

Safe sleeping for babies this Christmas

Social media toolkit

This social media plan provides messaging and visuals that you can include in your social media posts. Animations and images can be downloaded from the toolkit [here](#).

Hashtags:



#HoHoCoSleepSafely
#12DaysOfSafeBabySleep

Handles:



- **Facebook** – NorthEastandNorthCumbriaNHS;
- **X (the new name for Twitter)** – @NENC_NHS;
- **Instagram** – nenc_nhs

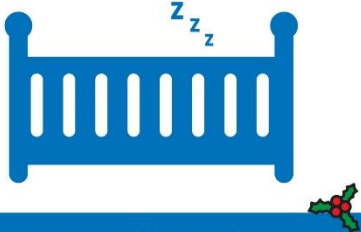

	Social media message	Graphics	Video
1	<p>Baby's First Christmas – safe sleep with your baby?</p> <p>Follow our top tips to co-sleeping with your baby this Christmas.</p> <p>Find out more HERE</p> <p>#HoHoCoSleepSafely</p> <p>#12DaysOfSafeBabySleep</p>		<p>https://youtu.be/a-hBOVavP_U</p>



2	<p>Baby out of routine this Christmas?</p> <p>Baby's cot is the safest place for them to sleep. Follow these top tips</p> <p>#HoHoCoSleepSafely</p> <p>#12DaysOfSafeBabySleep</p>		<p>https://www.youtube.com/watch?v=j3_c3mcAq4w</p>

<p>3</p>	<p>Visiting relatives or friends this Christmas? Don't forget baby's travel cot – it's the safest place for them to sleep. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Visiting relatives or friends this Christmas?</p>  <p>Don't forget baby's travel cot – it's the safest place for them to sleep</p>	<p>https://youtu.be/f7FgY52ZVjI</p>
<p>4</p>	<p>Reduce the risk of sudden infant death syndrome: don't smoke when co-sleeping with your baby. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Reduce the risk of sudden infant death syndrome</p>  <p>Don't smoke when co-sleeping with your baby</p>	<p>https://youtu.be/geECfe2hVoY</p>

<p>5</p>	<p>Remember, the safest place for your baby in the first 6 months is a cot in your room. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Remember, a cot in your room...</p> <p>is the safest place for your baby in the first six months</p>	<p>https://youtu.be/xvD2dm4AYME</p>
<p>6</p>	<p>Never leave baby unattended in an adult bed. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Never leave baby unattended in an adult bed</p> <p>Find out more...</p>	<p>https://youtu.be/ryVdcEixVi g</p>

<p>7</p>	<p>Sleep the baby feet to foot with their feet at the bottom of the cot. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Sleep the baby feet to foot</p>  <p>Place baby's feet at the bottom of the cot. Find out more...</p>	<p>https://youtu.be/ZB4L0OF7208</p>
<p>8</p>	<p>Sofas and armchairs are dangerous places to fall asleep with your baby – move baby somewhere safer if you might fall asleep. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Sofas and armchairs are dangerous places to fall asleep with your baby</p>  <p>Move baby somewhere safer if you might fall asleep</p>	<p>https://youtu.be/xr0CvFXECx0</p>

<p>9</p>	<p>Feeling sleepy giving baby cuddles? Move baby to their cot, it's the safest place for them. Find out more here.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Move baby to their cot if you're feeling sleepy giving cuddles</p>  <p>Baby's cot is the safest place for them to sleep</p>	<p>https://youtu.be/A6X-MwZ1blw</p>
<p>10</p>	<p>Worried about the cost of heating your home when you have a baby?</p> <p>The recommended room temperature is 16-20 degrees. Find out some top tips to keep baby warm this winter.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Worried about the cost of heating your home when you have a baby?</p>  <p>Recommended room temperature is 16-20°C. See our top tips to keep baby warm this winter</p>	<p>https://youtu.be/ZIYZ33AyRMQ</p>

<p>11</p>	<p>Did you know? The safest place for a baby to sleep is in their own clear, flat, separate sleep space, such as a cot or Moses basket in the same room as you. Find out some top tips.</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Did you know the safest place for a baby to sleep?</p>  <p>In their own clear, flat, separate sleep space, such as a cot or moses basket in the same room as you</p>	<p>https://youtu.be/IK1Q-u_nXeA</p>
<p>12</p>	<p>Around 50% of sudden infant death syndrome (SIDS) deaths occur when baby is co-sleeping with a parent or carer. Reduce the risk by following these top tips</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>	<p>Around 50% of sudden infant death syndrome (SIDS) deaths occur when baby is co-sleeping with a parent or carer</p>  <p>Reduce the risk by following our top tips ...</p>	<p>https://youtu.be/evhrYch2FiM</p>

13	<p>Safe sleeping tips for baby this Christmas from the Lullaby Trust</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p>		<p>https://youtu.be/mO0pPEY6RbM</p>
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Thank you for your support. For further information, email simonclayton@nhs.net. To request information in alternative formats, please email necsu.comms@nhs.net.