

Safer sleep week 15-21 March 2021

As Safer Sleep week approaches, the Nottingham and Nottinghamshire Safer Sleep Steering Group is reminding professionals and parents about the importance of safe sleep for babies.

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. 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" (Lullaby Trust)

In 2021, the focus of the campaign is on Dads. The Trust states "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".

Download a digital display pack for safer sleep week [here](#)

We would also encourage you to follow the Lullaby Trust on [Facebook](#), [Twitter](#) and [Instagram](#) and share posts during the week using the hashtag **#SaferSleepWeek**.

Key safer sleep messages for all parents are:

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

Birmingham Safeguarding Children Partnership in partnership with Birmingham Community Healthcare NHS Foundation Trust has produced a set of short films as part of an alcohol awareness campaign, urging parents to consider the dangers of drinking while looking after children. These resources have been shared and can be used in different settings wherever and however is felt appropriate. You can find out more and view the films [here](#)

In Nottingham and Nottinghamshire, we have a Safer Sleep multi agency Steering Group that meets quarterly. The group oversees an action plan focusing on our strategic response, workforce development, information/tools on safer sleep and working with families. Throughout March and April we will be sharing a survey that we have developed around safer sleep with parents. This will inform our next steps in terms of getting feedback from parents to help us shape our advice, information and training around Safer Sleep.

E Learning

For people working for **Nottinghamshire County Council** and partner organisations including the Nottinghamshire Safeguarding Children Partnership, a 'Safer Sleeping for Babies' learning module can be accessed through the 'My Learning My Career' site [here](#)

This Safer Sleeping for Babies module is suitable for practitioners in a variety of roles who work directly with babies or who may come into contact with babies throughout their work. The module explores what guidance to give carers to ensure they are putting babies to sleep safely, information about Sudden Infant Death Syndrome (SIDS) and the risk factors for SIDS.

There is a link [here](#) to the **Nottingham City Council** website page providing access to a Safer Sleeping self-directed learning session. There is also a link to the Safer Sleeping Risk Assessment Tool, to support practitioners to identify if parents or carers are putting a baby to sleep in an unsafe way.

If you would like to find out more about this work please contact:

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