



SIDS and Kids is dedicated to saving the lives of babies and children during pregnancy, birth, infancy and childhood and to supporting bereaved families.

In their ongoing campaign to reduce the incidence of SIDS and fatal sleeping accidents in Australia, SIDS and Kids educates the public in safe sleeping practices for babies.

Images of babies in the media play an important role in this public education process.

Please use this document as a resource to help you depict babies and children sleeping in safe positions and environments.

Media Quick Guide - safe sleeping for babies

Call SIDS and Kids on 1300 308 307 or visit www.sidsandkids.org

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Sleeping

- Sleep baby on back from birth, not tummy or side.
- Sleep baby with face and head uncovered and free from bedding, pillows and toys.
- Avoid exposing baby to tobacco smoke before birth and after.
- Provide a safe sleeping environment with safe furniture and bedding - no quilts, doonas, duvets, pillows in cot etc.
- Sleep baby in their own safe sleeping environment next to the parents' bed for the first six to twelve months of life.
- Although it's a special moment cuddling your child, babies and children are still at risk when they're asleep on their tummy whilst resting on an adults chest, especially if the adult falls asleep in an unsafe sleeping environment (eg couch, sofa).



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Other Environments

Prams, Bouncers & Cars

- Always do up the restraints when baby is in a pram, stroller, bouncer or any other baby/toddler equipment. It can be dangerous if baby becomes tangled in loose restraints.
- Make sure the footrest on the stroller is strong and secure. A weak footrest may give way & cause baby to become trapped.
- Hats or bonnets should be removed when baby is taken inside.
- Avoid covering a pram or stroller with a blanket or sheet as it can create an unsafe and hot environment for baby with little airflow.
- Remember: Practice Safe Sleeping principles in all environments. It is not safe for a baby or child to sleep unattended in a pram, baby rocker or bouncer.



Tummy Time

- Tummy Time is encouraged when baby is awake and supervised by an adult.
- Tummy Time is important to baby's development as it strengthens muscles.
- Place baby on tummy or side to play.
- Move toys around to keep baby active and stimulated.



Do's and Don'ts

Do

- Place baby on back to sleep from birth.
- Sleep baby with face and head uncovered.
- Dress baby in clothing appropriate for weather.
- Encourage Tummy Time when baby is awake and supervised by an adult.

Don't

- Sleep baby on tummy or side in any environment, even when resting on an adults chest.
- Leave baby surrounded by loose bedding, toys & clothing.
- Enclose a pram or stroller with a full covering.
- Sleep baby on a tri pillow, bean bag or hammock.
- Expose baby to cigarette smoke.

Resources

Further details of safe sleeping practices and the research and education programs of SIDS and Kids can be found online at:

www.sidsandkids.org

You can access the SIDS and Kids safe sleeping 'Frequently Asked Questions' sheet and information on current topics, which answer many additional questions.

Call your local SIDS and Kids office on 1300 308 307 for further information.

For media enquiries please contact:

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