



15-21 March 2021



HALO®, America's trusted safe sleep brand, is working in partnership with The Lullaby Trust to champion safer sleep advice and help all families give their babies the perfect start in life. To help make safer sleep easier HALO® would like to offer you 15% off all products on their website [halosleep.co.uk](https://www.halosleep.co.uk)

Use the Halo® Welcome to the World discount code:
WELCOMEBABY15*

Safer sleep for babies

Steps parents can take to reduce the risk of sudden infant death syndrome (SIDS). Follow this advice for all sleeps and naps not just at night.

Things you can do..

- ✓ Always place your baby on their back to sleep.
- ✓ Keep your baby smoke free during pregnancy and after birth.
- ✓ Breastfeed your baby.
- ✓ Place your baby to sleep in a separate cot or Moses basket in the same room as you for the first 6 months.
- ✓ Use a firm, flat, waterproof mattress in good condition.

Things to avoid...

- ✗ Never sleep on a sofa or in an armchair with your baby.
- ✗ Don't sleep in the same bed as your baby if you smoke, have drunk alcohol, have taken drugs or medication or are extremely tired, or if your baby was born prematurely or of low birth weight.
- ✗ Avoid letting your baby get too hot.
- ✗ Don't cover your baby's face or head whilst sleeping or use loose bedding.
- ✗ Remove all pillows, cot bumpers and soft toys from the cot
- ✗ Don't sleep your baby on a soft surface such as a pod or nest

*T&Cs applied:

The code WELCOMEBABY15 is valid on your first purchase only and it's valid from 1st March 2021 until 1st Aug 2021. We reserve the right to amend and/or withdraw this offer at any time. Voucher code can be used at the checkout on HALO® EU websites only

The Lullaby Trust

Visit: www.lullabytrust.org.uk

Follow @lullabytrust

HALO®

Visit: halosleep.co.uk

Follow @halosleep_eu



The ABCs of Safer Sleep



Always sleep
your baby...



...on their
back...



...in a **clear** cot or
sleep space.

(free of bumpers, toys, pillows and loose bedding)

Safer sleep for baby, sounder sleep for you

Following the ABCs for every sleep day and night will help to protect your baby from Sudden Infant Death Syndrome (SIDS) giving you the peace of mind to enjoy this special time.



For support and advice on sleeping your baby safely The Lullaby Trust can help

Visit: www.lullabytrust.org.uk

Contact us on: 0808 802 6869

Email: info@lullabytrust.org.uk



SAFER SLEEP FOR EVERY SLEEP

When you're tired or baby won't settle it can be tempting to do whatever it takes to get some sleep. To reduce the risk of sudden infant death syndrome (SIDS) it is important to follow safer sleep for every sleep day or night.



**sleep baby on
their back**



**in a cot or
Moses basket**



**on a firm, flat,
waterproof mattress**



**keep baby away
from smoke**



**never co-sleep with
baby on a sofa or
armchair**

Bed-sharing safety tips



Keep the space around your baby clear of pillows and duvets

Avoid letting pets or other children in the bed

Always sleep baby on their back

Never bed-share if your baby was born prematurely or a low birth weight

Never bed-share if you or your partner have drunk alcohol, smoke or taken medication that makes you drowsy



Safer sleep for babies

Things you can do



- ✓ Always place your baby on their back to sleep



- ✓ Keep your baby smoke free during pregnancy and after birth



- ✓ Place your baby to sleep in a separate cot or Moses basket in the same room as you for the first 6 months



- ✓ Breastfeed your baby



- ✓ Use a firm, flat, waterproof mattress in good condition



Things to avoid



X Never sleep on a sofa or in an armchair with your baby



X Don't sleep in the same bed as your baby if you smoke, drink or take drugs or if your baby was born prematurely or was of low birth weight



X Avoid letting your baby get too hot
X Don't cover your baby's face or head while sleeping or use loose bedding

You should follow the advice for all naps, not just for night time sleep

Sudden Infant Death Syndrome (SIDS) is the sudden and unexpected death of a baby for no obvious reason and although we don't yet know how to completely prevent SIDS, it is possible to significantly lower the chances of it happening by following the advice.

You can also talk to your midwife or health visitor if you have any questions or concerns or get in touch with us

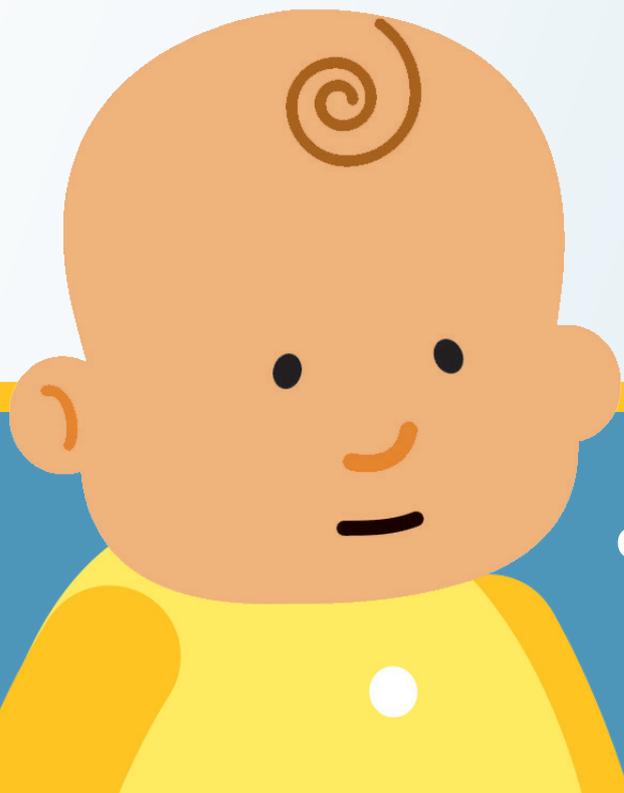
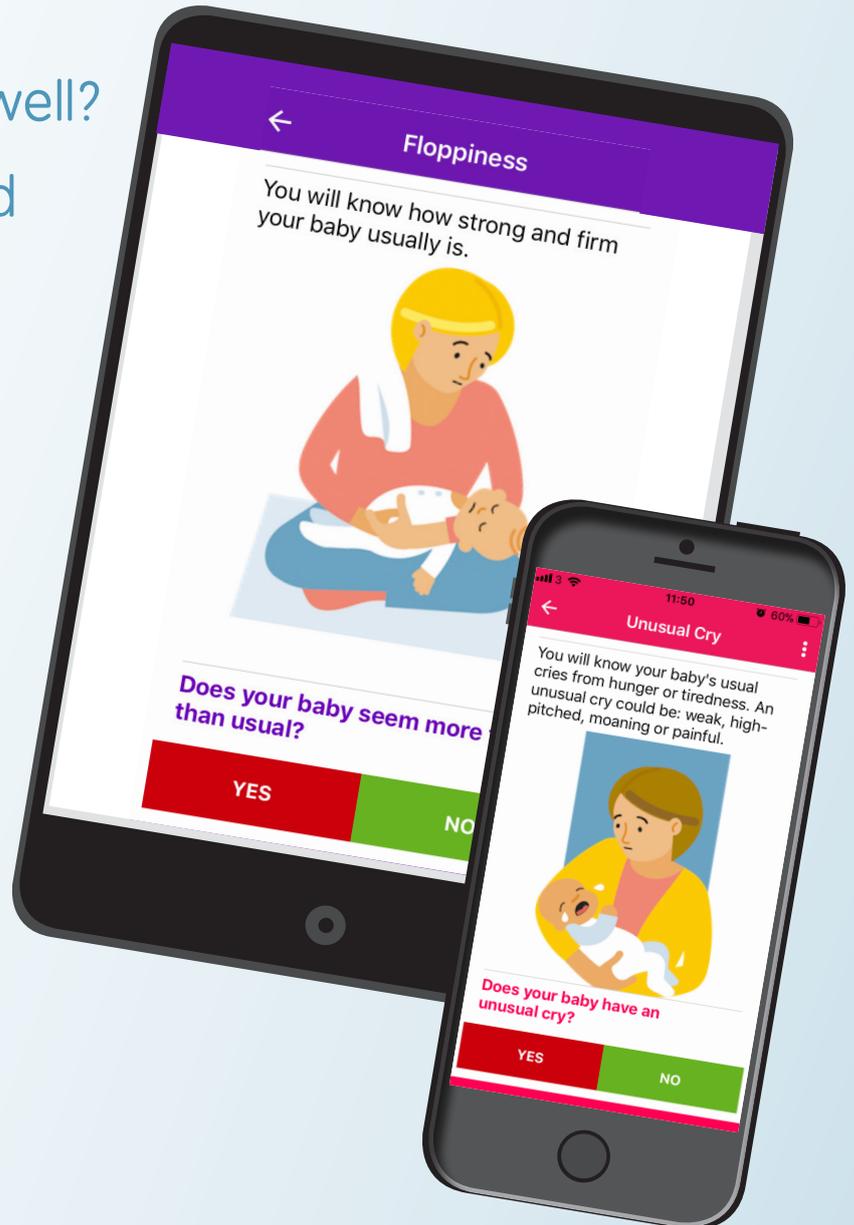
Email: info@lullabytrust.org.uk

Telephone: 0808 802 6869

Website: www.lullabytrust.org.uk

Baby Check

- Is your baby very unwell?
- Does your baby need to see a doctor?
- **The FREE Baby Check App will help you decide.**



Download Baby Check App for free
on Google Play and in the App Store.



SOFAS ARE NOT SAFE FOR SLEEPING BABIES



Sleeping on a sofa with your baby increases the risk of Sudden Infant Death Syndrome by up to 50 times

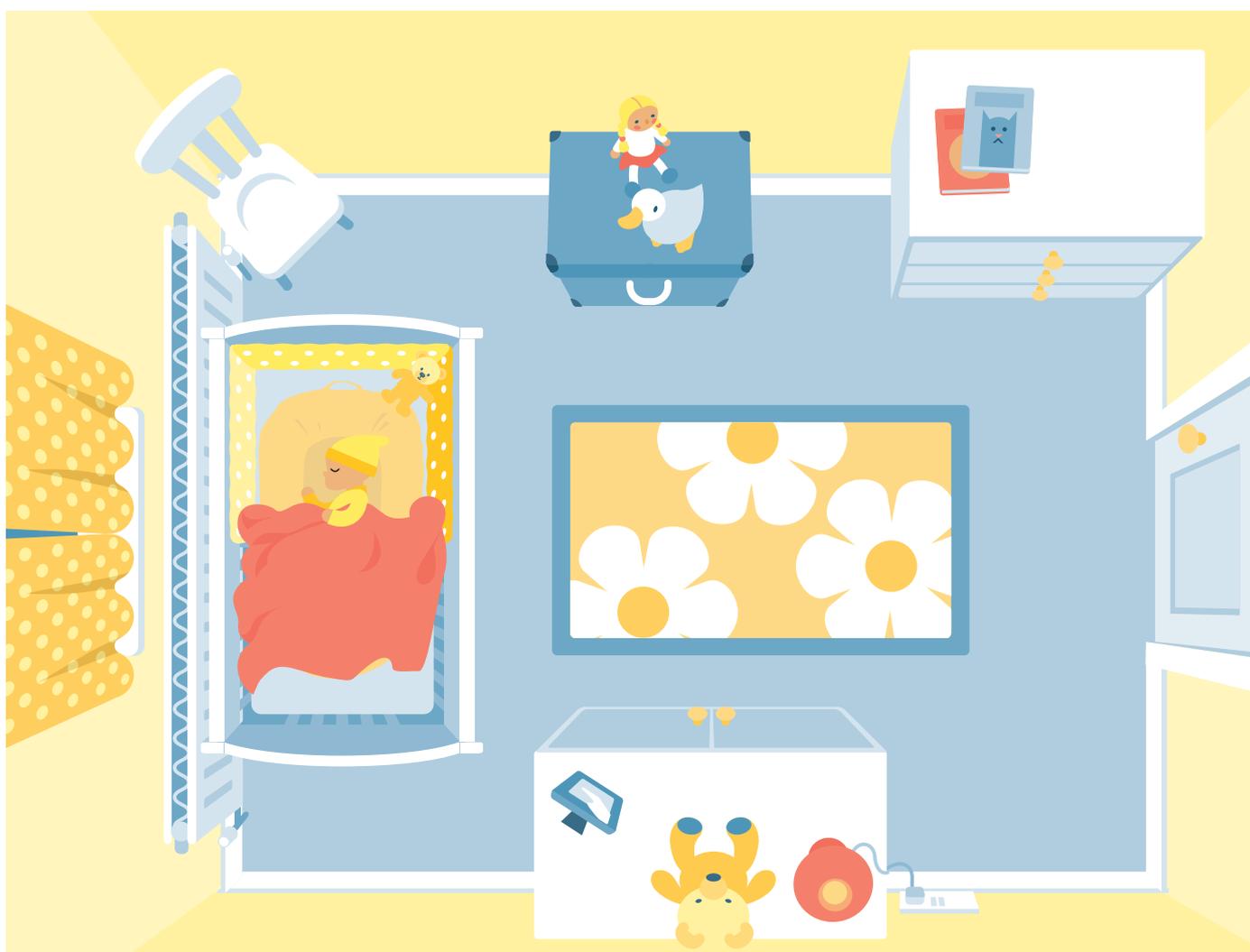
Learn how to give your baby the safest possible sleep at www.lullabytrust.org.uk/safersleep or call 0808 802 6868

Spot the Risks



Can you spot 8 things in this picture that may increase the chance of Sudden Infant Death Syndrome?

Is your baby sleeping as safely as possible? This picture shows a baby aged between 1 month and 6 months asleep. Can you identify eight things about the room, cot or the way the baby is sleeping that may increase the chance of Sudden Infant Death Syndrome?



Did you spot all 8?

- 1 Nursery.** The baby is in his own room. The safest place for your baby to sleep for the first six months is in a cot or Moses basket in the same room as you.
- 2 Side Sleeping.** It is important that you always put your baby on their back as part of their regular sleep routine – never on their front or side.
- 3 Feet-to-foot.** Place your baby with their feet to the foot of the cot, so they can't wriggle under the covers or you can also use a baby sleep bag.
- 4 Bedding.** The blankets in the cot are loose. It can be dangerous if your baby's head gets covered when they sleep.
- 5 Pod.** We don't recommend placing baby on a pod or nest to sleep or nap. When sleeping, babies shouldn't lie on or have anything soft around them, particularly their heads, as this can cause them to overheat and increases the risk of SIDS.
- 6 Hat.** Babies need to lose excess heat from their heads so remove hats and extra clothing as soon as you come indoors even if it means waking your baby.
- 7 Soft toy in cot.** Some items added to a cot may increase the risk of head-covering. Unnecessary items in a baby's cot can also increase the risk of accidents.
- 8 Radiator.** Babies should never sleep next to a radiator or in direct sunlight to avoid overheating.

The picture also shows:

Cot Bumpers. We do not recommend cot bumpers. Cot bumpers can pose the risk of an accident when your baby becomes mobile. A simple mattress in your cot with no loose bedding or bumpers is the safest sleeping place for a baby.

Smoking. The picture doesn't show parents smoking near the baby, but this is a major risk for SIDS. Keep your baby as smoke free as possible and never share a bed with your baby if you or your partner smokes.

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The Correct Sleeping Environment

