



SAFER SLEEP WEEK

11th - 17th March 2024

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WHAT IS SAFER SLEEP WEEK?

Safer Sleep Week is The Lullaby Trust's national awareness campaign targeting anyone looking after a young baby. It aims to raise awareness of sudden infant death syndrome (SIDS) and the simple advice that reduces the risk of it occurring.

We know that greater awareness of safer sleep leads to a decrease in the numbers of babies dying.

Sadly around 3 babies a week still die from SIDS and if all parents were aware of safer sleep advice many lives could be saved. Around 700,000 babies are born every year in the UK, and we need to continue to reach out to all new parents with our life-saving messages.



168

SIDS claims the lives of approximately 168 babies every year in the UK: that's around 3 babies a week

81%

The rate of SIDS has reduced by 81% since the Back to Sleep message was launched in 1991

SAFER SLEEP WEEK 2024

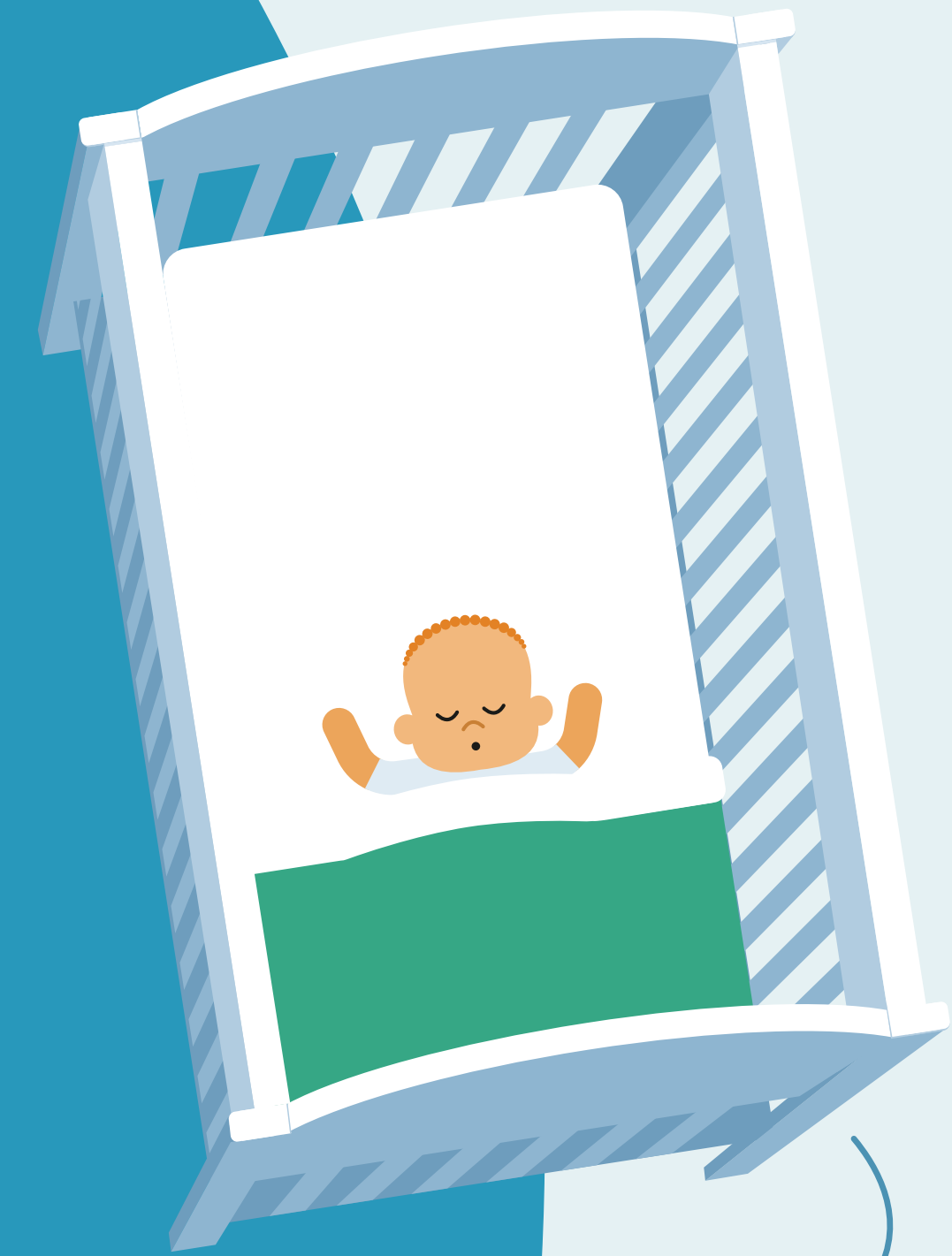
The theme for this year's Safer Sleep Week campaign is the safest place.

Babies' airways are vulnerable, particularly in the first few months of life, so it is important that parents and carers are aware of this and actions they can take to protect them. The simplest way to do this is by sleeping a baby on their back on a firm, flat surface with no padded or cushioned areas. This will help to keep their airway open and reduce the risk of suffocation and SIDS. A cot, Moses basket, bassinet, carry cot or crib all fulfil these criteria.

Many baby products on the market are not suitable for babies to sleep in. We aim to empower parents with the knowledge to make informed choices about their baby's sleeping place and understand why some products are not suitable for baby sleep and how to identify and avoid them. We want parents to be confident about choosing a safer sleep space for their baby.

We also want to advise parents in vulnerable or emergency situations what to do if they don't have a cot or Moses basket.

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



THEME:
**The safest
place**

KEY CAMPAIGN MESSAGES

- | Every baby needs a cot.
- | The safest place for a baby to sleep is in a firm, flat, clear, sleep space.
- | A baby's airway is vulnerable and need to be protected. Sleeping a baby on their back on a firm, flat surface will help to keep their airway open and also reduce the risk of SIDS.
- | It is not recommended for babies to sleep on soft-sided pods or nests, hammocks, sleep positioners, or bean bags or have cot bumpers, weighted bedding blankets, pillows, and duvets in their sleep space. We would advise against buying these products.
- | Bouncers and baby swings are only for use when a baby is awake, and they should not sleep, nap or doze in them. If baby falls asleep, move them to a firm, flat surface.
- | Parents who co-sleep should still have a cot or Moses basket for their baby for nights when circumstances change and co-sleeping becomes high-risk. For example, a parent or carer has had any alcohol or taken any medication that makes them drowsy.
- | Car seats are essential for safety but babies should not sleep in them when not travelling.
- | The safest baby carrier to use will keep the infant firmly in an upright position where a parent can always see their baby's face, and ensure their airways are free. The risk appears to be greatest when a baby's airway is obstructed either by their chin resting on their chest or their mouth and nose being covered by a parent's skin or clothing. When wearing a sling or baby carrier, keep in mind the TICKS guidelines.
- | If you don't have access to a cot or Moses basket, we can help advise on what to do and how to create a safer sleep space.
- | Every family should have a safe space for their baby to sleep.



GET INVOLVED

Safer Sleep Week aims to reach as many people as possible with our life-saving safer sleep advice, but we need your help! Check out some of the ways you can help spread awareness this Safer Sleep Week or visit our **website** for more ideas.



#SaferSleepWeek

Tag us in your posts so we can see what you're up to during Safer Sleep Week!



@lullabytrust



@LullabyTrust



@ LullabyTrust



@lullabytrust



Spread the word on social media

Help us get Safer Sleep Week trending on social media and use the hashtag #SaferSleepWeek when posting on your socials. Sharing our campaign posts and free online resources is a great way to raise awareness, but you can also download a social media pack with some suggested posts from our **website**.

#SaferSleepWeek

Create a safer sleep display

Create a display of our safer sleep materials in your local health or childcare setting. Download a **digital display pack** or visit our **shop** to purchase publications.



CONTACT US

For more information, interviews, or visuals,
please contact the Communications Team at
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