1st July, 1995 Additions	4,683 -	47,611 5,062	52,294 5,062	
At 30th June, 1996	4,683	52,673	57,356	
Depreciation			· · · · · ·	
At 1st July, 1995 Charge for year	4,682	28,154 8,171	32,836 8,171	
At 30th June, 1996	4,682	36,325	41,007	
Net book value				
At 30th June, 1996	£1	£16,348	£16,349	
At 30th June, 1995	£1 =	£19,457	£19,458	

7. INVESTMENT IN SUBSIDIARY UNDERTAKING

This represents the cost of the Foundation's interest in the wholly owned subsidiary undertaking, F.S.I.D. Sales Limited, a company incorporated and registered in England. The principal activity of this company is the raising of funds for the Foundation through the sale of goods and staging of fund raising activities.

8.	DEBTORS AND PREPAYMENTS	1996		1995	
		Group £	Foundation £	Group £	Foundation £
	Taxation recoverable Other debtors Amounts due from group undertaking Prepayments and accrued income	2,484 7,950 - 21,066	2,484 3,009 4,196 18,721	3,134 4,976 - 21,567	2,875 4,976 - 18,437
		£31,500	£28,410	£29,677	£26,288

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED

30TH JUNE, 1996

9.	LISTED INVESTMENTS		1996 £		1995 £
	UK government securities at cost Disposals		173,239 (173,239)		173,239 -
	At 30th June, 1996				173,239
	Provision				
	Brought forward at 1st July, 1995 Released on disposal		3,062 (3,062)		3,062
			-		3,062
	Net book value		£ -		£170,177
	Market value		£ -		£170,177
10.	CREDITORS: Amounts falling due within one year:	199 Group F	6 oundation £	Group £	.995 Foundation £
		a alic			

10.	CREDITORS: Amounts falling due	ounts falling due 1996		1	1995	
	within one year:	Group £	Foundation £	Group £	Foundation £	
	Bank overdraft	3,046	-	5,790	_	
	Trade creditors	7,200	-	6,948	-	
	Amounts owed to group undertakings	_	_	_	1,200	
	Taxation and social security	10,432	9,389	9,735	8,890	
	Other creditors	9,212	9,212	9,887	9,887	
	Accruals and deferred income	48,771	47,153	25,901	24,421	
		£78,661	£65,754	£58,261	£44,398	

11.DESIGNATED FUNDS

As stated in accounting policy note 1.4 commitments for specific charitable projects are dealt with by making allocations to designated funds.

The commitments payable at 30th June, 1996 were all deemed to be due within one year.

12. UNDESIGNATED FUNDS	1	1996		1995	
	Group £	Foundation £	Group £	Foundation £	
At 1st July, 1995 Surplus for year Transfer to designated funds	709,710 247,348 (290,729)	716,062 246,864 (290,729)	808,698 305,561 (404,549)	815,343 305,268 (404,549)	
At 30th June, 1996	£666,329	£672,197	£709,710	£716,062	

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED

30TH JUNE, 1996

13. INCOME AND EXPENDITURE ACCOUNT - COMPANIES ACT 1985

The Income and Expenditure Account has not been drawn up in accordance with the format laid down by the Companies Act 1985 as, in the opinion of the Finance and General Purposes Committee, it would not adequately reflect the activities and results of the Foundation. As permitted by Section 228(7) of the Companies Act 1985 the Income and Expenditure account of the Foundation is not presented as part of these financial statements.

14. STAFF COSTS	1996 £	1995 £
Staff costs arising during the year amounted to:-		
Wages and salaries Social security costs Temporary staff Other pension costs	344,052 29,994 2,132 6,772	328,317 25,456 - 7,041
	£382,950	£360,814
The average weekly number of persons employed during the year was as follows:	No. 37	No. 36

15. CAPITAL AND FUTURE COMMITMENTS

At 30th June, 1996 there were no significant outstanding commitments for capital expenditure not provided for in these financial statements (1995: £nil).

16. OPERATING LEASES

At 30th June, 1996 there were annual commitments in respect of operating leases for land and buildings as follows:-

	1996 £	1995 £
Foundation and Group	*	~
On leases expiring:		
Within 1 year	<u>.</u>	-1
1 - 2 years	24,000	24,000
2 - 5 years	28,800	28,800

A lease agreement commenced 15th February, 1995 on Part of the Ground floor, 4 and 5 Grosvenor Place, London SW1. Rent payments commenced on the 24th June, 1995 and are subject to a five year review.

FOUNDATION FOR THE STUDY OF INFANT DEADERS



1996 ANNIAI REPORT



Meanwhile, the Foundation's public information and support role was also broadening. Since 1991 we have increasingly been the people that parents and professionals turn to when they want advice on how to prevent infant death and promote infant health. Requests for information now number as many as 10,000 a year compared with 500 in 1990.

On 30th January 1996, almost 25 years to the day that the Foundation was established, we launched our new dual strategy - prevention of deaths and promotion of health. We want to enable all babies to fulfil their potential, whatever that potential may be. In other words, give babies the chance of a lifetime.

This annual report will describe what this means for different aspects of our work, and how parents, health professionals and researchers will benefit from the new broadened approach of the Foundation for the Study of Infant Deaths.

Below is a time line. It charts the first 25 memorable years of FSID and shows how it came to be the UK's leading cot death and infant health charity.

1990 24-hour Helpline is launched.

Regional staff network is

established.

1991 Reduce the Risk campaign is launched - it will cut cot deaths by half within one year.



Children entertaining at FSID's 21st Birthday Ball

1992 21st Birthday Appeal - raises £2.1 million with help from captains of industry.

1993 First 1,000 babies through the CONI programme. FSID establishes the country's second department in paediatric pathology.

1994 FSID produces a new training video for professionals,

Sudden Infant Death: Words

can't describe how you feel

which wins BMA silver award the following year.

1995 FSID sets up the country's first two multi-disciplinary university units devoted to the study of infant death, in Liverpool and Bristol. FSID has now funded 200 research projects and is receiving 10,000 requests from the public.



Illustration from joint FSID/Department of Health leaflet

1996 25th Anniversary Year.

FSID launches new
broadened strategy.
Information programme goes
on-line on the Internet.

FSID launches revised
Reduce the Risk advice in
partnership with the
Department of Health.

- It is the major kind of death in babies over one month old.
 The number is greater than the number of children up to 14 years of age who die from road traffic accidents, meningitis, leukaemia or any other form of cancer.
 More babies die as cot deaths than are born each year with cystic fibrosis or spina bifida.
- 2. Although the number of cot deaths had been falling in recent years, in 1994 the fall stopped and 531 babies died in the UK. That is 10 babies every week.
- 3. Although the most vulnerable age is 2 to 4 months, cot death can occur in babies of any age. In 1994 4 out of every 100 babies who died were over one year old.
- 4. Few doctors, nurses or other professionals receive training to prepare them for helping families when cot death occurs. The call to attend a family after a cot death is the call professionals most dread.
- 5. Cot deaths do not only happen in the cot babies have been found dead in hospitals, ambulances, cars, prams, pushchairs, even in a parent's arms.
- 6. Boys are more at risk than girls, babies born to younger women are at greater risk, premature babies are more at risk as are babies born with low birth weight.
- 7. Unexpected infant death has been known since biblical times and it occurs throughout the world.
- 8. We have identified some risk factors but we do not know the precise mechanisms which lead to death in individual babies.
- 9. There is no product you can buy to prevent cot death.
- 10. There are no sure signs or warning of cot death.

A quarter of a century ago a symposium was convened in Cambridge as a result of a grandmother's search to find

out why her baby grandson had suddenly died. This gathering led to the setting up of the world's first organisation devoted to research, information and support in the field of infant deaths. 25 years later the Foundation for the Study of Infant Deaths, founded by Mrs John Hunter-Gray, is one of the world's leading authorities on cot death, a major funder of medical research into sudden infant death, the main source of support for bereaved families, and a major information provider.

Most importantly, the Foundation's Reduce the Risk of Cot Death campaign launched in 1991 - sleep your baby on the back, don't overheat your baby, don't smoke, get medical advice if you are worried about the baby's health - has helped achieve a 55% reduction in cot deaths.



Mrs John Hunter-Gray

1971 Foundation for the Study of Infant Deaths is set up as a registered charity.

First FSID parent support group is started, in Hove.

1972 FSID's first leaflet for
bereaved parents is published
- the first of a dozen different
family support leaflets to be
published over the coming
years - and 100 bereaved
parents contact the
Foundation.

1973 Enquiries from newly bereaved parents greatly increase.



Baby in one of FSID's 200 research projects

1975 FSID has now funded 16 research projects.

1976 FSID works with BBC television on a documentary on cot death which greatly boosts public interest.

1978 The Foundation has now helped 1,000 bereaved families. Annual national conferences for parents and professionals start. First FSID survey of cot death families' bereavement experiences.

1979 FSID's first leaflet giving general infant care advice is published.

But despite this success, cot death remains the largest cause of death in babies over one month old, taking 10 precious lives every week in Britain. How can we make more progress?

Last year we asked ourselves this difficult question. In 1996 we answered the question by launching an exciting new approach.

The "Reduce the Risk" campaign did much more than cut the number of cot deaths. Research has shown that it can also bring down the number of other infant deaths and improve infant health. It has become apparent that some factors associated with cot death are also linked to other infant deaths and to infant health generally.

The strategic review made it clear that in order to make further progress in preventing cot deaths, the Foundation had to adopt a broader approach, focusing on infant health. Cot death is not an isolated event but part of a spectrum of babies' health and illness. Cot death and healthy babies are not opposite sides of a coin, rather they are two extremes of the same spectrum. There are many shades of health and illness in between. How we intervene at crucial points may determine whether a baby thrives or is in danger.

1981 Infant Home Surveillance
Research Project starts - it
will become the CONI (Care
of the Next Infant) scheme
in 1988.



CONI baby being weighed

1984 Daily Mirror newspaper appeal raises nearly £100,000 - leads to the start of FSID's national

fundraising programme.

1985 HRH The Duchess of Gloucester becomes Royal Patron.

1987 FSID runs its first befriender training day. There are now over 100 parent groups in England, Wales and Northern Ireland.

1988 FSID's first National Cot

Death Appeal Week marks

beginning of high-profile

media role for the charity. The

Foundation has now helped

almost 6,000 bereaved families.



HRH The Duchess of Gloucester

1989 FSID sets up the country's first university department in paediatric pathology. FSID organises the world's first SIDS International Conference.

100 research projects have now been funded.

Cot death is still the major cause of death in babies over one month old.

As a result of the research and campaigning by the Foundation for the Study of Infant Deaths there has been substantial progress recently in bringing down the numbers of these terrible tragedies.

Still, 10 babies die every week in the UK - suddenly, silently, and for no obvious reason - devastating their families and the health professionals who care for them.

The Foundation for the Study of Infant Deaths aims to prevent unexpected deaths in infancy and promote infant health.

To fulfil its aims FSID:

- Raises funds for research
- Supports families whose baby has died
- Disseminates information about cot death and infant care for health professionals and the public at large

1996 - the Foundation's Silver Anniversary Year - a very special time to look back at what we have achieved and to look forward to the enormous challenges which still lie ahead

Without doubt, the unprecedented reduction in cot death rates achieved over recent years, saving the lives of over two thousand babies, is an achievement in which we can all take great pride and satisfaction. Even so, sudden infant death still remains the major cause of death in babies over one month old, and each week we grieve with those 10 families who lose a baby.

Our primary aim remains to eliminate these terrible tragedies, and this year, following a strategic review of our activities, we have launched a major new initiative to look at cot death in the broader context of infant health and infant care. Details of the new approach are outlined in this Report and we look forward to the opportunity of working with you to promote the health of our nation's babies.

My thanks are extended to all the companies and trusts who have supported us this year, and my special thanks go to all the parents who have worked so hard to raise funds to help others. In this our 25th year, we have set ourselves the goal of raising £2.5 million. With your continued dedication and valued support we can go on to protect the young lives of many more healthy babies.

We still don't have all the answers - but we need your help and encouragement to maintain our successful forward progress.

Chla Seleant

Chlde Selcent

The Foundation is the UK's largest funder of research into the causes and prevention of cot death. The successful Reduce the Risk campaign launched in 1991 would not have been possible without the Foundation's research. Although we now know some of the ways to reduce the risk, the causes of these terrible tragedies remain unknown, and research must go on.

In 1995-96 the Foundation awarded £208,000 to six new research projects, five extensions of existing projects and four research fellowships. Because the causes are unknown the research must be, and is, very broad-based covering infant physiology, respiration, cardiology, temperature control, infection and blood flow, as well as environmental factors.

New broadened strategy: giving babies the chance of a lifetime

In recent years a link has been established between cot death and other factors in infant health and illness. In order to make further progress in preventing deaths and enable babies to fulfil their potential the Foundation adopted a broader approach to infant health in 1996. The new broadened research programme aims to identify how babies thrive, in order to enhance the long-term outlook for all children.

This year saw the formal opening of two new university research units established by the Foundation where the work - based on this broadened view of baby health and baby care - is now programmed until the end of the decade. The FSID Unit of Infant Health and Development in Bristol and the FSID Unit of Paediatric and Perinatal Development in Liverpool together will look at virtually all aspects of baby health, from breathing function to mother/baby sleep patterns, from temperature control to mother's self image, from factors influencing growth in the womb to the pathology of kidneys and brains.

The Foundation has invested over half a million pounds in these unique new research units and has this year made a commitment for a further £200,000 for other initiatives related to the new broadened infant health strategy. We have commissioned preliminary work that will look into infant/parent interactions including parents' recognition of infant illness and how to influence parents to follow professional health care advice. The aim is to set up pilot trials of targeted interventions to improve infant health and prevent unexpected death in infancy.

These new steps represent a huge challenge and are essential if we are to succeed in cutting the rates of sudden infant death further.



"Researching new measures to further reduce the rate of cot death is vital work. We rely on support from FSID to continue."

Professor Peter Fleming, Bristol

The sudden death of a baby for no obvious reason is devastating for parents. During the past year the Foundation has continued to strengthen the support offered to be eaved families both by our headquarters staff and by Befrienders and FSID Parent Groups throughout the country. Our 24-hour Helpline has seen an increase in out-of-hours calls when we are the only people readily available to listen and to help; our Befriender training programme, already a model for other charities, has been developed still further.

This year we produced two important new resources. The first is a leaflet for fathers written by fathers - They were our children too - which for the first time addresses the special needs and role of men whose baby has died. The second leaflet, for lone parents, was written by lone parents and reflects the uniquely painful circumstances they have to face. These leaflets are being distributed to health professionals and others who will be in touch with parents when a cot death occurs.

Another achievement this year was the publication of a very comprehensive new resource to help health professionals support bereaved families. The call to attend after a cot death is the one professionals most dread. They simply do not feel confident about how to help. Thus Sudden Infant Death - A Workbook for Professionals, for use in conjunction with our award-winning training video, was in immediate demand and already has to be re-printed. We are very grateful to Johnson & Johnson for their generous sponsorship of the Workbook.

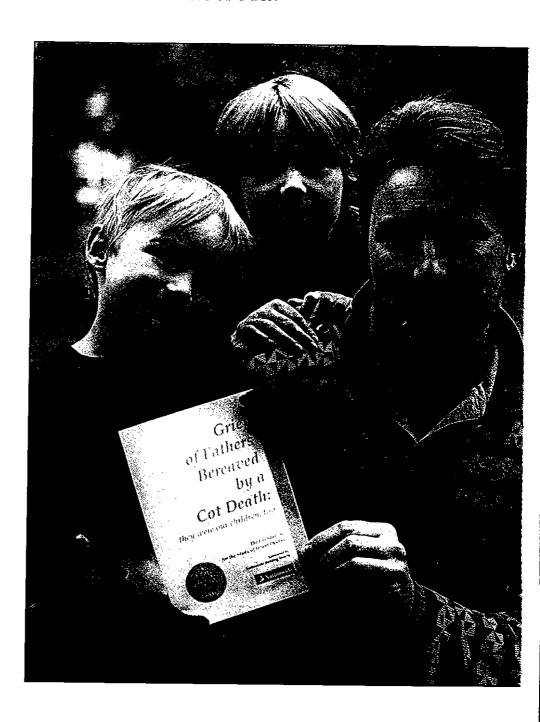
Other achievements this year include the first leaflet giving guidelines for funeral directors on the special needs of cot death families; partnership with the Royal College of General Practitioners in running a conference for primary health care workers; completion of the data-collection phase of our research project on the impact of cot death on the baby's brothers and sisters and, for the first time, partnership with four other baby charities in running a conference entitled *Motherhood - when nature fails*.

New broadened strategy: giving babies the chance of a lifetime

One of the Foundation's great successes has been our CONI (Care of the Next Infant) scheme. Started initially as a research project in 1981, it is a unique package of practical help and emotional support run in conjunction with the NHS for cot death families who have another baby. The Foundation has committed over £600,000 to it since its inception. Transformed into a service project in the mid-1980s, it has expanded to cover nearly 90% of districts in England, Wales and Northern Ireland. This year, in line with our broadened strategy, the Foundation took the decision to make CONI available to the extended members of the family, to parents whose baby has died for other reasons, and to families whose baby has had an ALTE (apparent life threatening event).

"Keep that 24-hour Helpline going. I used it. I needed it."

Parent who wrote to FSID



"As a father you are expected to be strong...
I was trapped inside a terrible blackness."

Martyn Taylor,

pictured above with his daughter Alice and son Sam and a copy of the support leaflet for fathers

Public surveys show that cot death is among the major worries of parents of newborn babies, and we are the people that people turn to when they want reliable information about how to care for their babies. Nearly 7,000 people, both members of the public and health professionals, rang us on our 24-hour Helpline or wrote to us this year and our vital Reduce the Risk message reached millions more through nearly two hundred radio and television interviews, over a thousand newspaper and magazine articles, our regular stands at Baby and Toddler shows, and many other activities coordinated by the Information Department.

This year we joined forces with Mothercare to give a major boost to the Reduce the Risk message. Overheating is a known risk factor in cot death and studies have shown that 20% of babies who die are found to be completely covered by bedclothes, compared to less than 1% of live babies. The Foundation's advice to parents since 1991 has been to lay babies with their feet at the foot of the cot, which will reduce the chances of the baby wriggling under the bedclothes and getting too hot. However, the advice was not widely taken up and the problem of babies getting covered by bedclothes persisted.

Mothercare, coining the slogan "Feet to Foot", re-invigorated the advice in a Mothercare/FSID joint campaign launched in November 1995 to promote the Feet to Foot advice. The advice - which included all the other aspects of the Reduce the Risk message as well and was prominently featured in Mothercare stores throughout the country - was a huge success, resulting in renewed and widespread press publicity and was later singled out for special commendation by the Department of Health. We are extremely grateful to Mothercare for their support and help in spreading life-saving information to British parents.

New broadened strategy: giving babies the chance of a lifetime

The Foundation is setting up a specially targeted project to bring infant care advice to people who, it is feared, have not been reached by the Reduce the Risk campaign. With the help of a grant from the investment bank, Goldman Sachs, we are establishing a mobile information project. A van equipped with leaflets and advice workers, and supplied with free give-aways to attract young mums will bring the Reduce the Risk message to the street markets, community centres and housing estates of inner city areas. The project will start in London and work closely with local health visitors and other community workers. If the initiative proves successful we will look to expand this service to other areas of the country.





FSID has a high media profile. Research shows there is no better way to communicate the Reduce the Risk message than by using the mass media. Using the media also allows us to make our name known to thousands of parents, so they will remember who to turn to when they want to know how to Reduce the Risk. Through the media the public is constantly reminded that cot death has not gone away, and that all babies deserve the chance of a lifetime.

Here is a snapshot of some of our recent media work:

When the latest statistics were released we announced that cot deaths had stopped falling and were covered in 20 regional newspapers, 3 national medical journals and numerous radio interviews. Our Feet to Foot campaign with Mothercare was a huge success gaining coverage on ITN and the BBC 9 o'clock news, 7 national daily papers, 90 regional papers and 19 mother and baby magazines as well as breakfast television. The launch of our new broadened strategy was covered in the Daily Telegraph, The Guardian, Daily Mail and on television, radio and newspapers across the country. National Cot Death Appeal Week was covered in 4 national papers, 88 regional papers, 30 radio stations and on TV.

"FSID's newsletter contains high quality, readable information that is not available from other sources – excellent in all respects."

Dr. Andrew Long, Consultant Paediatrician, Farnborough Hospital, Kent.

In this our 25th Anniversary Year the Foundation has launched an ambitious appeal for £2.5 million to help implement the new strategy: "Giving babies the chance of a lifetime".

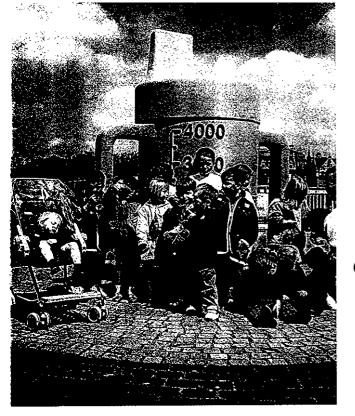


The Northern Ireland Goldeneye premiere, one of 22 around the country Above (right): The Tommee Tippee cup attracts a crowd

The financial year had a wonderful start with some highly successful social events. Our 22 regional premieres of the latest James Bond film, *Goldeneye*, raised £147,000. We are extremely grateful to Mr and Mrs Andrew Melsom without whom we would not have held the premieres, and to Mercury Communications for sponsoring the event - and for providing so many enthusiastic volunteers.

Our traditional Greyhound races evening raised £12,000, more than ever before. Our fourth annual Christmas Bazaar also surpassed all previous records by raising £60,000. The fifth Bazaar, in our coming financial year, falls on Guy Fawkes night so we will dazzle guests with indoor fireworks.

A Silver Auction at Bonhams raised £5,000, our Christmas card competition for school children, now in its 10th year, raised £6,000, and our annual outdoor Family Day at Kingston Lisle raised over £10,000 despite being held in the coldest May in 73 years!



"We held a sale in our garden selling toys, sweets, books, cakes and drinks.

We do this to raise money every summer holiday in memory of our brother."

Two children who wrote to FSID

Our partnership with Mothercare, described earlier in this Report, also has an important fundraising aspect for us; Mothercare donate £1 to the Foundation for every mattress sold and we are extremely grateful for their help and support.

We are grateful to all our corporate and trust supporters. Among the major ones this year: Goldman Sachs donated £21,500 for a Reduce the Risk information project, Johnson & Johnson donated £10,000 to produce our Workbook, The Henry Smith Charity donated £70,000 over two years to support one of our research projects in Liverpool, studying the role of a respiratory virus in cot death. This year we have succeeded in becoming the adopted charity of a number of organisations including the Civil Service Sports Council, Office Angels and the Professional Association of Nursery Nurses. We are particularly appreciative of these special relationships and grateful for all the support we receive.

The local community plays a crucial role in fundraising. Of many local activities, the Karate Union has raised £26,500, the Wellesbourne & District Lions Club raised £15,000 for us in their annual raft race, and to date local fundraising from National Cot Death Appeal Week, launched by Colin Baker, Gloria Hunniford and Anne Charleston, with the help of a six-foot feeding cup made especially for us by Tommee Tippee, has raised £30,000. We are especially grateful to Foundation Parent Groups and other supporters who raise money for us in the community and would like to take this opportunity to thank them for their hard work.

- Allocated £208,000 for new research into the causes and prevention of cot death
- Provided financial support for 25 new and on-going research projects
- Provided bereavement support in response to 1,472 phone calls and letters received from bereaved families
- Ran 12 Befriender Preparation Days, helping 89 people to become Befrienders
- Supported 695 families who had a subsequent child following a cot death, through our CONI
 (Care of the Next Infant) programme
- Took 331 phone calls from health professionals needing assistance in supporting bereaved families
- Answered nearly 7,000 phone calls and letters from people wanting advice on general infant care
 or information about cot death
- Took 769 calls from newspaper, magazine and broadcast journalists wanting to be briefed on cot death
- Replied to 947 requests for cot death information from students doing projects
- Gave 212 talks to health professionals and others who need to know about cot death and how to respond when cot death occurs
- Ran 14 study days for parents and professionals in various regions throughout the country
- Mounted exhibitions running for a total of 25 days at 15 local and national events for health professionals and the general public
- Published 14 new or revised leaflets, issued 18 press releases to raise awareness about cot death, provided staff, volunteers and doctors to appear on 174 radio and television broadcasts and obtained coverage for cot death in over 1,300 newspaper and magazine articles
- Continued to advise the government's Confidential Enquiry into Stillbirth and Death in Infancy
 (CESDI) and now help to fund part of it

• Continue to publicise the vital Reduce the Risk message to parents of all new-born babies:

Launch a media campaign - from £100,000

Mail a mounted poster to each GP surgery/antenatal clinic - from £35,000

Continue funding Reduce the Risk van to take in shopping centres, housing estates – from £25,000

• Undertake research studies to identify further means of reducing the cot death rates:

Find out why the risk reduction message has been taken up by some parents but not by others

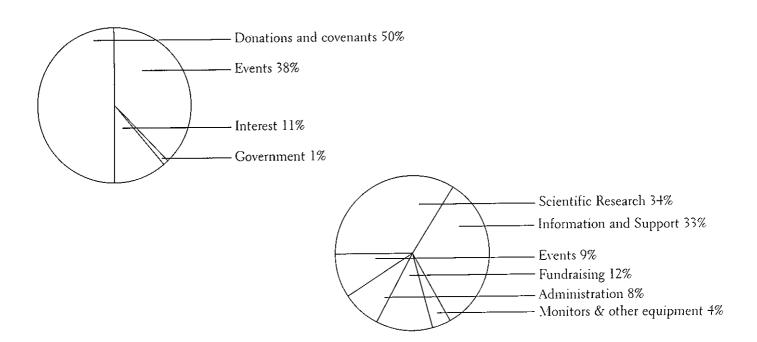
Examine parent/infant interactions that affect infant health

Identify more factors which can further reduce the risk

Uncover the physiological and biochemical mechanisms that cause cot death eg why does sleeping prone increase the risk?

Average cost of research studies - (each) from £35,000

- Bring together scientists working in different fields to collaborate in finding answers, for example the Foundation's annual meeting of researchers – from £8,500
- Meet the running costs of our 24-hour Helpline from £50,000
- Produce 3,000 information packs on cot death for the public from £6,000
- Buy breathing monitors for our CONI programme (each) from £300
- Run 15 Befriender Preparation Days from £7,500
- Run our national series of study days from £15,000
- Make our award-winning training video plus Workbook available to professionals in all of the 15 regions – from £4,000 (per region)
- Produce our national and regional newsletter (three mailings per year) from £15,000
- Run our annual national conference from £8,000
- Expand our health professional training programme from £5,000



Many charities are now experiencing a struggle to maintain income so it is pleasing to be able to report that FSID's income has held up, in fact increased slightly, in 1995-96. However the demand for our services continues to grow and this year we increased our funding for vital scientific research by over 50% and for bereavement support and infant health education by 13%. For this we have had to dip into reserve funds, resulting in a deficit of £312,000. We therefore urgently need to increase income in 1996-97 to continue the fight against cot death, whilst maintaining strict control of running costs.

FSID has launched an ambitious new programme of infant care research and we are hopeful that income can be raised during the second half of this our 25th anniversary year to enable the costs of this vital new research programme to be met. With your help, we will succeed.

The Council are required by the Companies Act 1985 to prepare financial statements for each year which give a true and fair view of the state of affairs of the Foundation at the end of the financial year and of the surplus or deficit of the Foundation for that period. The Council consider that in preparing the financial statements the Foundation has used appropriate accounting policies, consistently applied and supported by reasonable and prudent judgements and estimates and confirm that all applicable accounting standards have been followed. The financial statements have been prepared on a going concern basis.

The Council are responsible for ensuring that the Foundation keeps proper accounting records which disclose with reasonable accuracy at any time the financial position of the Foundation and for ensuring that the financial statements comply with the Companies Act 1985. The Council also have responsibility for safeguarding the assets of the Foundation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

CONSOLIDATED BALANCE	SHEET 30 JUNE 1996
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16	19
Stock of goods for resale Debtors 14 31	1 4 30 170
Listed investments Money on deposit Bank balances and eash 1,896 76 2,017	2,059 32 2,305
Bank overdraft Trade creditors 7 Other toyen	6 7 10
Other taxes Other creditors Accruals 10 9 49 (78)	10 26 (59)
1,939 1,955	2,246 2,266
Representing: Projects being funded Accumulated surplus 1,289 666 1,955	1,556 710 2,266
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY YEAR ENDED 30TH JU	ine 1996
1996 £000's	1995 £000's
Donations and deeds of covenant Events Grants Interest receivable / gains on investments 576 439 10 130 1,155	699 239 25 149 1,112
Scientific research Information and support 494 483	323 429 147
Fundraising 174 Administration 118 Monitors & sundry equipment 56 Specific events 140	103 55 107 12
Moving 1,466 (311)	1,176 (64)

Barclays Bank Ple Lloyds Bank Charitable Trust The Albert Reckitt Charitable Trust BMW (GB) Ltd Mercury Communications The Cadogan Charity **Boots Charitable Trust** Merrill Lynch Europe Ltd The D'Oyly Carte Charitable Trust British Aerospace Plc Miss V L Clore's 1967 Charitable Trust The Gestetner Charitable Foundation BUPA Mothercare The Hon C A Pearson's Charity Trust Chapman Charitable Trust Mrs G A Moxon Charitable Trust The Horace Moore Charitable Trust Chesterfield & Co Mrs E G Hornby Charitable Settlement The John Brunner Children's Charitable Clarke Charitable Settlement Nationwide Building Society The Kleinwort Benson Charitable Trust CLM Fleet Management Plc Pepsico Restaurants International The N Smith Charitable Settlement Dista Products Ltd Workplace Trust Ponders End Investments Plc Glencore UK Ltd Robert Fleming Holdings Ltd The Oscar & Rosa Davis Charitable Trust Goldman Sachs International Roche Products Ltd The Saints & Sinners Trust Grand Charity of Freemasons of England Ronald Mcdonald Children's Charities The Worshipful Company of Grocers and Wales Royal Artillery Charitable Fund The Worshipful Company of Pewterers Hedley Foundation Limited Salters' Charities TSB Bank Plc Henry Smith Charity Schroder Charity Trust TSL Group Plc Honda of the UK Manufacturing Ltd Seagram Distillers Plc Tulip Recruitment Plc IMS UK & Ireland Seagray Fosh Futures Ltd Woolworth Plc J P Morgan Singer & Friedlander Investment Wrightson Wood Associates Ltd Management Ltd Johnson & Johnson Ltd Tesco Charity Trust Joseph Strong Frazer Trust The Albert and Florence Smith Memorial Lazard Brothers & Co Ltd Trust

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We are extremely grateful to Sandra Lousada for her photographs Other photograph credits: Tim Graham, Essex County Newspapers, Hull Dail Mail, Sound Stills and Kate Thomas

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Professor R A Risdon MD FRCPath DMJ

(from March 96)

Dr E Watson MA PhD

(DOH observer)

Dr R G Wilson MB BS FRCP DCH

Dr I A F Lister Cheese MA PhD FRCP

Mrs Joyce Epstein Secretary-General

Ms L Brockwell Information & Media Manager

Mrs A Deri-Bowen National Coordinator

Mrs G Fyjis-Walker Appeals Manager

SCIENTIFIC GRANTS

- The inter-relationship of autonomic cardiac control, vasomotor control and temperature control in infants, Professor T Matthews (Dublin) - £31,950 over 2 years
- 207 Participation in SIDS International meeting 1996. Scientific Advisory Committee and Information and Support Committee £4,000
- The influence of smoking on angiogenesis in embryonic development, Prof A B MacLean et al (London) £27,863 over 1 year
- 209 Annual Grant Holders meeting. Scientific Advisory Committee £8,500
- 211 Factors influencing parental attitudes to infant care. Scientific Advisory Committee £17,000

SCIENTIFIC SUPPLEMENTS

- 108 Supply of mortality statistics, recent publications and reprints, Dr R Carpenter (London) £3,400 over 1 year
- 192 The effect of maternal smoking and nutrition on early infant development, Dr P Johnson (Oxford) £5,000
- Pathophysiology of respiratory syncytical virus (RSV) in infancy, Dr R Smyth, Professor CA Hart, Dr A Ashby (Liverpool) £66,848 over 2 years
- Confidential Enquiry into Stillbirths and Deaths in Infancy (CESDI) case control study of Sudden Death in Infancy (SUDI). Scientific Advisory Committee £20,580 over 1 year

INFORMATION AND SUPPORT GRANTS

210 Support for parents to participate in the SIDS International meeting. Information and Support Committee - £2,500

INFORMATION AND SUPPORT SUPPLEMENTS

- 98 CONI. Information and Support Committee £52,060 over 1 year
- 108 Supply of mortality statistics, recent publications and reprints, Dr R Carpenter (London) £3,400 over 1 year
- 138 Cot Death Helpline. Information and Support Committee £57,105 over 2 years
- 202 Reduce the Risks van. Information and Support Committee £20,000
- 204 CONI Plus. Information and Support Committee £31,872 over 1 year

Liverpool

- The association of SIDS and intrauterine growth retardation, a condition where a baby born at term is smaller than it should be
- FSID Unit for Applied Perinatal and Paediatric Epidemiology

 • Studies of a virus which may
- cause death in some babies under 6 months old. Is this linked to the baby's response?

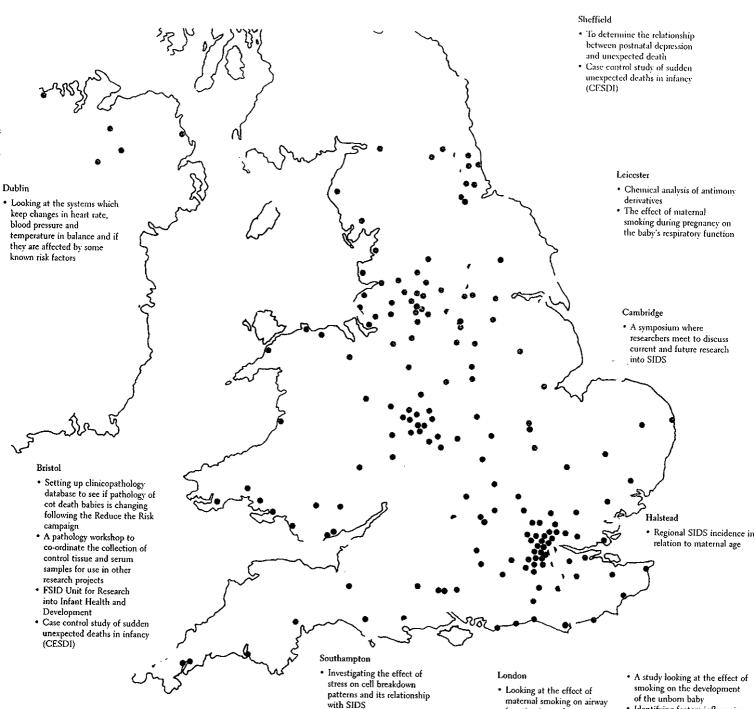


Leeds

· Case control study of sudden unexpected deaths in infancy (CESDI)



Research centres



Babies have been found with

lungs. This is looking at the

determine if a link exists

· To determine levels of

varies with age

activity of the types of cells to

antimony in urine and if this

abnormal immune cells in their

Oxford

· Looking at the effects of maternal diet and smoking on development in the womb and after birth

- maternal smoking on airway function in newborns
 - A symposium to discuss and examine the need for further research into brain function and activity
 - · To see if the levels of antimony in domestic dust are associated with SIDS
- Identifying factors influencing infant care to develop intervention techniques and set priorities for future research
- To determine levels of antimony in urine and if this varies with age