



Comms toolkit Safer Sleep Week (10-16 March) 2025

Social media and digital assets

Social posts

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	<p>Safer sleep week 10-16 March 2025 aims to share advice of how to keep your baby safe when sleeping.</p> <p>Avoid your baby overheating - it is important to make sure that your baby's room is a comfortable temperature – not too hot or too cold.</p> <p>Try to keep the room temperature between 16 -20°C.</p> <p>For more advice on safer sleeping https://www.blackcountry0-18.nhs.uk/parentscarers/keeping-your-child-safe/safe-sleeping</p>
	<p>Safer sleep week 10-16 March 2025 aims to share advice of how to keep your baby safe when sleeping.</p> <p>Lie your baby on their back for every sleep - day and night - use a firm, flat, waterproof mattress.</p> <p>For more advice on safer sleeping https://www.blackcountry0-18.nhs.uk/parentscarers/keeping-your-child-safe/safe-sleeping</p>



	<p>Safer sleep week 10-16 March 2025 aims to share advice of how to keep your baby safe when sleeping.</p> <p>Keep the sleep space clear - it is safest to keep baby's cot clear of any items such as bumpers, toys, pillows, pods/nests and loose bedding.</p> <p>For more advice on safer sleeping https://www.blackcountry0-18.nhs.uk/parentscarers/keeping-your-child-safe/safe-sleeping</p>
 <p>NO SMOKING AREA</p>	<p>Safer sleep week 10-16 March 2025 aims to share advice of how to keep your baby safe when sleeping.</p> <p>Keep baby smoke-free - and any places they spend time (car, living room, bedroom) completely smoke-free.</p> <p>For more advice on safer sleeping https://www.blackcountry0-18.nhs.uk/parentscarers/keeping-your-child-safe/safe-sleeping</p>
	<p>The risk of sudden infant death syndrome is 50 times higher for babies when they sleep on a sofa or armchair with an adult.</p> <p>Safer sleep week 10-16 March 2025 aims to share advice of how to keep your baby safe when sleeping.</p> <p>For more advice on safer sleeping https://www.blackcountry0-18.nhs.uk/parentscarers/keeping-your-child-safe/safe-sleeping</p>



Twitter/X

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Press Release (issued by Tina Faulkner 6/7 March)

Will be available to link to on ICS website news section.

GP, Stakeholder and staff copy

Black Country Child Death Review Strategic Partnership (BCCDRSP) part of Black Country Integrated Care System are sharing safer sleep advice during Safer Sleep Week (10-16 March) with parents/carers of babies under one year.

Sadly, there are still deaths of babies in the Black Country each year that could have been prevented if safer sleeping advice had been followed. Reviews of child deaths in the Black Country has identified unsafe sleeping practices (such as room temperature) as one of the modifiable factors.

As well as sharing top tips for safer sleeping, this year we will be giving out room thermometers in each of our four places, Walsall, Wolverhampton, Dudley and Sandwell to parents/carers of babies under one year old to help them to ensure that, where baby sleeps, has the correct room temperature.

