



E-bulletin for CDOP members, CDR professionals and practitioners
working with children and families
SAFER SLEEP WEEK 2022



Child Death Overview Panels in Hull and the East Riding are members of the Hull & East Riding Infant Safer Sleep Steering Group and together we are supporting The Lullaby Trust's 8th annual Safer Sleep Campaign on 14 – 20 March 2022

This is an annual awareness event run by The Lullaby Trust, to raise awareness of Sudden Infant Death Syndrome (SIDS) and to equip parents with information on how they can reduce the risk.

Although the exact cause of SIDS is unknown, research has shown that certain parental, infant and environmental factors are more commonly associated with babies who die of SIDS than those who survive.

[The Lullaby Trust](#) shares our mission to stop all unexpected deaths of babies and young children, which is why we are supporting this awareness event and creating our own campaign.

This year, we are working with our partner organisations across Hull and the East Riding to showcase a local angle, presenting statistics and guidance that directly impacts those in our communities.

As part of this, we will focus on the theme of out of routine sleeping, covering topics such as how parents can best prepare a safe sleeping space for their baby when going to new locations or when simply trying something different.

Throughout the week, we will share social media posts with daily themes, advice and support for parents, and we will circulate national resources supplied by the Lullaby Trust. This includes posters, booklets and website links, enabling parents to stay up to date with the latest guidance.

By the end of the week, it's our goal that we will have shared useful information and helpful tips that are easy to remember, and therefore easy to apply no matter what scenario a parent may find themselves in, so that all families can move forwards knowing that they're well-equipped with the knowledge to keep their babies safe when sleeping.

- **The Lullaby Trust's campaign focuses on the digital world, reminding parents and carers to follow simple and evidence based safer sleep messages rather than the hints, tips and hacks shared through social media sites.**

The aim of their campaign:

- ❖ To continue to reduce the number of SIDS deaths by raising awareness of safer sleep on social media
- ❖ Challenge the high volume of unsafe sleep space images on social media by encouraging influencers and parents to only share images that conform to the evidence based safer sleep advice
- ❖ To identify how social media consumption is influencing parents and carers when it comes to safer sleep and sleep products
- ❖ To raise awareness of the risks associated with SIDS and how they can be avoided

Key Messages

- ❖ The Lullaby Trust can help and support all parents to understand SIDS and safer sleep and feel confident when caring for their baby
- ❖ Safer sleep only works if followed consistently so it is vital that all those who care for a child know how to reduce the risk of SIDS
- ❖ SIDS is only rare because people follow safer sleep advice

- **Our local Safer Sleep Steering Group is using the campaign to build in learning from the [Out of Routine report](#) – this review of sudden unexpected death in infancy (SUDI) in families where children are considered at risk of significant harm was the second review by the Child Safeguarding Practice Review Panel, as infants dying suddenly and unexpectedly represented one of the largest groups of cases notified to the Panel.**

'Out of Routine' reports that cases reviewed demonstrated a continuum of risk where predisposing risks were often combined with out-of-routine incidents or 'situational risks' and that almost all of the infant deaths involved parents co-sleeping in unsafe sleep environments with infants, often when the parents had consumed alcohol or drugs; in addition, there were wider safeguarding concerns often involving cumulative neglect, domestic violence, parental mental health concerns and substance misuse.

Pre-disposing risks of SUDI

- Smoking in pregnancy
- Maternal obesity
- Premature birth
- Low birth weight
- Socio-economic deprivation
- Low-income household
- Overcrowding and temporary accommodation
- Adverse childhood experiences
- Previous safeguarding concerns
- Mother under 20

Situational risks

- 'Late booking'
- Cumulative neglect
- Domestic abuse, mental health concerns, substance misuse and other safeguarding risks
- Reluctant engagement with professionals
- Co-sleeping

Other pre-disposing risks

- Out-of-routine / critical incidents / unsafe sleep environment

Conclusions:

- Parents need advice from someone they trust and believe
- Co-sleeping is too common and too complex to apply a simple ban
- Provide parents with plausible mechanisms of harm, e.g. risk of suffocation when co-sleeping on a sofa
- Planning for infant safety during disrupted routines might avoid rare but lethal scenarios

SUDI risk reduction should not be seen in isolation from other risk factors and practitioners in all agencies who are working with children at risk should have an understanding of parental decision making and methods to support these parents to support change in behaviours e.g. by listening carefully and offering information appropriate to parents' needs. Always be inclusive of fathers in 'meaningful, open, non-judgemental conversations' about safer sleep, including co-sleeping.

Please support the campaign by sharing social media posts across your personal and organisation platforms

What is SIDS?

SIDS is when a baby dies suddenly and unexpectedly and no cause of death is found.

SIDS currently claims the lives of 230 babies every year in the UK. **That's around 4 babies each week.**

Head to our website to find out more about SIDS and what we're doing to support parents, carers and health professionals.

We're also on [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#), spreading our safer sleep advice online.

How to reduce the risk of SIDS:

Things you can do	Things to avoid
Always place your baby on their back to sleep	Never sleep on a sofa or in an armchair with your baby
Keep your baby smoke-free during pregnancy and after birth	Don't sleep in the same bed as your baby if you smoke, drink or take drugs or medication that make you drowsy, or if your baby was born prematurely or was of low birth-weight
Place your baby to sleep in a cot or Moses basket in the same room as you for the first 6 months	Avoid letting your baby get too hot
Breastfeed your baby	Don't cover your baby's face or head while sleeping or use loose bedding
Use a firm, flat, waterproof mattress in good condition	Don't sleep your baby on a pod or nest or give them a pillow. Babies should not have anything soft around their heads while sleeping

Download your free Safer Sleep Week poster pack



[Info-Pack-SSW22.pdf \(lullabytrust.org.uk\)](http://lullabytrust.org.uk)

SPREAD THE WORD

Please share The Lullaby Trust's social media posts using hashtag #SaferSleepWeek and share their free online Safer Sleep resources



#SaferSleepWeek

[Twitter](#)

[Instagram](#)

[Facebook](#)

[LinkedIn](#)

Hull Safeguarding Children Partnership has developed some E-LEARNING ON SAFER SLEEP

Hull City Council employees can apply through Oracle Learner self-service

Non-HCC employees can email LearningandDevelopment@hullcc.gov.uk for access instructions

East Riding safer sleep e-learning training is through The Virtual College Infant Safer Sleep module

[East Riding training](#)

KEY STATISTICS FOR YORKSHIRE AND THE HUMBER

On average 4 babies die, suddenly and unexpectedly, every week in the UK and no cause will be found. This is known as sudden infant death syndrome (SIDS). Although the exact cause of SIDS is unknown, research has shown that certain maternal, infant and environmental factors are more commonly associated with babies who die of SIDS than those who survive.

Increased awareness of safer sleep practices has led to a significant reduction in the number of deaths and rates have fallen by 81% since the 1991 Back to Sleep campaign.

The latest results from the Office for National Statistics (ONS) showed that the average SIDS rate in England and Wales decreased from 0.32 per 1,000 live births in 2018 to 0.27 per 1,000 live births in 2019. In that time, the SIDS rate in Yorkshire and The Humber has increased from 0.43 per 1,000 live births in 2018 to 0.50 per 1,000 live births in 2019. Yorkshire and The Humber now has the highest rate of SIDS deaths in England and Wales.

This is very worrying and action must be taken to bring down the number of babies dying in our region by making sure all parents and professionals have access to information on how to reduce the risk of SIDS. If all parents followed safer sleep advice, many more babies' lives could be saved. The Lullaby Trust has been working hard to bring down SIDS rates; with help from agencies working with families we can reduce infant mortality and move closer to reducing unexpected infant deaths.

What we are doing:

Supporting Safer Sleep Week 2022

Through local agency involvement in the campaign, we will aim to reach as many families as possible with evidence based life saving safer sleep advice. This year the Lullaby Trust campaign will focus on unsafe baby sleep products and practices popularised on social media, reminding parents and carers that all their baby needs is a clear cot for a safer sleep. So, we will be raising awareness of SIDS and equip parents with information on how they can reduce the risk, using a range of Lullaby Trust resources/a digital information pack.

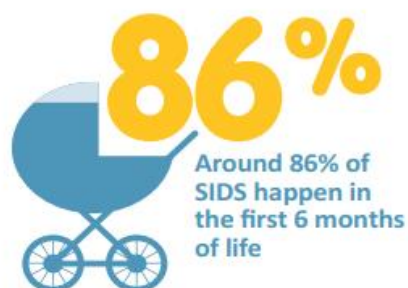
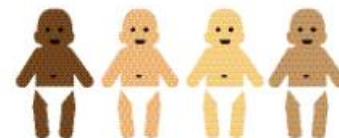
Ensuring professionals know the advice

Any professional coming into contact with families with young babies can make a difference. Health professionals are key, but others including housing, social care and emergency services have the potential to make a difference areas. Some agencies are offering training and advice to local staff who work with families with babies and young children.

Agencies use a range of Lullaby Trust information with parents, printed and online leaflets and posters on all aspects of safer sleep and practices that can reduce the risk of SIDS; ranging from Easy Read cards (produced in 22 languages) to more in-depth information.

347

SIDS claimed the lives of 347 babies in Yorkshire and The Humber between 2007 and 2019



Support vulnerable families in your area

We know how hard it is for bereaved families to have another baby, particularly if their baby died suddenly and unexpectedly. It is common for parents to worry that the same thing will happen again.

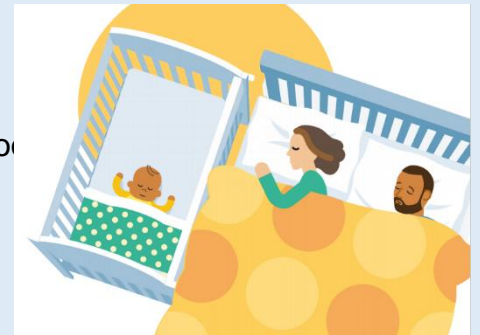
Hull has commissioned the CONI programme (care of next infant) – the original programme was set up in 1988 and is run in partnership with The Lullaby Trust and public health services. Working with the NHS, the programme is a national health visitor led service for bereaved parents which supports families before and after the birth of their new baby. It provides support for families who have experienced or are at higher risk of SIDS or sudden and unexpected baby death, and who are expecting or have given birth to a new baby. The CONI programme provides specialist advice, information and support to health professionals. They in turn, support bereaved families with their subsequent babies to help them enjoy the first year of their baby's life as these families are often very anxious.

[Care of Next Infant \(CONI\): information for professionals - The Lullaby Trust](#)

Reminder of KEY MESSAGES

THINGS PARENTS AND CARERS CAN DO:

- ✓ Always place a baby on their back to sleep
- ✓ Place a baby to sleep in a cot or Moses basket in the same room as parents/carers for the first 6 months
- ✓ Keep a baby smoke free during pregnancy and after birth
- ✓ Breastfeed
- ✓ Use a firm, flat, waterproof mattress in good condition
- ✓ If they chose to use a dummy it should be part of a baby's regular sleep routine



THINGS PARENTS AND CARERS SHOULD AVOID:

- ✗ Never sleep on a sofa or in an armchair with a baby
- ✗ Don't sleep in the same bed as a baby if:
 - they smoke
 - they have drunk alcohol
 - they take drugs (or medication that can cause drowsiness)
 - if the baby was born prematurely
 - if the baby was of low birth-weight
- ✗ Avoid letting a baby get too hot
- ✗ Don't cover a baby's face or head while sleeping or use loose bedding
- ✗ Remove all pillows, soft bedding, cot bumpers and soft toys from the cot
- ✗ Don't sleep a baby on a pod or nest



- **Video on how to REDUCE THE RISK OF SIDS**
- **Lift the Baby safer sleep campaign video** - produced by fathers

[The Lullaby Trust video](#)

<https://liftthebaby.org.uk/>

Bitesize presentations to signpost to families and carers

To access the presentations simply click the link and enter your name and email address to register. You will then be able to view the presentation:

- the **safest way to put your baby down to sleep** for both daytime naps and at night.
- the **safest room temperature for your baby** and the risk associated with overheating and overwrapping your baby.
- checking for **signs that your baby maybe unwell**, how to use the Baby Check app and the importance of vaccinating your baby.
- the **benefits of not smoking** before and after your baby is born.
- the benefits of **breastfeeding**.

[Sleep position, sleep environment and bedding](#)

[Overheating, temperature and overwrapping](#)

[Baby ill-health, Baby Check app and vaccination](#)

[Smoking and e-cigarettes](#)

[Breastfeeding](#)

IF WOMEN OR THEIR PARTNER SMOKES while they're pregnant or after their baby is born, the risk of SIDS (also known as cot death) is greatly increased

- parents should also keep their baby out of smoky areas. Don't let people smoke near babies and keep homes, cars, and other places where babies spend time, smoke free
- If mother or their partner smoke, they should not share a bed with their baby as this greatly increases the chance of SIDS even if they do not smoke in the bedroom
- If mothers smoke 1-9 cigarettes a day during pregnancy, they are more than four times as likely to have a baby die as a sudden infant death than a woman who didn't smoke at all during pregnancy.

Even if women smoked when they were pregnant, they should still try not to expose their baby to smoke after birth as this can help reduce the risk of sudden infant death.

Where to get local smoking cessation support



Bump the Habit website has been launched in Humber, Coast and Vale to help pregnant women stop smoking to give their baby the best start in life – with their loved ones also encouraged to quit at the same time to help them succeed in kicking the habit.

[Bump The Habit website- Hull City](#)

Parents can speak to their midwife or health visitor, or go directly to your LOCAL STOP SMOKING SERVICE. They will have seen many smoking, pregnant women, and are there to help. For advice and support call SmokeFree on 0800 022 4332 or visit nhs.uk/smokefree



Did you know that secondhand smoke is just as harmful as smoking?



There is no safe level of exposure to secondhand smoke.

People who regularly breathe in secondhand smoke, are more likely to develop the same diseases as smokers, including lung cancer, diabetes, strokes, and heart disease.

Children are particularly vulnerable, as they have less-developed airways, lungs, and immune systems, which can result in respiratory problems.

Most secondhand smoke is invisible and odourless, so no matter how careful you think you are being, people around you will still breathe in the harmful chemicals.

Dangers of smoking in the home

- Exposure to secondhand smoke poses serious risks to your family and friend's health.
- Children who live in a smoky home are at higher risk of breathing problems, asthma, and allergies.
- Mothers who breathe secondhand smoke while pregnant are at risk of a low birth weight baby, miscarriage and sudden infant death.
- Growing up in a smoking household increases the likelihood that a child will become a smoker themselves.
- Opening windows and using fans, does not remove secondhand smoke as smoke can linger in the air for two to three hours after you have finished a cigarette.

Benefits of being smokefree

- Your home will be free from cigarette smoke for your child.
- You can protect your family and friends from developing passive smoking illnesses.
- The children of non-smokers have fewer illnesses, and they are less likely to become smokers themselves.
- You can save on average £128 each month, that's over £1,500 a year when you stop smoking.

The only way to protect your family and friends from secondhand smoke is to keep the environment around them smokefree.

If you want to stop smoking and make your home smokefree, we're here to help.

Call our friendly Specialist Smokefree Advisors on **01482 977617** for free support.
Visit our website for more information on our services: www.changegrowlive.org/smoke-free-hull

THE LULLABY TRUST RESOURCES

For increasing awareness and knowledge of safety advice and risks for your work with families

[How to reduce the risk of SIDS for your baby - The Lullaby Trust](#)

FACTSHEETS

Aimed at parents to give additional information on specific areas of advice:

- [Back To Sleep](#)
- [Breastfeeding](#)
- [Car seats](#)
- [Dummies](#)
- [Mattresses, bedding and cots](#)
- [Smoking](#)
- [Temperature](#)
- [Twins](#)
- [Premature infants](#)

COPING WITH SLEEP DEPRIVATION as a new parent can be very challenging. It might seem like everyone else's babies sleep more than yours or you may worry that you are doing something wrong.

All babies are different, but it is normal for healthy babies to wake during the night in their first few months of life. Newborn babies have very small stomachs and will wake at least every two hours to feed. A recent survey carried out by The Lullaby Trust shows 59% of parents with babies under 1 year old say their baby sleeps for less than 4 hours at a stretch. The results also showed that 44% of parents think their baby should be sleeping for longer than they do in reality.

It can seem challenging to follow safer sleep advice when you are very tired and it may be tempting to do something different. Following safer sleep advice for every sleep; day and night, is key to reducing the chance of SIDS. Unfortunately, for some babies, doing something different such as sleeping a baby on their tummy on one occasion can put them at risk.

Extreme tiredness can be very hard to manage. If you are struggling with lack of sleep it may help to reach out to others for support. Sometimes it can feel uncomfortable asking for help, but we aren't meant to do this alone and people are often willing. If a trusted friend, family member or even a neighbour is able to watch the baby for an hour or so while you catch up on sleep it can make a difference.

[The Lullaby Trust advice](#)

PRODUCT GUIDE - to buying safer sleep essentials

Choosing what items your baby might need can be overwhelming. To help with this The Lullaby Trust has put together a guide on how to choose the products or items your baby needs to reduce the chance of sudden infant death syndrome (SIDS).

The National Child Mortality Database issued a safety notice about sleep positioning devices – **they do NOT recommend the use of 'sleep positioning devices'** or rolled-up blankets and alike to keep your baby in one position – unless you have been advised to do so by a health professional for a specific medical condition.

The Lullaby Trust states that "it is much safer for your baby to be in their cot with just the sheets or blankets, and no extras which could be pulled over their face or cause an accident" – and this includes sleep positioning devices. As babies grow stronger, they learn to move and roll, and this is fine but always put babies on their back for every sleep, day or night without additional devices.

Product Guide



[SAFETY NOTICE: Sleep positioning devices - National Child Mortality Database \(ncmd.info\)](#)

With cots, it is safest to keep them clear of any items such as bumpers, toys and loose bedding (this includes travel cots where additional mattresses should NOT be used). The Lullaby Trust says, “the safest cot is a clear cot”. While evidence on individual items is not widely available, they suggest that it makes sense to be “as cautious as possible”. More specifically, they advise:

- No pillows or duvets
- No cot bumpers
- No soft toys
- No loose bedding
- No products (such as wedges or straps) that will keep your baby in one sleeping position.

Things don't have to be complicated!

GAMES

- Spot the risk – download a visual toolkit to facilitate discussions on reducing the risks of SIDS

[Spot the risk game](#)



BABIES WHO ARE BORN PREMATURELY are more vulnerable, so safer sleep advice is especially important

Booklet to support families with premature babies – can be downloaded or purchased from online shop.

[Lullaby Trust leaflet](#)

Little Lullaby - BY YOUNG PARENTS, FOR YOUNG PARENTS, where they can chat and share advice with other young parents, and get support through pregnancy, birth and beyond.

<https://littlullaby.org.uk>



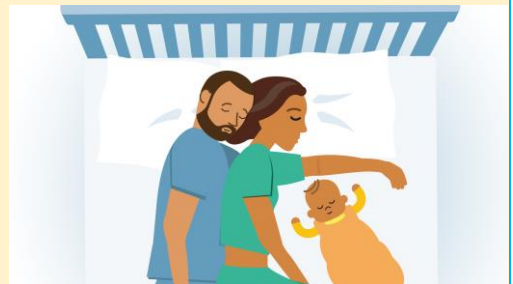
CO-SLEEPING with your baby

Babies should be slept in a clear sleep space, which is easy to create in a cot or Moses basket. We know however that families also bed share, and so recommend making your bed a safer place for baby whether you doze off accidentally or choose to bed share.

For safer co-sleeping:

- Keep pillows, sheets, blankets away from your baby or any other items that could obstruct your baby's breathing or cause them to overheat. A high proportion of infants who die as a result of SIDS are found with their head covered by loose bedding.
- Follow all of our other safer sleep advice to reduce the risk of SIDS such as sleeping baby on their back
- Avoid letting pets or other children in the bed
- Make sure baby won't fall out of bed or get trapped between the mattress and the wall

[The Lullaby Trust advice](#)



WHEN NOT TO CO-SLEEP

Some circumstances in which co-sleeping with your baby can be very dangerous:

- Either you or your partner smokes (even if you do not smoke in the bedroom)
- Either you or your partner has drunk alcohol or taken drugs (including medications that may make you drowsy)
- Your baby was born premature (before 37 weeks)
- Your baby was born at a low weight (2.5kg or 5½ lbs or less)
- Never sleep on a sofa or armchair with your baby, this can increase the risk of SIDS by 50 times
- You should never sleep together with your baby if any of the above points apply to you or your partner.

A survey of over 8,500 parents carried out by The Lullaby Trust has shown that 40% of parents have co-slept in dangerous circumstances such as on a sofa, having drunk alcohol or as a smoker.

Half of new parents admit to risking cot death when tired according to new survey - a survey of over 7,000 new parents carried out by The Lullaby Trust has shown that 46% have put their baby in an unsafe sleeping environment

[The Lullaby Trust survey](#)



[The Lullaby Trust survey](#)

There is a myth that ‘OVERLAYING’ means rolling on to a baby, but this is not true, having a sleeping baby who is too close to an object or person who cannot then move away if they get too hot or can’t breathe is at risk of stopping breathing.

Safer Sleep Awareness Guide for CHILDMINDERS FOSTER CARERS, NANNIES AND NURSERY SETTINGS

Whether you are caring for a baby or child in a foster care, childminding, nannying or in a nursery setting, it is important that you are aware of the risks of sudden infant death.

[Guide for Childminders, Foster Carers, Nannies and Nursery-Settings](#)

Death of an infant while co-sleeping can be a CRIMINAL OFFENCE!

- Where the cause of death for an infant under 3 years is suffocation (not caused by disease/ foreign body etc.)
 - The infant was in or on any kind of furniture or surface being used by the adult for the purpose of sleeping with a person who has attained the age of 16 years.
 - And that person was under the influence of drink or a prohibited drug either when they went to bed or at any later time before the suffocation.

[Section 1\(2\) of the Children and Young Persons Act 1933 was amended by Part 5 Section 66 of the Serious Crime Act 2015](#)

RESEARCH, EVIDENCE and OTHER PROFESSIONAL RESOURCES

- **Baby Sleep Information Source (BaSiS)**
Website presenting research evidence about biologically normal sleep for human babies. Discusses how infant sleep may vary due to cultural behaviours and expectations such as what babies are fed, where they sleep, and how we interpret their needs.
Information is for:
 - a) parents who wish to make informed choices about infant sleep and night-time care
 - b) health practitioners who wish to share evidence-based information with parents about infant sleep.

- **NICE Postnatal Care**

- **unicef Co-Sleeping and SIDS - A Guide for Health Professionals**

- **2019 SIDS rates for England and Wales** - The latest results from the Office for National Statistics (ONS) showed that the average SIDS rate in England and Wales decreased from 0.32 per 1,000 live births in 2018 to 0.27 per 1,000 live births in 2019. In that time, the SIDS rate in Yorkshire and The Humber has increased from 0.43 per 1,000 live births in 2018 to 0.50 per 1,000 live births in 2019.

- **National Child Safeguarding Practice Review Panel's review into SUDI** - highlights that safer sleep is not always simple for families to follow. The most vulnerable families can sometimes face unexpected events and situations that test their usual sleep practices.

- **The Lullaby Trust has been funding cutting-edge research** into sudden and unexpected death of babies and young children since 1971. Advice to parents and professionals is based on peer-reviewed research from around the world.

- **National Institute for Health and Care Excellence (NICE) guidance** to clarify the association between co-sleeping and Sudden Infant Death Syndrome (SIDS) - Empowering families to make informed choices on co-sleeping with babies

- **Unexplained deaths in infancy, England and Wales: 2019** - Annual data on sudden infant deaths in England and Wales and infant deaths for which the cause remained unascertained after a full investigation, with associated risk factors.

[BASIS – Baby Sleep Information Source \(basisonline.org.uk\)](https://www.basisonline.org.uk)



[NICE guidance](#)

[unicef guide](#)

[Yorkshire-The-Humber-SIDS-Briefing-2022.pdf \(lullabytrust.org.uk\)](#)

[Out of routine: A review of sudden unexpected death in infancy \(SUDI\) in families where the children are considered at risk of significant harm \(publishing.service.gov.uk\)](#)

[The Lullaby Trust research](#)

[National Institute for Health and Care Excellence \(NICE\) guidance](#)

[ONS statistical release-published August 2021](#)

Child deaths notified to Hull and East Riding Child Death Overview Panels 2015 – 2021: Characteristics of 23 deaths with cause of death recorded as SIDS or Unascertained



Risk factors associated with sudden infant deaths in Hull and East Riding of Yorkshire 01/2015 – 12/2021

- 23 deaths with no confirmed medical cause. 14 SIDS or SUDI/C and 9 Unascertained.**
- Lifestyle:**
- Maternal/household smoking - 19
 - Drugs or alcohol taken prior to sleep - 9
 - Prescribed medication - 1
 - None of above - 4
- Shared bed/sofa/other:**
- Mother - 4
 - Father - 1
 - Parents - 2
 - Parents + siblings - 2
- Cot/Environment:**
- Sleeping position - 7
 - Adult or excessive bedding - 4
 - Pillows - 3
 - Toys/other things in cot - 5
 - None of these - 5