



Nervous new parents in the East of England given vital “Safer Sleep Guide” as half worry their baby will never wake up

15 October 2013 – Every new parent is to be given a new “safer sleep guide” providing vital information on safer sleep for babies after a survey from Bounty Parenting Club, in partnership with safer baby sleep charity, the Lullaby Trust, showed that half of mums (50%) in the East of England worry that their baby may die in its sleep. This fear is highest among mums in the North East, Yorkshire and the Humber (56%), followed by the South East (53%) and the East of England (50%).

The guide, funded by The Gro Company, a long-term supporter of the Lullaby Trust and makers of the Grobag Baby Sleep Bag, will be placed inside the free Bounty packs that are given to over 2,000 new parents every day in maternity wards across England, Wales and Northern Ireland. The safer sleep advice has been developed by the Lullaby Trust, which also provides support for bereaved families.

The Bounty Parenting Club survey also highlighted that despite their fears, parents were not following safer sleep advice such as: avoiding sleeping on a sofa or armchair with a baby and putting baby to sleep in a separate cot or Moses basket in the same room as parents for the first six months. One in five mums in the East of England (22%) fall asleep on a sofa or in an armchair with their baby regularly or occasionally, which is **among the highest nationally, second only to Scottish (23%) and South West (22%) mums**. In addition, nearly half (44%) of mums in the East of England said they had moved their baby into their own room before they were six months old.

The new information guide includes advice about **reducing the chance of cot death** such as, always placing the baby on their back to sleep, putting the baby to sleep in the same room as parents for the first 6 months and using a firm, flat, waterproof mattress in good condition.

It also explains **things to avoid** including: sleeping on a sofa or in an armchair with the baby or sleeping in the same bed as the baby if the parent smokes, drinks, has taken drugs or is extremely tired. This also applies if the baby was born prematurely or was of low birth-weight. In addition, the guide explains that parents should avoid letting their baby get too hot and covering the baby’s face or head while sleeping.

Commenting on its support for the new guide, **Clare Goodrham, General Manager of Bounty** said: “We understand that the Lullaby Trust’s own evidence shows there is a 50-fold increase in the risk of babies dying suddenly or unexpectedly if adults sleep together with a baby on a sofa or an armchair. It also shows that the risk for a baby under six months old is increased if they sleep in their own bedroom, as room sharing with their parents is shown to be protective.

“The findings from Bounty’s survey amongst mums has therefore demonstrated just how important it is that we provide mothers with this vital information.”

“For the past 54 years, we have worked in partnership with the NHS to provide information to new and expectant mums across the UK, including those in the East of England. This is why we are proud to be working with the Lullaby Trust and The Gro Company safer sleep nursery brand, to produce and distribute this safer sleep guide in our packs.”

Francine Bates, Chief Executive of the Lullaby Trust commented: “The number of babies dying suddenly and unexpectedly remains stubbornly high in the UK, compared to other Western European countries. More needs to be done to raise awareness of the ways to prevent the biggest health fear for mothers, sudden infant death syndrome.

“This is why we are delighted to be able to provide information on safe sleep in Bounty packs and are thus able to reach all parents right at the start of their new baby’s life. As a small charity, we could not have funded the production and distribution without the support of Bounty and the Gro Company.”

Christian Jones, The Gro Company's Managing Director, said: “The Gro Company is very pleased to have been able to help contribute to this project. These results strongly indicate that education continues to be the driving force for change. We believe all new parents should have access to this vital information and are committed to the continued delivery of these messages.”

To watch a video and get information on safer sleep, go to www.bounty.com/sleep or visit www.thelullabytrust.org.uk. Bounty distributes its free packs to all mothers across the UK. The packs contain vital health information and money-off vouchers for new mothers.

ENDS

For further information please contact Aimee Bateas on 0207 400 4480, or email abateas@hanovercomms.com

About Bounty

For over 50 years, Bounty has been giving mums more. Mums learn, share and save with Bounty and we are proud to support young families through pregnancy, birth and beyond. We talk to thousands of parents every day – in hospitals and on www.bounty.com. As well as making mum’s life easier with value and information she can trust; we also want to make families’ lives better, healthier and happier.

To read more about Bounty and the value we offer parents, government and charities that support young families, please visit www.bounty.com/what-we-do/

About the Lullaby Trust

The Lullaby Trust provides advice on safer baby sleep for babies, supports bereaved families and raises awareness of sudden infant death. Working with the NHS, the Lullaby Trust runs a national, health-visitor led service for bereaved parents, Care of Next Infant (CONI) programme, which supports families before and after the birth of their new baby.

The Lullaby Trust is committed to commissioning new research projects to understand much more about what causes these tragic deaths and how we can prevent them.

The Lullaby Trust also runs an information line for parents and professionals (0808 802 6869) and a dedicated support line for bereaved families (0808 802 6868). Both are free to call from landlines and mobiles. Advice including, factsheets and the latest research can be found at <http://www.lullabytrust.org.uk/>.

The Lullaby Trust was formerly called the Foundation for the Study of Infant Deaths (FSID).

About The Gro Company

The Gro Company, makers of the Grobag baby sleep bag, is the UK and Australia's No1 safer sleep brand. The Gro Company sells their award-winning product range in leading retailers around the world. The Lullaby Trust recommends The Gro Company's Grobag baby sleep bag, and has been The Gro Company's valued charity partner since 2000. More information about Gro Company can be found at <http://gro.co.uk/news/>.

About the Research

Data for the Bounty Word of Mum survey was collected via an online questionnaires between 14 and 31 January 2013. A total of 1,892 interviews were conducted with women in the early stages of pregnancy through to mums with a youngest child aged two years.