



## Safer Sleep for Baby Campaign - Staff briefing

Lancashire's Safeguarding Children's Boards are rolling out the second phase of the Safer Sleep for Baby campaign to help you deliver safer sleep messages.

The new campaign has been designed to support Lancashire's safer sleeping guidance. It is based on research recommendations from our previous campaign 'Give Me Room to Breathe', which showed that our target audience did not feel that the campaign messages were clear enough. Lancashire parents also wanted a campaign with a positive 'Can do' tone that feels more supportive and understanding.

Safer Sleep for Baby is based around six simple steps, designed to be easy to follow and cover the main risk factors. We want the entire Children and Young People's workforce to speak in a unified voice to reinforce our messages to parents and carers. You can see the six steps on the [Safer Sleep for Baby webpage](#).

We also want to recognise to parents that every family has different circumstances and people may have more specific questions. We want to highlight that there are people in Lancashire who can help, whether this is a health professional, Children's Centre or support group and also to signpost people to The Lullaby Trust (previously FSID) helpline.

### What will the campaign involve?

Last year we focused on producing new materials and raising awareness of the campaigns important messages through advertising. The new materials have now started to be distributed and this will continue throughout the year, you can expect your new resources in the next couple of months.

This year's campaign will again run in two phases.

1. Summer – focusing on ideal room temperature; don't let your baby over heat whatever the weather. The summer media and advertising campaign will run from August – September, there will be media coverage, Facebook advertising and social media messages to promote general safer sleeping advice with a focus on managing a safe temperature especially during the summer months. We'll also be giving advice for when baby sleeps away from home e.g. on holiday.
2. Party season media and advertising campaign - Throughout December there will be media coverage, radio advertising, Facebook advertising and social media messages to highlight the dangers of co-sleeping when under the influence of drink/medication.

### How you can help

Due to reduced budgets this year we are unable to send all the resources to each agency so we have targeted the distribution to reduce duplication and make sure we have enough resources to last the year. Your new resources will be arriving in the next couple of months The resources will be distributed as follows:

- Children's Centres - safer sleep booklets, posters and teddy postcards
- Health Visitors – room thermometers
- Midwifery units - cot cards
- Registrars – teddy postcards
- GP's – safer sleep booklet and teddy postcards

We created this campaign to help you continue the fantastic work you do with families. Please display and distribute any materials that you receive. You can also help us by re-tweeting our Twitter messages ([@LancashireCC](#)) and by 'liking' and sharing our Facebook messages ([/LancashireCC](#)).

For more information visit [www.lancashire.gov.uk](http://www.lancashire.gov.uk) and search 'safer sleep for baby' or see information for professionals at <http://www.lancashirechildrenstrust.org.uk/resources/?siteid=6274&pageid=41782>

