**Safer Sleep Opportunity & Distribution Timeline 2020**

**Yellow box - hard copy materials should be given at the appointment. Contact your local CDOP**

**Blackpool only - Red**

**Blackburn with Darwen only - Green**

**Pan-Lancashire - Blue**

**20 weeks plus – pre-birth assessment (if applicable). Children's Social Care to signpost parents/carers to the e-leaflet and reinforce the messages during the pre-birth assessment**

**Reiteration of Safer Sleep messages and risk factors, ask to see where baby sleeps. Signpost to e-booklet.**

**Visit from health visitor, thermometer and booklet given to parents. Health Visitor should ask to see where the baby sleeps.**

**Safer Sleep messages reinforced. Ask to see where baby slept last night/discuss any changes to sleep arrangements/patterns**

**Safer sleep messages reinforced at birth and at midwife examination. Cot card & thermometer distributed.**

**Birth (40wks approx)**

**Premature Births/ babies on NICU/ or Vulnerable babies (CONI Scheme)**

**Midwife/neonatal nurse delivers messages to parents and has tailored conversation. Thermometer & booklet provided.**

**Key message PowerPoint available for team briefings, full toolkit available on the CSAP website**

**Posters displayed in children's centres, CSC family centres, surgeries, pharmacies, libraries, maternity wards, A&E, walk-in centres, breastfeeding groups and Children Family & Wellbeing Service settings.**

**8, 12 & 16 weeks - Immunisations**

**8-12 months development check – Clinic/visit**

**Safer Sleep messages reinforced.**

**Posters displayed in GP surgeries. Safer Sleep message reinforced at 8, 12 & 16 week immunisations.**

**BwD reinforce messages at home if CAF is in place (targeted families only)**

**Health visitor to discuss the SIDS risk factors during early infancy visit**

**3-4 months post-birth – mood assessment (targeted)**

**6-8 weeks post birth – Mood assessment/HV check**

**Early Infancy Visit – up to 8 weeks**

**21 days - home/clinic visit. Discharge from maternity care**

**10-14 days post birth – New Birth Visit (health visitor)**

**Reiteration of Safer Sleep messages and risk factors during midwife discharge/handover visit at 21 days. Go over points.**

**Midwife delivers safer sleep messages to parents if the opportunity arises (optional due to time restraints).**

**36 weeks - Birth Talk (midwifery)**

**Postnatal Visit - 1st home visit post birth (midwife)**

**28 weeks plus – antenatal visit by the Heath Visitor**

**1 hour session with the health visitor where messages are explained in depth, booklet and thermometer is provided. Ask to check where baby sleeps.**

**Safer Sleep can be discussed at this appointment if required (optional). Signpost to e-booklet.**

**Advice provided to expectant parents. Available for all, however the take up is not universal.**

**25-34 weeks - Bump, Birth & Beyond/Baby Steps (in Blackpool) offered at Neighbourhood Centres.**

**Up to 12 weeks – booking in appointments**