



1 in 2 Scottish mums fear that their baby will never wake up

15 October 2013 – Almost half of mums (49%) in Scotland say their greatest fear is that their baby will die suddenly or unexpectedly in their sleep, according to new research from Bounty Parenting Club. Their fear is in line with the national average of 49% for all UK mothers.

Clinical evidence has shown that there is a 50-fold increase in the risk of babies dying suddenly or unexpectedly if a baby sleeps together with an adult on a sofa or armchair and despite Sudden Infant Death (SID) being their major fear, the Bounty Parenting Club survey showed that almost one quarter of mums in Scotland (23%) sleep on a sofa or in an armchair with their baby regularly or occasionally. This figure is **significantly higher than the national average** of 18% and the **highest among all UK regions**.

In contrast, evidence also shows that the risk of SID for a baby under six months old is increased if they sleep in their own bedroom, and the survey showed that 65% Scottish mums have their baby sleep in the same room as them until their baby was six months old. This **compares positively to the UK average** of 43% as does the fact that Scottish mums are less likely to sleep with their baby in their bed – only 12% do this, which is amongst the **lowest in the country, versus London** where 27% of mums said that they regularly do this.

To reduce the risk of SID parents are advised to place babies on their back to sleep, put them to sleep in a separate cot or Moses basket in the same room as themselves for the first 6 months and use a firm, flat, waterproof mattress in good condition.

Parents are also advised to **avoid** sleeping on a sofa or in an armchair with their baby, letting their baby get too hot, covering their baby's face or head while sleeping and avoid sleeping in the same bed as their baby if they smoke, drink, have taken drugs or are extremely tired. This also applies if the baby was born prematurely or was of low birth-weight.

Commenting on the research findings, **Clare Goodrham, General Manager of Bounty** said: "Whilst it is positive that Scottish mums are most likely to have their baby sleep in the same room as them until their baby is six months old, the responses show that there is still a lot to do to raise awareness of the risks of SIDS and the things that parents can do to reduce the chance of their greatest fear ever becoming a tragic reality."

Lynda Bathgate, Community Services Nurse at the Scottish Cot Death Trust commented: "We recognise the need to ensure all parents are equipped with essential advice and information which promotes safe sleep messages; that is why we have worked in partnership with the Scottish Government and UNICEF baby friendly initiative to ensure every parent across Scotland is provided with our 'Reduce the Risk of Cot Death' leaflet. This latest research carried out by Bounty highlights the need to continue to raise awareness of safe sleep practices across

Scotland empowering parents and increasing confidence in their childcare practice. Our 'Reduce the Risk of Cot Death' leaflet is available to download from our website <http://www.scottishcotdeathtrust.org> or a hard copy is available by contacting our office on 0141 357 3946. It would be great to have this leaflet available in every Bounty pack across Scotland and we are looking into ways of achieving this. We want every new parent across Scotland to have the same opportunity to care for their baby safely giving them the best, safest start in life.”

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.

Bounty distributes its free packs to all mothers across the UK. The packs contain vital health information and money-off vouchers for new mothers.

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 Scottish Cot Death Trust

The Scottish Cot Death Trust was founded in 1985 and has three main aims:

- To improve and extend the support for bereaved families
- To raise funds for research into the cause(s) of cot death
- To educate the public and health care professionals about cot death and ways of reducing the risks

The Trust is the only cot death charity in Scotland.

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.