

March 2019



Lullaby Trust Safer Sleep Campaign

Did you know?

- Sudden infant death syndrome (SIDS) is the sudden and unexplained death of an infant where no cause is found
- The causes of sudden infant are likely that a combination of factors that affect a baby at a vulnerable stage of their development, which leads them to die suddenly and unexpectedly
- While SIDS cannot be completely prevented, the risks can be reduced by following the Lullaby Trust safer sleep advice

Key messages to share with families:

- **Every sleep matters and safer sleep advice is for everyone who cares for a baby**
- [Never sleep on a sofa or armchair](#) with your baby as this can increase the risk of SIDS by 50 times
- [Sleep your baby on their back](#) for all sleeps – day and night – as this can reduce the risk of SIDS by six times compared to sleeping them on their front
- [Share a room with your baby](#) for the first six months – this can halve the risk of SIDS
- [Keep your baby smoke-free](#) during pregnancy and after birth. Around 60% of sudden infant deaths could be avoided if no baby was exposed to smoke during pregnancy or around the home
- Do not [co-sleep](#) with your baby if you or your partner has been drinking, is a smoker, has been taking drugs or is extremely tired; these factors can put babies at an extremely high risk of SIDS when co-sleeping
- Co sleeping advice is especially important for [babies who were born premature or of low birth weight](#), as these babies are at a higher risk of SIDS.



Resources:

- [Lullaby Trust safer sleep week](#) – sign up to support the campaign to receive a display pack and free Safer Sleep Week cards
- [Lullaby Trust safer sleep resources](#) free downloadable posters and leaflets, including guides in other languages
- [Lullaby Trust bed sharing factsheet](#)
- [Unicef Babyfriendly caring for your baby at night](#) downloadable leaflet
- [Stop Smoking Service](#) Smokers are up to four times more likely to stop smoking for good if they receive help
- [Family Assist](#) – Developed for West Sussex families as an online source of health information and advice. Parents can sign up to receive timed health messages at key stages of their baby's development.

References to support evidenced based practice:

- [UNICEF](#). (2018). *Co- sleeping and SIDS. A guide for health professionals*
- [BASIS](#) – For parents and professionals, online access to research based evidence about infant sleep.

Learning and development:

- Safer Sleep training sessions via [Learning and development gateway](#)