



15 -21st March 2021



Safer Sleep for Every Sleep

The safety of babies is a priority for the Derby and Derbyshire Safeguarding Children Partnership.

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) 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.

In 2021 the Lullaby Trusts focus is on Dads. Dads often have a key role in the care of their baby, in some cases they are the primary carer. It is therefore crucial they understand how to reduce the risk of SIDS and sleep their baby safely.

The Lullaby Trust figures suggest that Dads are not engaging with this information in the same way as Mums. Safe sleep is often seen as a female responsibility and the Lullaby Trust enquiries are overwhelmingly from Mums. The Lullaby Trust wishes to understand the barriers Dads face to accessing and engaging with safer sleep advice. Through the campaign the Lullaby Trust will work with Dads to better understand how to reach them and deliver information in a way that will be helpful to them. We want all parents to understand SIDS but feel confident that they are able to reduce the risk for their child.

For more information on this campaign, safe sleep and the Lullaby Trust
<https://www.lullabytrust.org.uk/>

If you have any questions regarding this campaign, safe sleep or the safety of babies please contact Juanita Murray Designated Nurse Safeguarding Children juanitamurray@nhs.net or Kayleigh Noble Kayleigh.noble@nhs.net

For any parents who have questions about safe sleep or caring for your baby please contact your Midwife or Health Visitor.

SAFER SLEEP FOR EVERY SLEEP



When you're tired or baby won't settle it can be tempting to do whatever it takes to get some sleep. To reduce the risk of sudden infant death syndrome (SIDS) it is important to follow safer sleep for every sleep day or night.



sleep baby on
their back



in a cot or
Moses basket



on a firm, flat,
waterproof mattress



keep baby away
from smoke



never co-sleep with
baby on a sofa or
armchair