



**290** babies die unexpectedly before  
their **1st** birthday every year



**Reduce the risks for baby and follow our six steps to safer sleep.**





**1**

Keep baby away from smoke, before and after birth.

**2**

Put baby in a cot, crib or Moses basket to sleep - never fall asleep with them on a sofa or chair.

**3**

Never fall asleep with baby after drinking or taking drugs/medication.

**4**

Put baby to sleep on their back with their feet to the foot of the cot.

**5**

Keep baby's head and face uncovered and make sure they don't get too hot.

**6**

Breastfeed your baby - support is available if you need it.