



Lydia Brown  
Senior Coroner for West London  
West London Coroner Service  
25 Bagleys Lane  
Fulham  
London  
SW6 2QA

21 February 2025

Dear Ms Brown

We write in response to the Prevention of Future Deaths Report dated 12 December 2024 following the tragic death of baby James (Jimmy) Alderman( case ref **31600472**). The report was copied to several of the charities who are signatures to this letter.

We have come together to consider what action we can take following the points raised in your report. As charities with direct contact with new and expectant parents and families we see our role in preventing future deaths as key. We also noted, and share your views, that simple, consistent messaging would help families, and we are committed to supporting that goal wherever possible in our information and services for parents and families.

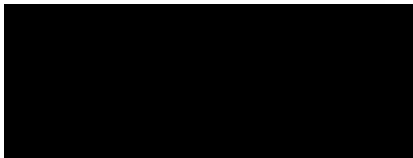
We are now, together, looking to make rapid change to the guidance for parents around hands-free breastfeeding using slings and carriers, and have agreed that we will tell parents and families, consistently, that this is unsafe and should not be attempted. NCT have already updated their guidance ([Baby slings and carriers: a guide | NCT](#)) and I know other organisations here are committed to doing similar.

The Lullaby Trust is currently funding research into sling advice, and taking into account the timings of this project, we have agreed to convene a wider roundtable discussion to agree messaging for parents, families and stakeholders around the use of slings and carriers for young babies that is simpler and consistent. We are going to ensure we include a wide range of researchers and professionals who have contact with families, including breastfeeding experts and leading infant feeding organisations and babywearing professionals, to ensure one aligned message is agreed. We will ensure this includes images and other visual assets that give accurate depictions of using a sling or carrier.

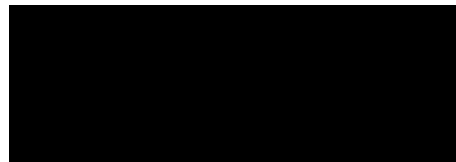
We are all committed to improving the messaging given to families and to learning from the heartbreaking loss of Jimmy.



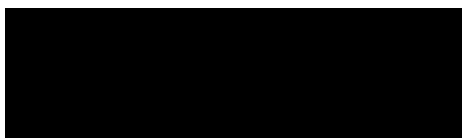
With best wishes,



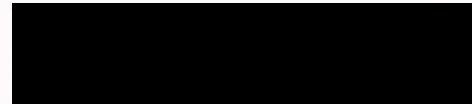
Chief Executive, the Lullaby Trust



Chief Executive, NCT



Chief Executive, CAPT



Policy, Campaigns, and Public Affairs  
Director, RoSPA



accidents don't have to happen