

Communications toolkit

Safer sleep week

(v1. 25/02/25)

This campaign toolkit *is available for communications leads to use and adapt to encourage baby safe sleep.*

It has been produced by the North East and North Cumbria Integrated Care Board (ICB)

Safer Sleep Week is The Lullaby Trust's national awareness campaign targeting anyone looking after a young baby.

By working together, we know that our messages are stronger and can reach out to many more people.

So, how you can help?

Check out our toolkit!

Information and content in this toolkit can be used across social media.

All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#).

Your support in sharing our messaging will help raise awareness of sudden infant death syndrome (SIDS) and sharing the simple advice that reduces the risk of it occurring.

For further help or advice on using the toolkit or if you need support, please contact:

Abbie Mulgrew, abbie.mulgrew@nhs.net

Social media messaging

**Join us on social media so we can remind eligible groups to #BeWiseImmunise
Please tag North East and North Cumbria ICB in your social media posts**

Our social media handles are:



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



The following pages include social media posts for safer sleep week 2025.

All assets are available to download from the ICB [toolkit page](#).

Safer sleep week messages

<p>1.</p>	<p>Safe sleep for babies </p> <p> Did you know? The safest place for a baby to sleep is in a cot or Moses basket </p> <p> It should have a clean, firm mattress</p> <p> Their feet should be at the foot of the bed</p> <p> The cot should be clear – no teddies, cot bumpers, pillows, duvets, or loose bedding!</p> <p> Never share a bed with a baby if you have been drinking alcohol, smoking, taking drugs, or taking medication that makes you drowsy.</p> <p>For more information, visit https://www.lullabytrust.org.uk/ #SaferSleep</p>	
<p>2.</p>	<p>Safe sleep for babies </p> <p> Did you know? The safest place for a baby to sleep is in a cot or Moses basket </p> <p> Sleeping on a sofa or chair is unsafe – even if a parent or carer is with them.</p> <p> Never fall asleep with a baby on a sofa or chair.</p> <p> Never share a bed with a baby if you have been drinking alcohol, smoking, taking drugs, or taking medication that makes you drowsy.</p> <p>Find out more at https://www.lullabytrust.org.uk/</p> <p>#SaferSleep</p>	

<p>3.</p>	<p>Safe sleep for babies </p> <p> Did you know? The safest place for a baby to sleep is in a cot or Moses basket </p> <p> But they must not get too hot – the room should be between 16-20°C.</p> <p> Babies don't need a hat or a duvet while sleeping.</p> <p> Avoid swaddling to keep them safe and comfortable.</p> <p> Never share a bed with a baby if you have been drinking alcohol, smoking, taking drugs, or taking medication that makes you drowsy.</p> <p>Find out more at https://www.lullabytrust.org.uk/</p> <p>#SaferSleep</p>	
<p>4.</p>	<p>Safe sleep for babies </p> <p> Did you know? The safest place for a baby to sleep is in a cot or Moses basket </p> <p> Always place them on their back to sleep – it's the safest position.</p> <p> But when they're awake, tummy time is great for their development!</p> <p> Never share a bed with a baby if you have been drinking alcohol, smoking, taking drugs, or taking medication that makes you drowsy.</p> <p>For more information, visit https://www.lullabytrust.org.uk/ #SaferSleep</p> <p>#SaferSleep</p>	

<p>5.</p>	<p>Safe sleep for babies </p> <p> Did you know? The safest place for a baby to sleep is in a cot or Moses basket </p> <p> They should stay in the same room as their parents for the first six months.</p> <p> Babies love lots of cuddles during feeding – it helps with bonding!</p> <p> Never share a bed with a baby if you have been drinking alcohol, smoking, taking drugs, or taking medication that makes you drowsy.</p> <p>Find out more at https://www.lullabytrust.org.uk/</p> <p>#SaferSleep</p>	
<p>6.</p>	<p>Safe sleep for babies </p> <p> Did you know? The safest place for a baby to sleep is in a cot or Moses basket </p> <p> Parents receive a lot of advice, and it can sometimes feel overwhelming.</p> <p> You're doing an amazing job keeping your baby safe and cared for.</p> <p> If you need advice or just want to chat about safe sleep, reach out to a health visitor, midwife, or visit https://www.lullabytrust.org.uk/. They're here to support you. </p> <p> Never share a bed with a baby if you have been drinking alcohol, smoking, taking drugs, or taking medication that makes you drowsy.</p> <p>#SaferSleep</p>	



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