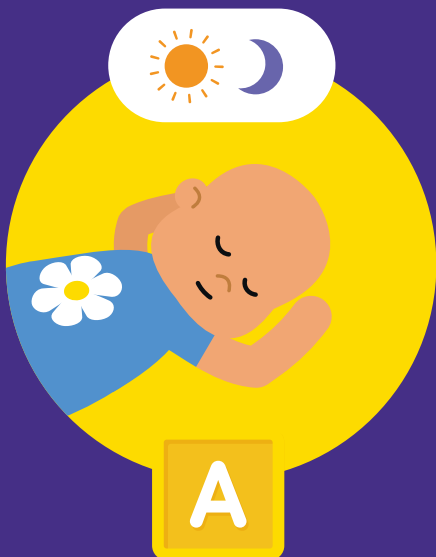


The A B C of safer sleep

Always sleep your baby on their
back in a **clear** cot or sleep space



Safer sleep for baby, sounder sleep for you

Following the ABCs for every sleep, day and night, will help reduce the risk of sudden infant death syndrome (SIDS). We hope this gives you peace of mind.

Keeping babies safe.
For every baby. For every family. Forever.

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