

SOCIAL MEDIA TOOLKIT

Safe Sleep Week 2026 | Know the Why. Check the Space. Make it Safe.

Monday, 9th March – Sunday 15th March 2026.

Key Media Contact:

Fiona Jordan - National Marketing and Communications Manager

fionajordan@rednose.org.au

0402 846 867

Main Event Page: <https://rednose.org.au/news/safe-sleep-week/>

Press Release: <https://rednose.org.au/news/red-nose-announces-safe-sleep-week-2026/>

1. Welcome Message

Amy Cooper – Red Nose Australia CEO

Every year, Red Nose Australia hosts Safe Sleep Week to bring national awareness to families and help reduce the risk of sudden unexpected death in infancy (SUDI).

With sleeping advice coming to new parents many different people and places, we want to cut through the noise and share clear, trusted, research-backed information that supports families to make safer sleep choices with confidence.

Safe Sleep Week recognises that every family and every sleep space is different. The guidance to be shared is designed to be supportive and useful across many living situations.

Whether you are a new or expectant parent, a grandparent, a carer, or a professional working with families, Safe Sleep Week is a chance to refresh your knowledge and feel more confident about safe sleep.

2. FAQs

What is Safe Sleep Week?

Safe Sleep Week is Red Nose Australia's national awareness campaign held from 9 to 15 March, focused on reducing the risk of sudden unexpected death in infancy (SUDI) by sharing trusted safe sleep advice.

Why is safe sleep important for babies?

Safe sleep practices help reduce the risk of SUDI, including sudden infant death syndrome (SIDS). Creating a safe sleep space and following evidence-based guidance can help protect babies during their most vulnerable stage of life.

Who is Safe Sleep Week for?

Safe Sleep Week is for new and expectant parents, grandparents, carers, and professionals who care for babies. The information shared is designed to support families in all types of living situations.

What is this year's Safe Sleep Week theme?

The 2026 theme is: Know the Why. Check the Space. Make it Safe.

It encourages families to understand why safe sleep matters, check their baby's sleep space, and make simple changes to keep it safe.

What advice will Red Nose share during Safe Sleep Week?

Throughout the week, Red Nose will share safe sleep tips, real-life scenarios, and practical guidance to help families create safer sleep environments for their babies.

Where can I find trusted safe sleep information?

You can access Red Nose's trusted, research-based resources at rednose.org.au/safe-sleep-and-safer-pregnancy



How can I reduce the risk of SUDI?

You can help reduce the risk of sudden unexpected death in infancy (SUDI) by following safe sleep guidelines, including placing your baby on their back to sleep, using a firm, flat sleep surface, and keeping the sleep space clear of soft items.

You can read our full Safe Sleeping guide at rednose.org.au/resources/safe-sleeping

Can I get personalised safe sleep advice?

Yes. You can call Red Nose Australia's Safe Sleep Line for Parents and Carers on 1300 998 698 for free, confidential support and advice.

Events: From Discovery to Translation: Novel Approaches in Reducing SUDI in Australia

A free Research and Education Series webinar during Safe Sleep Week 2026, showcasing the important research Red Nose is undertaking and funding to reduce Sudden Unexpected Death in Infancy (SUDI) in Australia.

Guest Speakers:

- Elody Huelmo - Doctoral Candidate, School of Medicine and Public Health – The University of Newcastle
- Melanie Andrew - Doctoral Candidate, School of Medicine Clinical Perinatal Research Laboratories – The University of Western Australia

Date: Thursday 12 March 2026

Time: 6:30pm – 8:00pm

Location: Online via Zoom

Cost: Free

Audience: Suitable for health professionals, researchers and educators.

Registration Link: <https://rednose.org.au/events/novel-approaches-in-reducing-sudi-in-australia/>

Social Copy to promote:

Join Red Nose Australia during Safe Sleep Week for a free Research & Education Series webinar exploring novel approaches to reducing SUDI in Australia.

Register here: <https://redno.se/68ce1d>

Know the Why. Check the Space. Make it Safe. Parent & Carer Safe Sleep Forum

This FREE online live session provides a supportive space to:

- Understand why safe sleep matters
- Talk through real-life sleep situations
- Ask questions
- Learn practical tips families can use straight away

Date: Tuesday, March 10th.

Time: 1.00 pm (AEST)

Location: Online via Zoom

Cost: Free

Audience: For new parents, carers or supporting someone else with a baby.

Registration Link: <https://rednose.org.au/events/know-the-why-check-the-space-make-it-safe-parent-carer-safe-sleep-forum/>

Social Copy to promote:

Join a FREE online Parent & Carer Forum by Red Nose Australia.

A supportive, non-judgemental space to:

- ✓ Understand why safe sleep matters
- ✓ Talk through real-life situations
- ✓ Ask questions
- Learn practical tips

Register here: <https://redno.se/j6o>



Welcome Social Media Post:

Creative can be downloaded for re-posting here

https://drive.google.com/drive/folders/1sz_5b1Lpo5JBrv9n3KXx2zz6LUDBpakQ?usp=sharing





Check the Space.

A 10-second look can change everything.

Before every sleep, look for:

- Anything that could cover baby's face
- Loose, soft or bulky items
- A mattress that isn't firm and flat
- Baby's chin resting on their chest.

Check. Adjust. Make it Safe.
Safer Sleep. Every Sleep.

Safe Sleep Week 2026
9 - 15 March



Make It Safe.

Simple steps. Big difference.

Create a safer sleep space

- Clear cot — no toys, pillows or loose bedding
- Baby on their back
- Firm, flat mattress
- Dress baby warm, not hot.

Keep it Simple.
Keep Them Safe.
Safer Sleep.
Every Sleep.

Safe Sleep Week 2026
9 - 15 March



Find out more by visiting the Red Nose Safe Sleep Advice Hub

rednose.org.au/safesleep

or contact us on Safe Sleep Line

1300 998 698
(during business hours AEST/AEDT) or at education@rednose.org.au



Safe Sleep Week 2026
9 - 15 March



Copy:

It's the first day of Red Nose Australia's Safe Sleep Week 📍 Throughout the week, Red Nose will be sharing helpful posts on how to keep your little one safer while they sleep.

This year's theme is "Know the Why. Check the Space. Make it Safe."

The theme encourages families to:

- ✓ *Understand the reasons behind safe sleep practices*
- ✓ *Recognise potential risks in their baby's sleep environment*
- ✓ *Feel confident making simple changes that can significantly improve safety*

There are so many social media "sleep hacks" promising to help your baby sleep longer, but not all of them are safe.

That's why Red Nose has created a FREE Visual Guide for Parents and Carers — a quick and easy way to check that your baby's sleep space is as safe as possible.

And remember: if something promises the world, it just may be unsafe.

Follow Red Nose Australia & download your Safe Sleeping Visual Guide for Parents here <https://redno.se/qm2>

*#SafeSleepWeek2026 #KnowTheWhy #CheckTheSpace #MakeItSafe
#RedNoseAustralia #RedNose #SaferSleep*

3. How You Can Get Involved

- Share daily Safe Sleep Week posts
- Tag @RedNoseAustralia
- Use the campaign hashtags
- Promote our Safe Sleep Week events
- Share posts to stories



Social Handles:

Instagram: <https://www.instagram.com/rednoseaustralia/>

@rednoseaustralia

Facebook: <https://www.facebook.com/RedNoseAus>

@RedNoseAus

Please do NOT tag or use our Red Nose Grief and Loss social accounts as these are used to share content specifically with our bereaved audiences and those supporting them.

Safe Sleep 2026 Logo:

Safe Sleep Week 2026

9 - 15 March