**Safer Sleep Week March 10th-16th 2025**

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) 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, in Nottinghamshire (city and county) 5-6 babies a year die in an unsafe sleep environment. We need to continue to reach out to all new parents with life-saving safer sleep messages.

**Safer Sleep week 2025 is focusing on what baby sleep should look like and when people may want to seek advice.**

During the campaign, the Lullaby Trust will bust common myths around baby sleep and support parents with tips and guidance when they are feeling sleep deprived.

Follow @LullabyTrust during safer sleep week and share social media messages with parents, carers and families **#SaferSleepWeek #Lullabytrust**

**Resources for parents and carers**

The Lullaby Trust has developed a guide for parents and carers with lots of information and advice about safer sleep.

[Safer-sleep-guide-for-parents.pdf](https://www.lullabytrust.org.uk/wp-content/uploads/2025/01/Safer-sleep-guide-for-parents.pdf)

Useful information can be found on the website

[Safer sleep overview | The Lullaby Trust](https://www.lullabytrust.org.uk/baby-safety/safer-sleep-information/safer-sleep-overview/)

**Resources for practitioners.**

[Professionals resources | The Lullaby Trust](https://www.lullabytrust.org.uk/professionals-hub/professionals-resources/)

**What can I do as a practitioner to support safer sleep advice?**

✔ Share the ‘baby sleep’ survey with parents and carers and encourage them to complete it.

<https://bit.ly/SaferSleepSurvey>

✔ Ensure you are familiar with safer sleep advice and reinforce it with parents, carers and families whenever you have the opportunity, making sure that they understand it. There are resources listed above that can support with this. Make sure Dads, partners and anyone providing care for the baby understands the advice as well as Mums.

✔ Make use of the Safer Sleep Risk Assessment Tool and guidance to help you identify and support vulnerable families where there is a greater risk of SIDS.

You will find links to useful resources and information included as well as a ‘safer sleep plan of care’ to be discussed with parents and a checklist for parents who may find themselves co-sleeping, whether they plan to or not. A key emphasis within the tool is the importance of open conversations with parents and families, creating an environment where they can discuss their individual circumstances and any worries/queries without fear of judgment.



✔ Consider training needs for you and your team. You can access training and find more information about safer sleep on the Nottingham and Nottinghamshire Safeguarding Children Partnership websites (links below). The Lullaby Trust also provides training [Training - The Lullaby Trust](https://www.lullabytrust.org.uk/professionals/training/)

[Nottinghamshire Safeguarding Children Partnership website](https://nscp.nottinghamshire.gov.uk/)

[Nottingham City Safeguarding Children Partnership website](https://www.nottinghamcity.gov.uk/ncscp)

✔ Find out more about the Safer Sleep Steering Group. This is a multi-agency city and county wide group. The group works collaboratively to ensure that partners who support families in Nottinghamshire and Nottingham City understand and are supported to implement safe sleeping advice. Does your service/organisation need to be represented on the group?

For more details contact Kate Whittakerkate.whittaker@nottscc.gov.uk