



The next **Safer Sleep Week**

campaign runs from
13-19 March 2023



Wear your ★ pyjamas to school !!!

Children in Early Years settings and Primary Schools across Staffordshire and Stoke-on-Trent are being asked to wear their pyjamas to school to raise awareness of SIDS and safer sleep advice. ★

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

Safer Sleep Week aims to reach as many families as possible with life-saving safer sleep advice.

There are steps parents and carers can take to reduce the risk of SIDS



On The Lullaby Trust website www.lullabytrust.org.uk you will find campaign material and can download a digital display pack.

To access local Safer Sleep training go to the learning zone www.staffsscb.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.

Things you can do...

- ✓ Always place your baby on their back to sleep
- ✓ Keep your baby smoke free during pregnancy and after birth
- ✓ Breastfeed your baby
- ✓ Place your baby to sleep in a separate cot or Moses basket in the same room as you for the first 6 months
- ✓ Use a firm, flat, waterproof mattress in good condition



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, have drunk alcohol, have taken drugs or medication or are extremely tired, or if your baby was born prematurely or of low birth weight
- ✗ Avoid letting your baby get too hot
- ✗ Don't cover your baby's face or head whilst sleeping or use loose bedding
- ✗ Remove all pillows, cot bumpers and soft toys from the cot
- ✗ Don't sleep your baby on a soft surface such as a pod or next

For further information about the campaign contact the Lullaby Trust directly at: 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