



Safer Sleep for Baby Campaign - Staff Briefing

Merseyside's five Safeguarding Children Boards, Knowsley, Liverpool, Sefton, St Helens and Wirral, have come together to create a safe sleeping campaign to help you deliver safer sleep messages. **This will be launched on 14th December 2015.**

The campaign has been designed to support the Merseyside Multi-Agency Safe Sleep guidance. It is based on research recommendations from Lancashire's successful campaign 'Give Me Room to Breathe', which showed that the target audience did not feel that the safer sleep messages were clear enough. Parents also wanted a campaign with a positive 'can do' tone that felt more supportive and understanding.

Safer Sleep for Baby is based around six simple steps, designed to be easy to follow and cover the main risk factors. We want all agencies involved with families to speak in a unified voice to reinforce our messages to parents and carers. You can see the six steps on the appropriate Local Safeguarding Children Board webpage and the attached poster.

We also want to acknowledge to parents that every family has different circumstances and people may have more specific questions. Consequently, we want to highlight that there are people in Merseyside who can help, whether this is a health professional, Children's Centre staff or support group and also to signpost people to The Lullaby Trust (previously FSID) helpline.

What will the campaign involve?

We purchased materials based on Lancashire's successful campaign originally produced by the Lancashire, Blackburn with Darwen and Blackpool Safeguarding Children Boards. The new materials are being distributed to ensure they are **available for use from 14th December and throughout 2016.**

Each Local Safeguarding Children Board will create a safe sleep webpage on their website. Resources, guidance and links will be available on these pages.

Knowsley - <http://www.knowsleyscb.org.uk/>

Liverpool - <http://www.liverpoolscb.org>

Sefton - <http://www.seftonscb.co.uk/>

St Helens - <http://sthelenscb.org.uk/>

Wirral - <https://www.wirral.gov.uk/health-and-social-care/children/wirral-safeguarding-childrens-board/wirral-safeguarding-childrens>

How you can help

Your new resources will be arriving in the next few weeks. The resources will be distributed as follows:

Midwifery units - teddy cot cards
Community midwives - room thermometers
Health visitors – teddy postcards
Children's centres - safer sleep bookmarks, posters
Probation - safer sleep bookmarks, posters
Social workers- safer sleep bookmarks, posters
Family support workers- safer sleep bookmarks, posters

Housing- safer sleep bookmarks, posters
GP's – safer sleep posters
Dentists– safer sleep posters
Pharmacists–safer sleep posters
All hospitals & clinics– safer sleep posters
Public buildings– safer sleep posters
Hotels/B&Bs– safer sleep posters

We created this campaign to help you continue the fantastic work you do with families. Please display and distribute any materials that you receive.



Knowsley Safeguarding Children Board



St. Helens
Safeguarding
Children Board

WIRRAL
SAFEGUARDING
CHILDREN BOARD

