



Safe Sleeping A Visual Guide for Influencers

How to demonstrate
Safe Sleep with
beautiful images

Updated 2024



rednose.org.au

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nose**



Thank you for being committed to Safe Sleep.

Together we can keep saving little lives.

If you have a following online or trust from an audience, you can have a direct influence on your audience's behaviour. In the same way you promote products and causes you believe in; we also hope you'll promote Safe Sleep practices whenever you share photos of newborns and infants.

While you may know how to sleep your baby safely, your audience may not. If they see images or footage of cots filled with soft items or a baby that appears to be asleep in a bouncer, they may think it's safe to do so. We want to ensure that all content showing a baby sleeping follows the Safe Sleep guidelines, to help reinforce them for new parents.

How to use this guide

The images in this guide show the Safe Sleep Recommendations in practice, and also show positions and environments that are not safe for a baby.

When planning and producing your content, refer to this guide to make sure you're promoting Safe Sleep practices. Before you share an image, simply refer to the relevant examples in the guide. You'll see things that should and should not be shown in the photograph, as well as photos that show the guidelines in practice

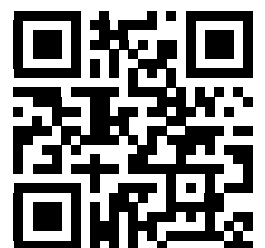
Safe Sleep Advice Hub
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or

Safe Sleep Advice Line
1300 998 698

or

Scan the QR Code to access our resources page or click this [link](#).



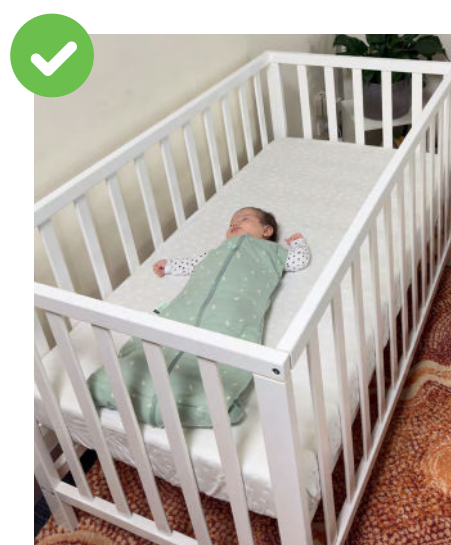
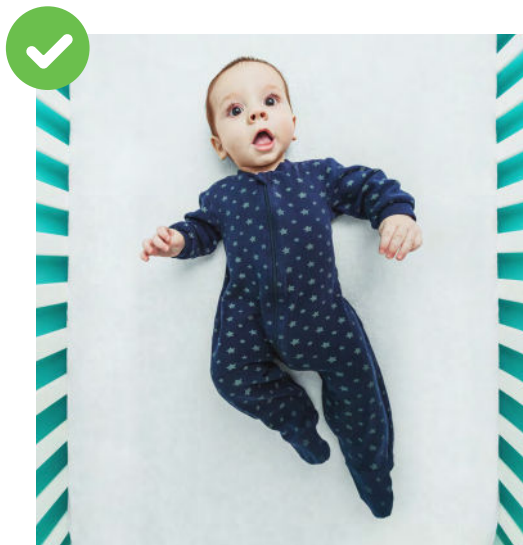
To reduce the risks of SIDS and fatal sleep accidents

Our six Safe Sleep recommendations

1. Always place baby on their back to sleep
2. Keep baby's face and head uncovered
3. Keep baby smoke free, before and after birth
4. Safe sleeping environment, night and day
5. Sleep baby in their own safe sleep space in the same room as their parent or caregiver for at least the first 6 months
6. Breastfeed baby

✓ Safe cot set-up

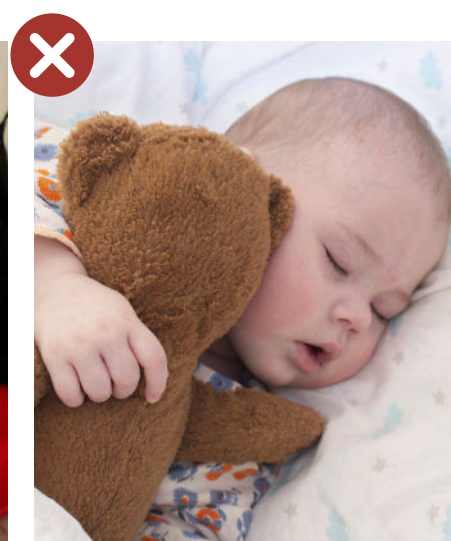
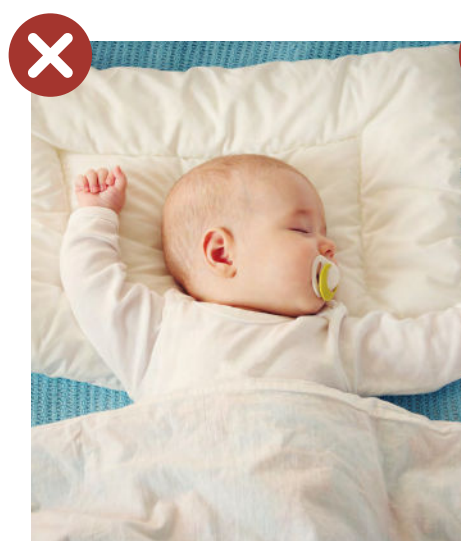
- Cot meets Australian standard AS/NZS 2172:2003
- Portacot meets Australian standard AS/NZS 2195
- Mattress: meets voluntary safety standard AS/NZS 8811.1:2013, is firm and flat: not tilted or elevated and is the right size - fits well without gaps to side of cot
- See [ACCC Product Safety Australia](#) website for updates on Australian Standards.
- Rail is up
- Bedding is firmly tucked in with no ripples or folded over sheets
- Position the cot to allow airflow through the sides.



✗ Unsafe cot set-up

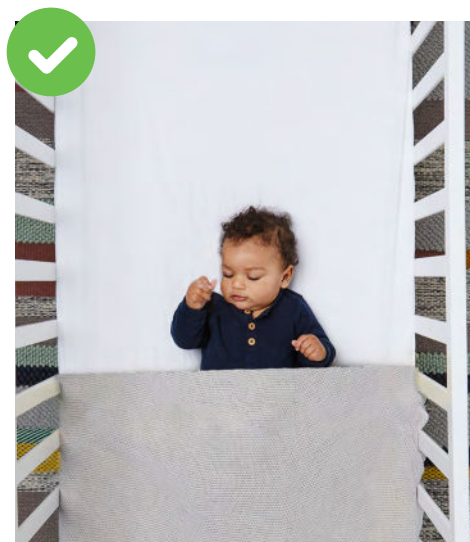
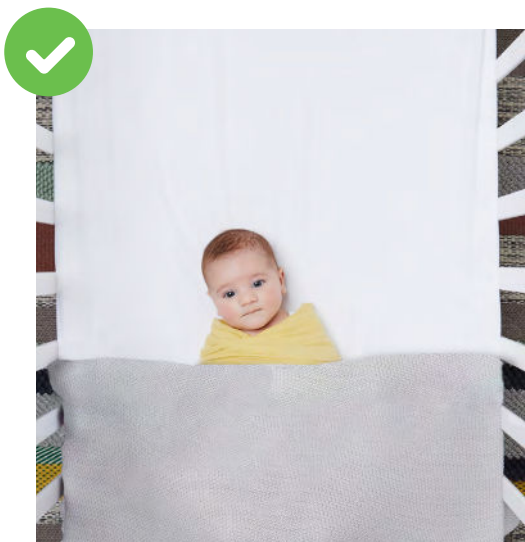
Do not use:

- Soft and bulky bedding such as doonas and lambs wool
- Pillows
- Cot bumpers
- Toys in cot
- Blankets hanging from the cot
- Mobiles above cot
- Bunting
- Cot next to curtains, windows or free standing furniture
- If there are signs of wear and tear or malfunctioning.



✓ Safe sleeping position in a cot

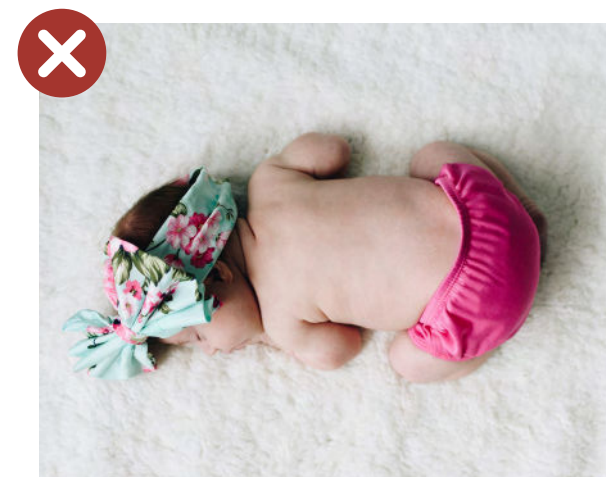
- Baby on back
- Head and face uncovered
- Feet to bottom of cot
- Blankets tucked in firmly with arms out (see baby clothing page for more info)
- Once baby is showing signs of rolling, stop wrapping to ensure baby's arms are free
- If baby is in a sleeping bag keep their arms free.



✗ Unsafe sleeping position in a cot

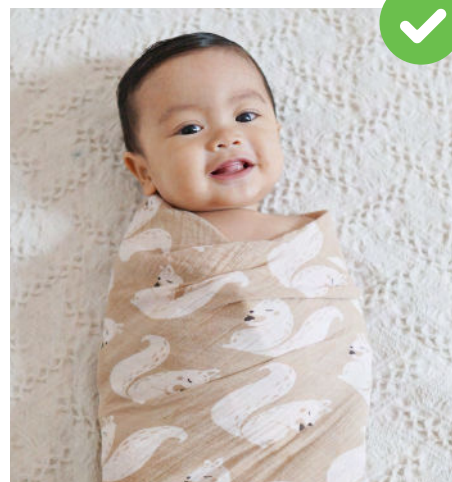
Do not place:

- Baby on tummy
- Baby on side
- Props/wedges
- Breastfeeding pillows
- Positioners
- Nests or in-cot sleeping devices
- In an inclined position that lifts the baby up on an angle e.g. not on a rocker/bouncer or mattress wedged on an angle.



✓ Safe baby clothing

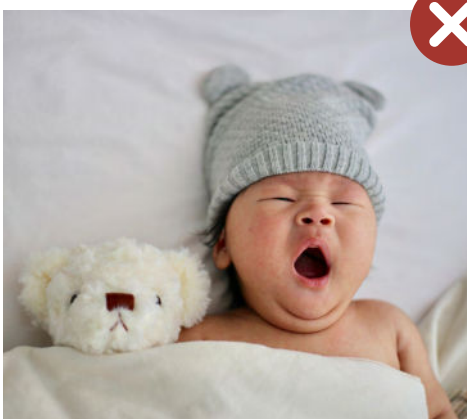
- Safe Wrapping: use lightweight wrap, no additional zips, velcro or fasteners and stop wrapping when baby begins to roll
- Safe Sleep Bag: with fitted neck and armholes, appropriate Thermal Overall Grade (TOG), with no extra blankets
- If not wrapped or not in a sleeping bag, use a lightweight blanket firmly tucked in
- Dress baby in light layers of natural fibre fabrics such as cotton, bamboo, muslin
- Dress so baby is comfortably warm to touch, monitor and adjust clothing/layers to maintain (not too hot or too cold)
- Keep head and face uncovered.



✗ Unsafe baby clothing

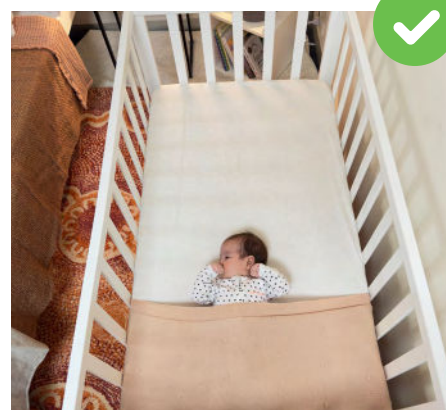
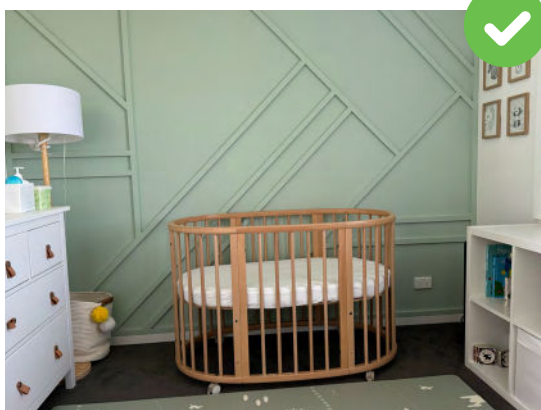
Do not use:

- Head coverings on baby (hats, hooded clothing, beanies)
- Teething necklaces and bracelets
- Jewellery or buttons
- Sleeping bag with a hood or armholes that are too big
- Cocoon type swaddles with zips and arms in
- Headbands
- Too many layers of clothing or bedding that may cause baby to overheat.



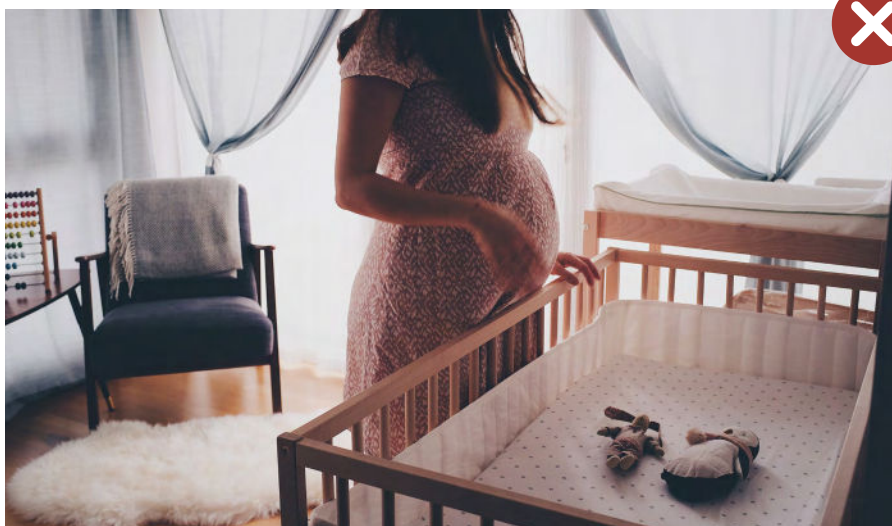
✓ Safe sleep environment

- Safe sleeping environment, day and night
- Nothing in the cot - no toys, pillows, padded sides/nests or cot bumpers
- Cot set-up away from anything that could fall in to, or be reached from, the sleep space - cords, picture frames, mobiles or curtains
- Sleep baby in their own safe sleep space in the same room as their parent or caregiver for at least the first six months
- Smoke free, ventilated and comfortably warm (not too hot or cold).



✗ Unsafe sleeping environment

- Cosleeping: In some circumstances, co-sleeping can be very dangerous for a baby- [learn more](#)
- Keep cots and beds away from dangling cords such as blinds
- No mobiles / bunting over or near the cot
- No blankets, toys or bunting on cot railing
- No loose items or bedding
- Make sure all furniture is bracketed to wall
- No furniture, heaters, wall art, accessories or plants within reach of the cot.



✓ Other safe situations

- Supervised tummy time with baby awake and settled
- Holding baby in a way that keeps their airway clear (no chin to chest position)
- Adult or carer checking on sleeping baby
- Baby's cot next to a parent's/carer's bed for at least first 6 months
- A safe sleep space that is firm, flat and clear of any loose items or adult bedding.



✗ Other unsafe situations

Do not:

- Have a baby in a chin to chest position (which compromises breathing)
- Sleep baby on an unsafe sleep surface (such as, a rocker, pram, couch, bean bag, feeding pillow, adult bed, car seat or capsule)
- Allow pets near a sleeping baby
- Cover a pram, which can cause overheating and blocks parent's view of baby
- Sleep baby wearing a hat, hood, too many layers or with a loose blanket.



Red Nose acknowledges the Traditional Owners
of the lands in which we work, live and visit.

Red Nose Safe Sleep Advice Hub

1300 998 698

(during business hours AEST/AEDT)

education@rednose.org.au

rednose.org.au/safesleep

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