



Safer Sleep for Baby Campaign - Staff briefing

Merseyside's 5 Safeguarding Children's Boards have come together to create a safer sleeping campaign to help you deliver safer sleep messages which will be launched on 14th December 2015.

The campaign has been designed to support the Pan-Merseyside safer sleeping 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 feels 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 the entire Children and Young People's workforce 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.

We also want to recognise to parents that every family has different circumstances and people may have more specific questions. We want to highlight that there are people in Merseyside who can help, whether this is a health professional, Children's Centre 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 and originally produced by the Lancashire, Blackburn with Darwin and Blackpool Safeguarding Children Boards. The new materials have now started to be 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
LOCAL SAFEGUARDING
CHILDREN BOARD

