



# Safer Sleep WEEK

Running from **11-17 March 2024**

Safer Sleep Week is The Lullaby Trust's national awareness campaign targeting anyone looking after a young baby

**Always** sleep your baby on their **back**  
in a **clear** cot or sleep space

Tragically, around 5 babies each year die locally from SIDS and if parents were aware of safer sleep advice many lives could be saved.



You might spot some children and colleagues wearing their pj's to work!! – this is all to highlight safer sleep messages and raise awareness with anyone looking after a baby ☺

This year's campaign will show parents and carers the simplest way to create a safe sleep space for their baby; a space that will help to protect babies' vulnerable airway and reduce the risk of SIDS and accidents.

**Go to the ICB's:**  
**Safe Sleep Campaign -**  
**Staffordshire and**  
**Stoke-on-Trent, ICS**  
**([staffsstoikeics.org.uk](http://staffsstoikeics.org.uk))**

# Safer sleep for babies

Steps parents can take to reduce the risk of sudden infant death syndrome (SIDS). Follow this advice for all sleeps and naps not just at night.

## SAFER SLEEP FOR BABIES

Things you can do



Always place your baby on their back to sleep



Keep your baby smoke free during pregnancy and after birth



Place your baby to sleep in a separate cot or Moses basket in the same room as you for the first 6 months



Breastfeed your baby



Use a firm, flat, waterproof mattress in good condition

## Things to avoid...

### Things to avoid



Never sleep on a sofa or in an armchair with your baby



Don't sleep in the same bed as your baby if you smoke, drink or take drugs or if your baby was born prematurely or was of low birth weight



Avoid letting your baby get too hot  
Don't cover your baby's face or head while sleeping or use loose bedding

**Sleeping on a sofa with your baby increases the risk of sudden infant death syndrome by up to 50 times**

For further information about the campaign contact the Lullaby Trust directly at: [communications@lullabytrust.org.uk](mailto:communications@lullabytrust.org.uk) or contact Faith at The Child Death Overview Panel for Staffordshire and Stoke-on-Trent [faith.lindley-cooke@staffordshire.police.uk](mailto:faith.lindley-cooke@staffordshire.police.uk)

To access local Safer Sleep training go to the learning zone [www.staffsscb.org.uk](http://www.staffsscb.org.uk)