

Public Service Announcement

Sudden Infant Death Syndrome (SIDS) Awareness Month

Start Date: October 6, 2021

End Date: October 31, 2021

Nunavut-wide

45 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.

Ways to reduce the risk of SIDS are:

- Always place baby on their back to sleep.
- Share a room, but not a bed.
- Breastfeed.
- Provide a substance free environment.
- Avoid soft and loose bedding.

The Department of Health encourages parents and caregivers to create a safe sleep environment for their baby to lower the risk of SIDS. The safest place for your baby to sleep or nap is in a crib, cradle or bassinet that meets current Canadian safety regulations.

For more information on creating a safe sleep environment and reducing the risk of SIDS, contact your local health centre, visit www.livehealthy.gov.nu.ca, or check out our [Safe Sleep Fact Sheet](#).

###

Media Contact:

Danarae Sommerville
Communications Specialist
Department of Health
867-975-5712
dsommerville1@gov.nu.ca

[illegible]

News releases are available in Inuktitut, English, Inuinnaqtun and French on www.gov.nu.ca.

Tyhaqtaqhat ittut Inuktitut, Qablunaatitut, Inujinnaqtun Uivijititully talvani www.gov.ny.ca.

Les communiqués de presse sont disponibles en inuktitut, en anglais, en inuinnaqtun et en français au www.gov.nu.ca.