

Public Service AnnouncementSudden Infant Death Syndrome (SIDS) Awareness Month

Start Date: October 4, 2019 End Date: October 31, 2019

Nunavut-wide 60 sec

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. Babies born in Nunavut are at higher risk of dying from SIDS than those born in other parts of Canada.

The Department of Health encourages all parents and caregivers to practice safe sleep in order to reduce the risk of SIDS and other sleep-related causes of infant death.

Ways to reduce the risk of SIDS are to:

- always place baby on their back to sleep;
- share a room, not a bed;
- breastfeed:
- provide a smoke free environment; and,
- avoid loose bedding.

The Department of Health offers a Nunavut Baby Bed to every newborn in the territory. In addition to providing baby's first safe sleep space, the bed is filled with items for baby care such as infant sleep sacks, clothing and toiletries, items for mothers after birth, and books. Parents are encouraged to register for a Nunavut Baby Bed during prenatal appointments through a nurse or midwife at your health centre or public health.

A Safe Sleep Factsheet is available on the Department of Health's website.

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