

Communications toolkit

Safe sleeping for babies this Christmas

(FINAL 20/12/23)

About this toolkit

This toolkit is available for all NHS, local authority and voluntary organisation communications leads, health visitors, midwives, public health teams, safeguarding leads to promote and share across their communication channels.

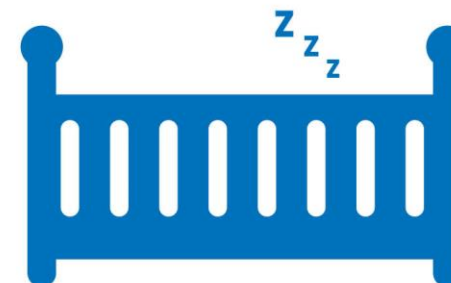
The safe sleeping campaign has been developed by health professionals across the NHS North East and North Cumbria Integrated Care Board (ICB) to support safe sleeping for babies under 1 year old this Christmas.

It aims to raise awareness of safe baby sleeping techniques and encourage parents and carers to ensure babies sleep safely.

During the Christmas period, many families travel to see relatives or friends, where babies are away from their traditional home environment, often sleeping in travel cots. As part of the festivities, people tend to consume more alcohol and this can lead to impaired decision making associated with co-sleeping with babies, which can have fatal consequences.

In addition, with energy costs increasing in recent years, many people are unable to afford to heat their homes sufficiently or are reluctant to switch on their heating during the winter, to reduce costs. This toolkit offers some simple and friendly pointers so that babies and their families can enjoy Christmas, with the emphasis on safe sleeping.

**Move baby to their cot
if you're feeling sleepy
giving cuddles**



**Baby's cot is the safest
place for them to sleep**



Key messages

- Co-sleep safely this Christmas
- Baby out of routine? Baby's cot is the safest place for them to sleep
- Visiting relatives or friends this Christmas? Don't forget baby's travel cot
- Reduce the risk of sudden infant death syndrome (SIDS) – don't smoke when co-sleeping with baby
- Safest place for baby to sleep in the first 6 months is in a cot in your room
- Never leave baby unattended in an adult bed
- Sleep baby feet to foot
- Sofas and armchairs are dangerous places to fall asleep with your baby
- Feeling sleepy giving baby cuddles? Move baby to their cot!
- Worried about the cost of heating your home?
- Safest place for baby to sleep is in their own sleep space
- 50% of Sudden Infant Death Syndrome (SIDS) deaths occur when baby is co-sleeping. Reduce the risk!

Press release and website news content

Parents are being encouraged to ensure their babies sleep safe this Christmas by following some festive top tips.

The NHS North East and North Cumbria Integrated Care Board (ICB) is launching the festive-themed campaign promoting top tips for babies having a safe sleep and highlighting the risks of co-sleeping.

It comes as many families prepare for the busy Christmas period and highlights the risks of sharing your bed with your baby or sleeping on the sofa or armchair with them when you feel tired or have had a festive tippie.

The campaign's main message is that the safest place for babies to sleep is in a cot or Moses basket in the same room as their parents/carers, to keep baby safe and reduce the risk of Sudden Infant Death Syndrome (SIDS).

A survey by the Lullaby Trust revealed that many parents co-sleep with their baby and that some have accidentally fallen asleep. In the run up to Christmas, the ICB is highlighting some top tips to ensure babies have the safest sleep, while mum, dad and the family can still enjoy the Christmas festivities.

Top tips this Christmas for a safe sleep for baby:

- Don't sleep on a sofa or in an armchair with your baby – 50 times increase in risk of Sudden Infant Death Syndrome (SIDS);
- Do place your baby to sleep in a separate cot or Moses basket in the same room as you for the first 6 months;
- Don't sleep in the same bed as your baby if you smoke, have drunk alcohol, have taken drugs, are extremely tired or if your baby was born prematurely or was of low birth weight;
- Remember, the safest place for your baby in the first 6 months is a cot in your room;
- Talk to your health visitor or midwife if you have any questions or concerns.

David Purdue, executive chief nurse, NHS North East and North Cumbria ICB said: "Christmas is a time for fun and festivities, for coming together with family and friends and enjoying each other's company as well as a few drinks and some nice food.

"We want everyone to enjoy the Christmas holidays and for babies to sleep safely and follow the top tips on the Lullaby Trust website."

"If you've had an alcoholic drink or taken medication, you need an appropriate adult to take care of your baby. Baby will be safest in their own separate sleeping place, ideally in a cot in your room. If you're heading out over Christmas to see family and friends, take a travel cot for baby to keep them safe and comfortable.

"By following the Lullaby Trust's top tips, you and baby can have a fun and safe Christmas holiday. For further information, visit the Lullaby Trust website at www.lullabytrust.org.uk."

Health Visitor, Sharon Bell said: "The safest place for a baby to sleep in is their own clear, flat separate sleep space, such as a cot or Moses basket. However, we know that many parents find themselves co-sleeping, whether they mean to or not. In these instances, please co-sleep more safely."

Parents and carers should take note of the following top tips:

- Keep pillows and adult bedding away from your baby or any other items that could cover their head or cause them to overheat. A high proportion of babies who die as a result of SIDS are found with their head covered by loose bedding;
- Follow the [Lullaby Trust's safer sleep advice](#) to reduce the risk of SIDS such as sleeping baby on their back;
- To reduce the risk of accidents, do not bring other children or pets into bed with you;
- Try to make sure or check that baby cannot be trapped, wedged or fall out of bed or get trapped between the mattress and the wall;
- Never leave your baby unattended in an adult bed.

If you are bedsharing with your baby, you should consider any risks before every sleep. It is easy for your situation to change if you are unwell or have drunk any alcohol, which means your baby will be safest in a separate sleep space such as a cot or Moses basket on that occasion.

Stakeholder briefing

A campaign launching this week by the North East and North Cumbria Integrated Care Board (ICB) is encouraging parents to ensure their babies sleep safe this Christmas by following top tips and highlighting the risks of co-sleeping.

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Communication tactics and resources

A number of tactical approaches are being used to support the campaign.


- **Videos** – We have worked closely with clinicians such as Health Visitors to film several videos that will reinforce key messages from the Lullaby Trust;
- **Teams background** – We have developed a Teams background for professionals;
- **Press release** – for regional media outlets;
- **Stakeholder briefing** – please help to amplify the messages by sharing with your partners and stakeholders
- **Social media** – Some paid for activity across the North East and North Cumbria, complemented by organic activity via ICB channels and sharing through partners/stakeholders.
 - Via Toolkit use 12 days of Christmas theme for messaging:
 - 1st day (25 Dec) – Baby's first Christmas – sleep safe
 - 2nd day (26 Dec) – Baby out of routine this Christmas?
 - 3rd day (27 Dec) – Visiting relatives or friends this Christmas? Don't forget baby's travel cot
 - 4th day (28 Dec) – Don't smoke when co-sleeping with your baby
 - 5th day (29 Dec) – Safest place for baby to sleep is a cot in your room
 - 6th day (30 Dec) – Never leave baby unattended in an adult bed
 - 7th day (31 Dec) – Feet to foot
 - 8th day (1 Jan) – Sofas and armchairs are dangerous places to fall asleep with baby
 - 9th day (2 Jan) – Feeling sleepy giving baby cuddles? Move them to their cot
 - 10th day (3 Jan) – Worried about the cost of heating your home this Christmas?
 - 11th day (4 Jan) – Safest place for baby to sleep is their own clear, flat separate space
 - 12th day (5 Jan) – 50% of SIDS occur when baby is co-sleeping with a parent or carer

How you can help

Your support in helping to amplify the campaign messages is appreciated! You can support in a number of ways:

- Use the campaign messages and collateral on your social media channels. Please tag us when you do! We're on **Facebook** - NorthEastandNorthCumbriaNHS. **X (the new name for Twitter)** – @NENC_NHS. **Instagram** – nenc_nhs
- Share the briefing in your networks to staff, health professionals and stakeholders
- Share key messages on your websites

Additional resources

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| Teams Background |  Baby safe sleeping campaign Teams bac |
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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

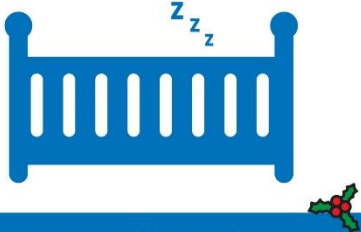

| | Social media message | Graphics | Video |
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| 1 | <p>Baby's First Christmas – safe sleep with your baby?</p> <p>Follow our top tips to co-sleeping with your baby this Christmas.</p> <p>Find out more HERE</p> <p>#HoHoCoSleepSafely</p> <p>#12DaysOfSafeBabySleep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



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| 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> |

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| <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>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>https://youtu.be/geECfe2hVoY</p> |

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| <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</p> |

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| <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/xr0CvFXE Cx0</p> |

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| <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> |

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| <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> |

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| 13 | <p>Safe sleeping tips for baby this Christmas from the Lullaby Trust</p> <p>#HoHoCoSleepSafely #12DaysOfSafeBabySleep</p> | | <p>https://youtu.be/mOOpPEY6RbM</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.