

Public Service Announcement

Sudden Infant Death Syndrome (SIDS) Awareness Month

Start Date: October 7, 2020 End Date: October 31, 2020 Nunavut-wide

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October is Sudden Infant Death Syndrome (SIDS) Awareness month. SIDS is defined as the sudden, unexplained death of an infant less than one year old in their sleep.

Ways to reduce the risk of SIDS are:

- Always place baby on their back to sleep.
- Share a room, but not a bed.
- Breastfeed.
- Provide a smoke free environment.
- Avoid soft and loose bedding.

The Department of Health encourages parents and caregivers to create a safe sleep environment for their baby to lower the risk of SIDS. The safest place for your baby to sleep or nap is in a crib, cradle or bassinet that meets current Canadian safety regulations.

For more information on creating a safe sleep environment and reducing the risk of SIDS, contact your local health centre, visit <u>www.livehealthy.gov.nu.ca</u>, or check out our <u>Safe Sleep Fact Sheet</u>.

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Communications