**Child Death Overview Panel – safety messages for the festive season**

The pan-Lancashire Child Death Overview Panel (CDOP) is issuing safety messages to encourage parents and carers to "**Think Twice Tonight**" over the festive period and consider the dangers that can occur when caring for a child whilst under the influence of alcohol.

"**Think Twice Tonight**" is an extension of the well-established "Safer Sleep for Baby" campaign, and highlights the following **key messages** to parents and carers:

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| |  |  | | --- | --- | | **✓** | The safest place for baby to sleep is in their own cot, crib or moses basket. | | **✓** | Babies should sleep in the same room as the adult who is caring for them, for every sleep, for at least the first 6 months of life | | **✓** | Speak to your health visitor or midwife if you need support or more information. |   **There are some circumstances in which bed sharing with your baby can be very dangerous…**   |  |  | | --- | --- | | **🗶** | If either you or your partner smokes, even if you do not smoke in the bedroom, **NEVER** share a bed with your baby. | | **🗶** | If you are extremely tired, **NEVER** share a bed with your baby. | | **🗶** | If your baby was born prematurely (37 weeks or less) or was born at a low weight (2.5kg or 5½ lbs or less) **NEVER** share a bed with your baby. | | **🗶** | **NEVER** sleep on a sofa or armchair with your baby, this can increase the risk of death by 50%. | | **🗶** | If either you or your partner has drunk alcohol or taken drugs, including medications that may make you drowsy, **NEVER** share a bed with your baby. Drinking alcohol/taking drugs before bed can make you fall into a deep sleep and become less responsive. A charge of criminal overlay applies when a child under the age of 3 is suffocated. | |

**Please use the resources below to inform parents and carers of the key messages to ensure babies and children are well cared for.**

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| **Resources and images –** if you have any problems with the files, please contact [laura.parkinson@lancashire.gov.uk](mailto:laura.parkinson@lancashire.gov.uk) or [rachel.rimmer@lancashire.gov.uk](mailto:rachel.rimmer@lancashire.gov.uk) | |
|  | Think Twice Tonight poster – for display in settings |
|  | Six Steps to Safer Sleep poster – for display in settings |
|  | Display Board resources – use the attached resources to create your own display board, a picture of one in use is included as an example which you may wish to replicate – be creative ☺ |
|  | Safer Sleep for Baby logo |
|  | Alcohol warning images – for use on social media or websites, or print for displays |

**Social media** – suggested posts.

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| **Platform** | **Post** | **Suggested image** |
| Twitter:  (280 character limit) | Think Twice this Christmas! Enjoy the festivities but make sure little ones are safe. Remember #SaferSleep messages and #ThinkTwiceTonight!  NEVER fall asleep with your baby after drinking alcohol/taking drugs - make sure they're in a cot/crib/moses basket - never on a sofa/chair! | Alcohol message 1  *or* alcohol message 2 above |
| Facebook and Instagram  (No character limit) | Think Twice this Christmas! Enjoy the festivities but make sure little ones are safe and sound.  Remember our Safer Sleep messages and Think Twice Tonight!  \* Never fall asleep with your baby after drinking alcohol/taking drugs \*  \* Put baby in a cot, crib or moses basket - never fall asleep with them on a sofa or chair \*  Visit [www.lancashire.gov.uk](http://www.lancashire.gov.uk) and search "safer sleep for baby" | Alcohol message 1  *or* alcohol message 2 above |