

The Lullaby Trust

# Safer Sleep Week

11 - 17 March 2019



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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 safer sleep 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 5 babies a week die from SIDS. If all parents were aware of safer sleep advice many lives could be saved. We would greatly welcome your help in covering the week so we can reach as many people as possible with our life saving advice.

**In 2019 our focus is on co-sleeping. Co-sleeping is still very popular but hazardous co-sleeping is a key risk factor for SIDS. There is fierce debate on this issue but many parents are ill informed about the potential risks of co-sleeping and health visitors struggle to impart this information in a way that parents will accept. This campaign will focus on helping parents to make informed choices about co-sleeping and to avoid practising hazardous co-sleeping.**



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## Campaign Aims

- To raise awareness of SIDS and safer sleep advice and demonstrate to anyone involved in the care of a baby how following simple steps can reduce the risk of SIDS
- To reach as many people as possible with safer sleep advice that is clear, consistent and easy to follow and to encourage parents and carers to make it part of their baby's routine
- To continue to reduce the number of SIDS deaths and contribute to our goal of halving the SIDS rate by 2020
- To encourage open discussions around co-sleeping and its associated risks

## Key messages

- 5 babies die of SIDS every week in the UK
- Some of these deaths could be prevented. There are simple steps parents can take to help keep their babies safe
- Safer sleep advice is proven to be effective and saves lives



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## What is SIDS?

Sudden Infant Death Syndrome (SIDS) is when a baby dies suddenly and unexpectedly and no cause of death is found.

SIDS has no known cause, although there are factors that are known to increase the risk of it occurring. There are also practices that are proven to reduce the risk.

SIDS currently claims the lives of 240 babies every year in the UK.

# 240

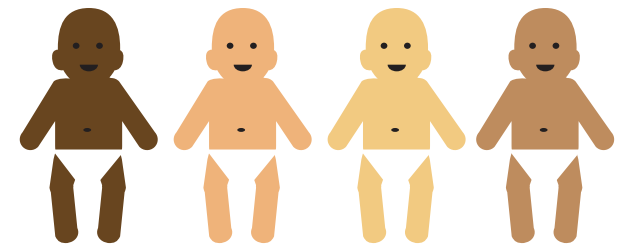
**SIDS claims the lives of approximately 240 babies every year in the UK: that's around 5 babies a week**

# 1 per 3,200

The current unexplained infant death rate in the UK for live births.



**Sleeping on a sofa with a baby can increase the chance of SIDS by up to 50 times**



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## Our co-sleeping advice

### Preparing to co-sleep

- Ensure there are no pillows, sheets, blankets or any other items in the bed with you that could obstruct your baby's breathing or cause them to overheat. A high proportion of infants who die as a result of SIDS are found with their head covered by loose bedding.
- Follow all of our other safer sleep advice to reduce the risk of SIDS.  
[www.lullabytrust.org.uk/safer-sleep-advice](http://www.lullabytrust.org.uk/safer-sleep-advice)

## When not to co-sleep

Co-sleeping increases the chance of SIDS and is particularly dangerous if:

- Either you or your partner smokes (even if you do not smoke in the bedroom)
- Either you or your partner has drunk alcohol or taken drugs (including medications that may make you drowsy)
- You are extremely tired
- Your baby was born premature (37 weeks or less)
- Your baby was born at a low weight (2.5kg or 5½ lbs or less)
- Never co-sleep anywhere other than in a bed. Sleeping on a sofa or armchair with your baby can increase the risk of SIDS by 50 times
- You should never sleep together with your baby if any of the above points apply to you.