



Safer Sleep Week
14-20 March 2022

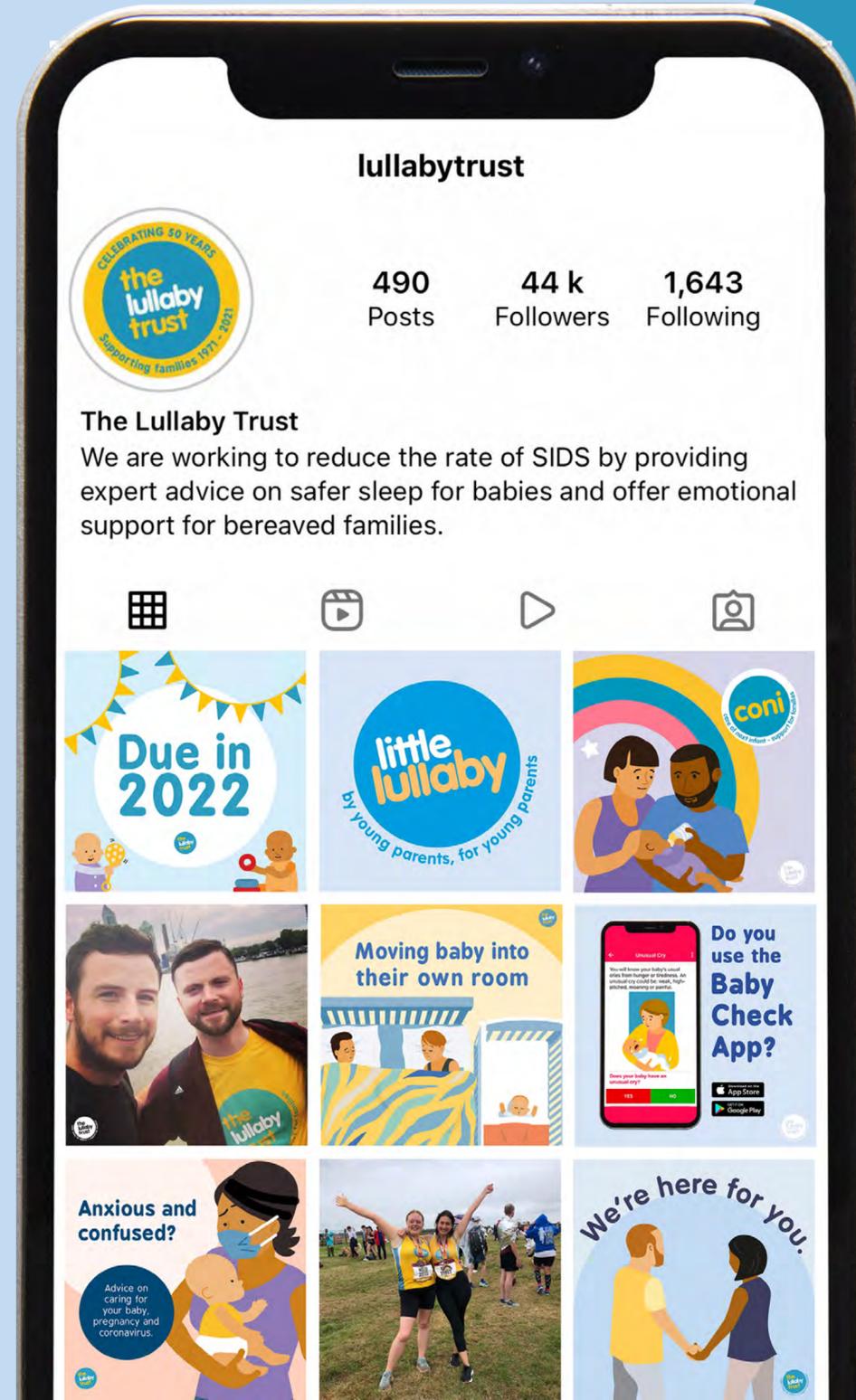
Safer Sleep Week is The Lullaby Trust's national campaign, raising awareness of sudden infant death syndrome (SIDS) also known as 'cot death' and the safer sleep advice that reduces the risk of it occurring.

We know that greater awareness of safer sleep leads to a decrease in the numbers of babies dying. Sadly around 4 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 sharing our messages during the week so we can reach as many people as possible with our life saving advice.

In 2022 our focus will be on the digital world. Social media plays a huge role in parenting nowadays, with mums, dads and anyone looking after a baby going onto Instagram for tips and hacks. However, there are lots of images and tips that go viral which can sadly increase the risk of SIDS occurring.

This year we are saying #letskeepitclear and reminding everyone of our simple and easy to follow safer sleep advice. All a baby needs is a firm, flat sleep space that is clear of toys, bulky bedding and accessories and a simple blanket or baby sleep bag. We want to promote this message on social media and reach as many people who look after a baby as possible, to make them aware that some of the images of baby sleep spaces aren't always the safest.





Campaign Aims

To **continue to reduce the number of SIDS deaths** by raising awareness of safer sleep on social media

Challenge the high volume of unsafe sleep space images on social media by **encouraging influencers and parents to only share images that conform to the evidence based safer sleep advice**

To **identify how social media consumption is influencing parents and carers** when it comes to safer sleep and sleep products

To **raise awareness of the risks associated with SIDS** and how they can be avoided

Key Messages

The Lullaby Trust can **help and support all parents to understand SIDS and safer sleep** and feel confident when caring for their baby

Safer sleep only works if followed consistently so it is vital that all those who care for a child know how to reduce the risk of SIDS

SIDS is only rare because people follow safer sleep advice



What is SIDS?

SIDS is when a baby dies suddenly and unexpectedly and no cause of death is found.

SIDS currently claims the lives of 230 babies every year in the UK. **That's around 4 babies each week.**

[Head to our website](#) to find out more about SIDS and what we're doing to support parents, carers and health professionals.

We're also on [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#), spreading our safer sleep advice online.

How to reduce the risk of SIDS:

Things you can do

Always place your baby on their back to sleep

Keep your baby smoke-free during pregnancy and after birth

Place your baby to sleep in a cot or Moses basket in the same room as you for the first 6 months

Breastfeed your baby

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, drink or take drugs or medication that make you drowsy, or if your baby was born prematurely or was of low birth-weight

Avoid letting your baby get too hot

Don't cover your baby's face or head while sleeping or use loose bedding

Don't sleep your baby on a pod or nest or give them a pillow. Babies should not have anything soft around their heads while sleeping





For more information on Safer Sleep Week
contact the Communications team

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