

Safer sleep for babies - social media toolkit

Overview

In light of the current cost of living crisis, the [Lullaby Trust](#) has expressed concern over the impact increasing social deprivation may have on the numbers of babies dying due to sudden infant death syndrome (SIDS).

Increased fuel costs can make it harder to maintain a comfortable temperature in your home, particularly during the colder months. A room temperature of 16-20°C – with light bedding or a lightweight, well-fitting baby sleep bag– is comfortable and safe for sleeping babies.

Bradford District and Craven Health and Care Partnership have been working with parent education teams at Airedale Hospital and Bradford Royal Infirmary to [launch a new video](#) for parents and carers offering safer sleep advice.

Social media copy and images

Tag: The Lullaby Trust, Airedale NHS Foundation Trust, Bradford Teaching Hospitals, Bradford District & Craven Maternity Voices, Maternal Mental Health Alliance, Keighley Healthy Living, Parents' Forum, Born in Bradford and Family Action.

Video	Suggested post	ALT text
Safer sleep for babies – clip one Download the clip from Vimeo.	Increased fuel costs make it be tempting to wrap your baby up to keep them warm but this increases the risk of sudden infant death. Parent Education Midwives offer safer sleep advice to parents and carers → https://youtu.be/aMPI1NDkHoc .	Parent Education Midwives Clare Cummings and Caroline Lamb warn about the dangers of wrapping your baby up when the weather gets cold.
Safer sleep for babies – clip two Download the clip from Vimeo.	The safest place for a baby to sleep is on their back in their own clear, flat, separate sleep space in the same room as you for at least the first 6 months. For more safe sleep advice from Parent Education Midwives visit: https://youtu.be/aMPI1NDkHoc .	Parent Education Midwives Clare Cummings and Caroline Lamb talk about the basic principles of sleep safety for babies.

<p>Safer sleep for babies – clip three</p> <p>Download the clip from Vimeo.</p>	<p>Babies lose heat through their heads, so it's important to remove hats when indoors so your baby doesn't get too hot.</p> <p>Visit https://youtu.be/aMPI1NDkHoc for more safe sleep advice from Parent Education Midwives.</p>	<p>Parent Education Midwives Clare Cummings and Caroline Lamb talk about selecting bedding for your baby and removing hats when your baby is indoors.</p>
<p>Safer sleep for babies – clip four</p> <p>Download the clip from Vimeo.</p>	<p>Never put hot water bottles in with your baby in their sleep space, as they can make your baby too hot.</p> <p>For more safe sleep advice from Parent Education Midwives visit: https://youtu.be/aMPI1NDkHoc.</p>	<p>Parent Education Midwives Clare Cummings and Caroline Lamb talk about keeping your baby warm and selecting bedding for your baby.</p>
<p>Safer sleep for babies – clip five</p> <p>Download the clip from Vimeo.</p>	<p>Do not place your baby's cot next to a radiator or any other heat source. Babies cannot regulate their body temperature and could overheat.</p> <p>For more safe sleep advice from Parent Education Midwives visit: https://youtu.be/aMPI1NDkHoc.</p>	<p>Parent Education Midwives Clare Cummings and Caroline Lamb talk about never sleeping on a sofa or armchair with your baby and guidance on bed sharing.</p>
<p>Safer sleep for babies – clip six</p> <p>Download the clip from Vimeo.</p>	<p>Never be tempted to sleep on a sofa or armchair with your baby. Your baby's sleep space should be clear and flat.</p> <p>Visit https://youtu.be/aMPI1NDkHoc for more safe sleep advice from Parent Education Midwives.</p>	<p>Parent Education Midwives Clare Cummings and Caroline Lamb give advice to make sure that your baby is a comfortable temperature.</p>

Website link

www.lullabytrust.org.uk

www.bdcpartnership.co.uk/video-launched-to-support-families-with-babies-sleep-safety/

www.youtube.com/watch?v=aMPI1NDkHoc

Further information for communications teams

If you need any further information, or would like to request additional assets that may be helpful for your communications, please email communications@bradford.nhs.uk