



Briefing Note:

Safer Sleep for Infants Communications Campaign 2021

Introduction

The campaign will commence on the Sunday 14th March 2021 and run until Saturday 21th March 2021. This is in line with the national campaign co-ordinated by the Lullaby Trust.

Campaign

LSCP has designed a communications resource pack for partners to share, with the aim being to promote Safer Sleep for Infants key messages and raise awareness of risk factors associated with Sudden Infant Death Syndrome (SIDS) and other fatal sleep accidents. In doing so the LSCP has included resources that will assist professionals, parents and carers. This campaign makes use of key messages produced by the Lullaby Trust and is further informed through discussions with members of the LSCP Safer Sleep Task and Finish Group.

Our aim is to promote the key message that safer sleep guidance should be followed for all occasions when an infant sleeps. Whilst

"Every Sleep Counts."

Campaign Objectives

To promote the following key messages in relation to Safer Sleep principles for infants which should be followed on all occasions when an infant is sleeping:

The number of babies who die of SIDS could be reduced dramatically if families:

- Put babies on their BACK for every sleep
- In a CLEAR, FLAT SLEEP SPACE
- Keep them SMOKE FREE day and night.

These 3 key pieces of advice are supported by the following evidence-based messages which all staff and volunteers working with families should be aware of:

- Place your baby to sleep in a cot or Moses basket in the same room as you for the first 6 months, day and night
- Use a firm, flat, waterproof mattress in good condition. If baby is asleep in a car seat or pushchair, move them onto a firm, flat surface.
- Keep the sleep space clear: no pillows, quilts, duvets, soft toys or cot bumpers
- Babies should be placed on their back in the 'feet to foot' position (i.e. placing the baby's feet to the foot of the cot to avoid them wriggling down under the covers)
- Don't cover your baby's face or head while sleeping or use loose bedding
- Avoid letting your baby get too hot. A room temperature of 16–20°C is recommended
- Keep your baby smoke free during pregnancy and after birth
- Breastfeed your baby

It is most important to explain that around half of all parents will sleep with their baby at some point, be this planned or unplanned, and although SIDS is very rare it is much more likely to happen in certain circumstances. If no baby co-slept in hazardous situations, we could potentially reduce co-sleeping deaths by nearly 90% (UNICEF, 2019).

- Never sleep on a sofa or in an armchair with your baby.
- Don't sleep in the same bed as your baby if:
 - Either you or your partner smoke (even if not in bedroom), or if the mother smoked during pregnancy
 - Either you or your partner has recently drunk alcohol
 - Either you or your partner has recently taken drugs (including medications that make you drowsy)
 - Your baby was born prematurely (37 weeks or less)
 - Your baby was of low birth weight (2.5kg or 5 ½ lbs or less).

Parents who choose to co-sleep should be aware of steps they can take to make it safer:

- Keep your baby away from the pillows
- Make sure your baby cannot fall out of bed or become trapped between the mattress and wall
- Make sure the bedclothes cannot cover your baby's face or head
- Don't leave your baby alone in the bed, as even very young babies can wriggle into a dangerous position (UNICEF, 2019).

LSCP 6 Year Training Pathway

The LSCP is supporting the Lullaby trust safer sleep week to raise awareness for everyone looking after a young baby and those supporting parents. 'Safe Sleeping For Babies – Reducing the Risk of sudden infant death syndrome (SIDS)' is short course that aims to raise awareness and promote the proven advice on how we can reduce the risk of it occurring.

To register for Lincolnshire Safeguarding training click [here](#).

LSCP partner's toolkit /campaign pack

- Campaign Briefing Note
- Suggested Social Media Schedule
- 18 suggested infographics
- Additional resources:
 - Consideration should be given where English is not the first language of parents or where parents have any communication difficulties. The Lullaby Trust 'Safer sleeps for babies' leaflets are available in many different languages and in picture form. See [Posters, leaflets and a digital display](#).
 - An accessible leaflet produced by LSCP and Voiceability Lincolnshire
 - A link to the [Lullaby Trust](#) website which provides advice for professionals, parents and carers. They also have a designated section of their website to encourage engagement with young parents.
 - The Young Expectant Parents Group can be accessed via the following link <https://lincolnshire.fsd.org.uk/kb5/lincs/fsd/service.page?id=NMHe44w5snE>
 - A link to the [Unicef](#) website which provides additional advice and guidance in relation to Safer Sleep.
 - Baby sleep information and resources, including safer sleep advice for twins, triplets and more <https://www.basisonline.org.uk/resources-for-parents/>.
 - Mum and Baby and the Baby Buddy App available via <https://betterbirthlincolnshire.co.uk/pregnancy-apps/>
 - The [Better Births Lincolnshire](#) programme aims to improve access to antenatal pregnancy care through a network of local maternity hubs and online self-booking.

Contact for enquiries

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You can provide feedback about this communication pack by clicking [here](#)