



# Safe Sleeping A Visual Guide for Influencers

How to demonstrate  
Safe Sleep with  
beautiful images

Updated 2023



[rednose.org.au](https://rednose.org.au)

**red  
nose**





**Thank you for being  
committed to Safe Sleep.**

**Together we can keep  
saving little lives.**

If you have a following online, 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 in your content.

While you may know how to sleep your baby safely, your audience may not. If they see images 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**

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.

**If you have any questions, you can visit the**

**Safe Sleep Advice Hub**

[rednose.org.au](https://rednose.org.au)

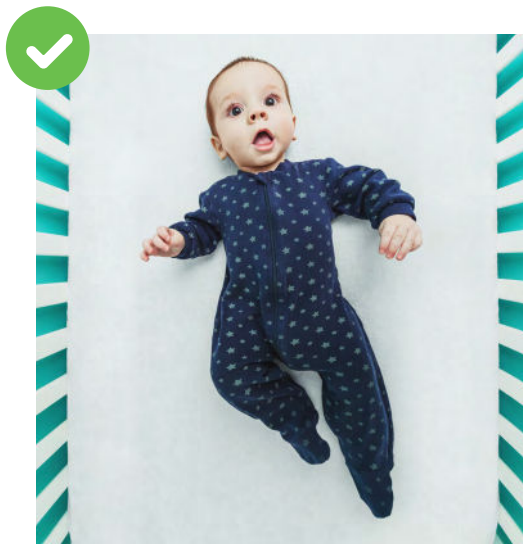
**or**

**Safe Sleep Advice Line**

1300 998 698

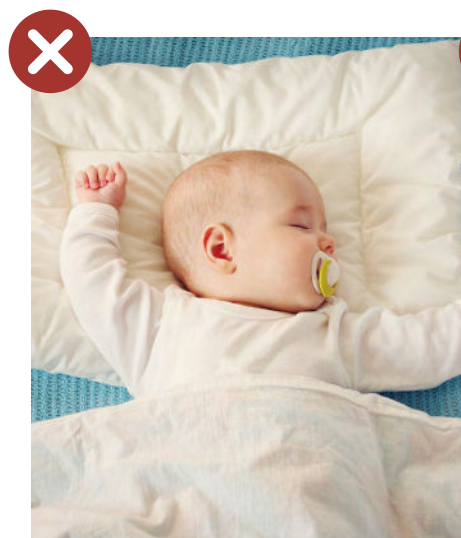
## ✓ Safe cot set-up

- Cot meets Australian standard AS/NZS 2172:2003
- Portacot meets Australian standard AS/NZS 2195
- Rail is up
- Mattress is fitted, firm, clean and flat
- Bedding is firmly tucked in with no ripples.



## ✗ Unsafe cot set-up

- Soft and bulky bedding such as doonas and lambs wool
- Pillows
- Cot bumpers
- Toys in cot
- Blankets hanging from the cot
- Mobiles
- Bunting
- Set up close to free standing furniture, windows or curtains.





## 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)

- If baby is in sleeping bag, arms are out



## unsafe sleeping position in a cot

- Baby on tummy
- Baby on side
- Props/wedges
- Breastfeeding pillows
- Positioners

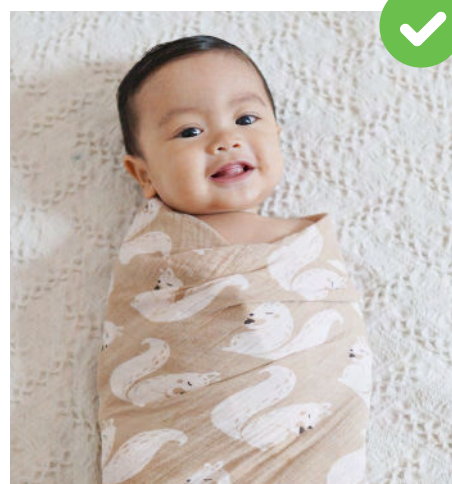
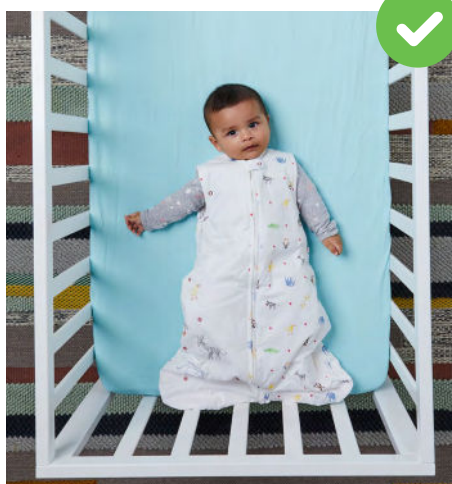
- Nests or in-cot sleeping devices
- In an inclined position





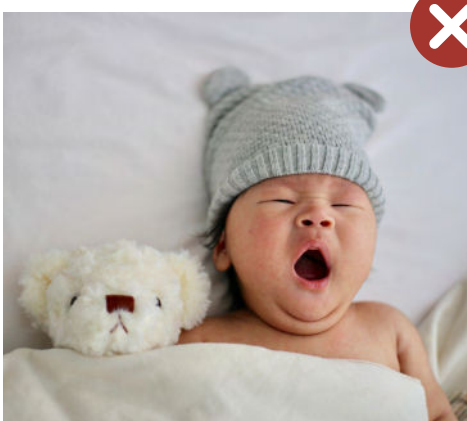
## ✓ Safe baby clothing

- Safe Wrapping: use lightweight wrap, no additional zips, velcro or fasteners
- Safe Sleep Bag: with fitted neck, armholes and no hood, with no extra blankets
- If not wrapped or not in a sleep bag: make sure to use a lightweight sheet and blanket firmly tucked in



## ✗ Unsafe baby clothing

- Head coverings on baby (hats, hooded clothing, beanies)
- Teething necklaces and bracelets
- Jewellery or buttons
- Sleeping bag without armholes and/or with a hood
- Cocoon type swaddles with zips and arms in
- Headbands



## ✓ Safe nursery set up

- Nothing in the cot - no toys, pillows or cot bumpers
- Cot set up away from cords or curtains



## ✗ Unsafe nursery set up

- 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
- Make sure all furniture is bracketed to wall
- No furniture, heaters, wall art, accessories or plants within reach of the cot

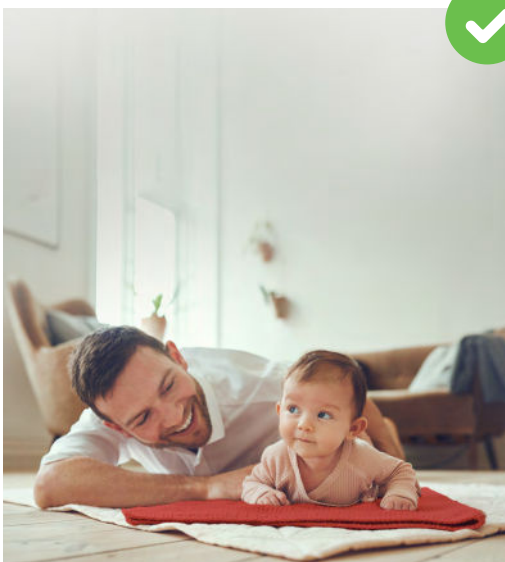






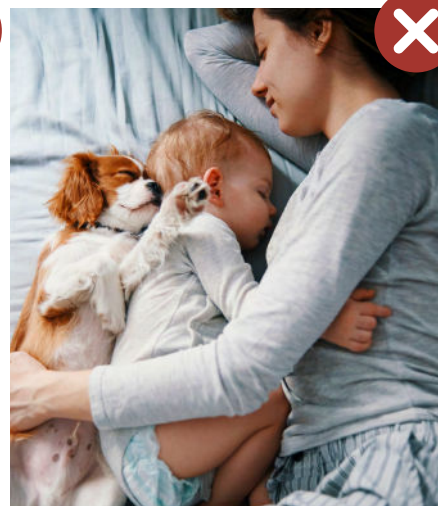
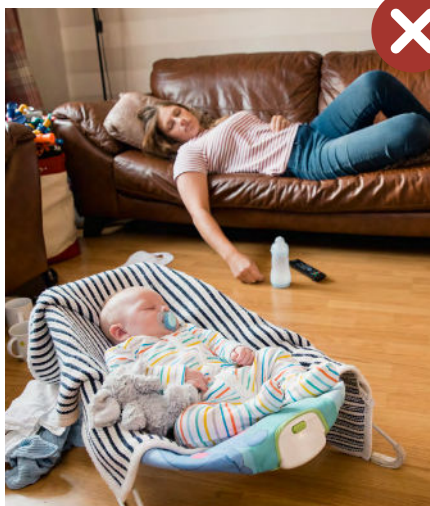
## Safe situations

- Tummy Time
- Nursing
- Baby being safely wrapped or changed
- Baby with adult or caregiver
- Awake and alert



## Unsafe situations

- Baby asleep on an unsafe sleep surface (rocker, pram, couch, bean bag)
- Baby asleep in bed with parents/carers
- Cosleeping unsafely (including multiple children, baby in between parents, adult bedding near baby and wrapped/swaddled baby)
- Incorrect use of a baby sling
- Baby asleep in car seat or capsule
- Baby asleep in adult bed or on couch
- Sleeping with pets



# 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 parent or caregiver's room for the first 6 months
6. Breastfeed baby

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)  
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[rednose.org.au/safesleep](https://rednose.org.au/safesleep)

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