

KEEPING BUBBA SAFE

SIDS & Kids Queensland
&
Queensland Health



KEEP BUBBA SAFE

Sleep Bubba on back.
Leave Bubba's head uncovered while sleeping.
No smoke near Bubba.

No smoking cigarettes, yarndi or gunga while pregnant.

Safe sleeping place for Bubba.

No smoking, grog, drugs, or soft bedding where Bubba is sleeping.

Logos at the bottom: Australian flag, SIDS & Kids Queensland logo, Queensland Government Queensland Health logo, and SIDS & Kids Queensland logo.

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SAFE SLEEPING FOR BUBBA

Sleep Bubba on back

Sleep Bubba with face and head uncovered

Keep Bubba smoke free

Safe sleeping place night and day



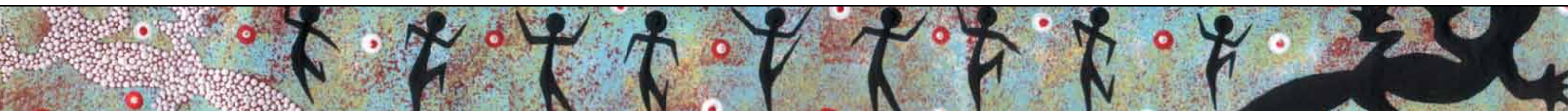


What is SIDS?

Sudden
Infant
Death
Syndrome

It is when a Bubba dies and no one knows the reason why.
It remains unexplained even after:

- autopsy
- examination of the death scene and circumstances of death
- review of the clinical history.

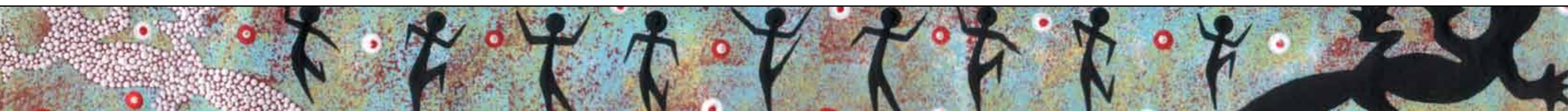




What is SUDI?

Sudden
Unexplained
Death of an
Infant

- Major cause of infant death between 1 month and 12 months of age.
- Some are classified as unexplained (SIDS).
- Other explanations for death include sleep accidents and illness.
- A few deaths are undetermined.
- **All remain associated with similar risk factors.**



Safe sleeping ways for your Bubba

To help reduce the
risk of SIDS and SUDI
and to prevent fatal
sleeping accidents.



**Always sleep
Bubba on back**

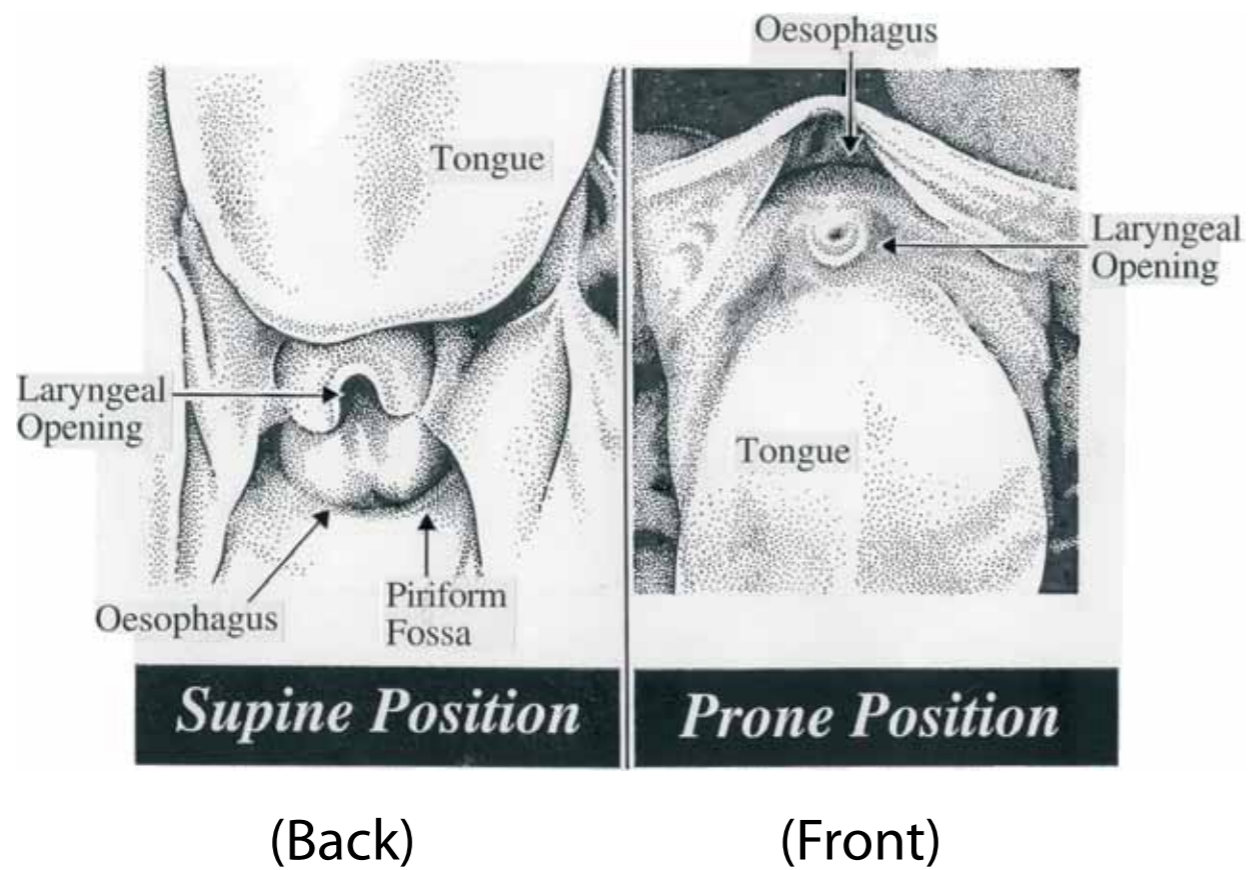


**Always sleep
Bubba on back**

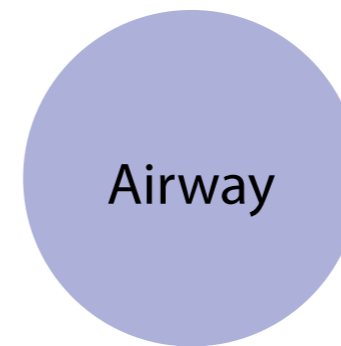


Why is back sleeping safer than tummy sleeping?

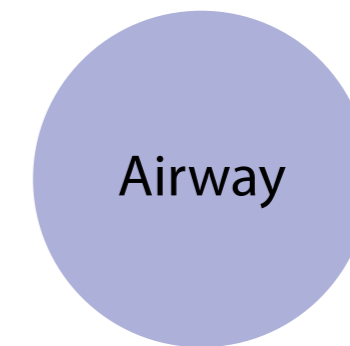
Anatomical Evidence



Tummy



Back



**Keep Bubba's
face and head
uncovered while
sleeping**



Keep Bubba smoke free

- Smoking while you are pregnant or smoking around your Bubba increases the risk of SIDS.
- Don't let anyone smoke near your Bubba.
- Smoking less can reduce the risk of SIDS.



Preventing flat spots on Bubba's head

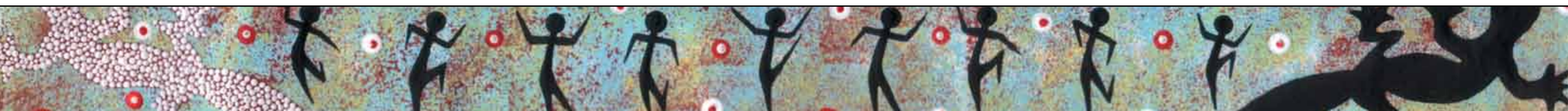
- Change the position of Bubba's head each day.
- Bubbas should have 'tummy time' when awake, several times a day.
- **Watch your Bubba while awake.**
- **Never leave Bubba unattended at any time or allow Bubba to fall asleep on their tummy.**
- If your Bubba still develops flat spots, talk to your health worker.





Your Bubba needs to sleep in a safe place on its own

- Safest place for Bubba to sleep is beside parent's bed for first 6-12 months.
- Sleep Bubba in a cot that has a firm, clean, well-fitting mattress or on a firm sleeping surface.
- Make the cot up with Bubba's feet at the bottom of the cot.
- Leave your Bubba's head uncovered while sleeping.



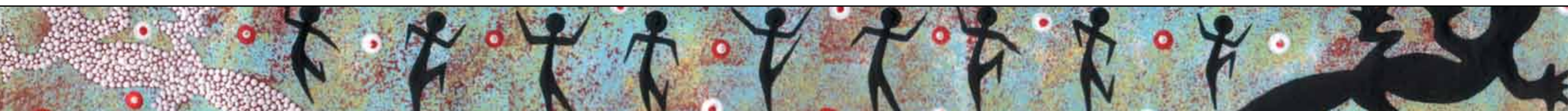
This is the safest place for our Bubba





Don't sleep with Bubba if:

- you are a smoker, as it increases the risk
- you have taken alcohol or drugs
- there is a soft mattress or if pillows or doonas are near Bubba
- bubba can fall out of bed or be trapped between bed and wall
- too many people in the bed can be dangerous – no kids or pets.





Adult sleeping places can be unsafe for Bubba

Many adult sleeping places are unsafe for infants and may increase the risk of infant death.

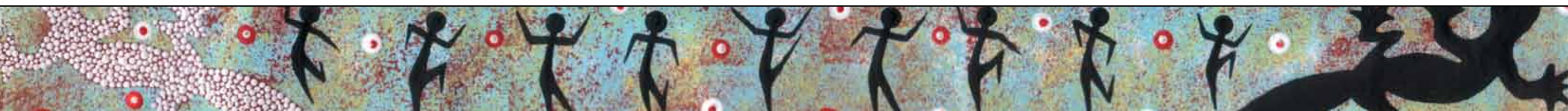
Bubba must never be left alone on an adult bed or put to sleep on a sofa.





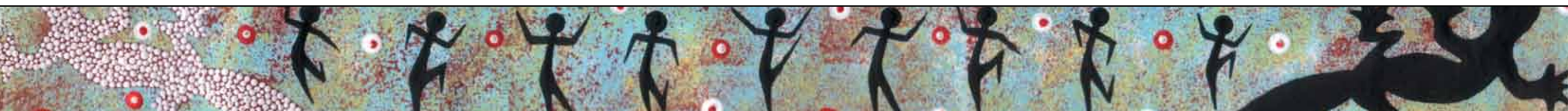
Don't sleep with Bubba on soft surfaces

- There is a very high risk Bubba will die if an adult falls asleep with an infant on a soft surface.
- No couch, chairs, waterbed, beanbags or cushions.
- Bubba may become wedged in the cushions, waterbed, beanbag or the back of the couch.
- Don't sleep with Bubba on couch.





Unsafe sleeping places for Bubba





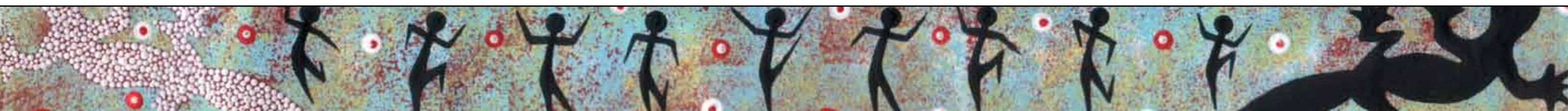
SAFE SLEEPING FOR BUBBA

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Keep Bubba smoke free

Safe sleeping place night and day





Acknowledgements

This package was a joint project between SIDS and Kids Queensland and Queensland Health.

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Artwork created by Shantell Smith 2007.

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