

# Public Service Announcement

# Baby's Safe Sleep Awareness Month

**Start Date: October 5, 2022**

**End Date:     October 31, 2022**

## Nunavut-wide

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October is baby's safe sleep awareness month. The Department of Health's goal is to raise awareness around safe sleep practices to reduce the risk of sudden infant death syndrome, commonly known as SIDS. SIDS is defined as the sudden, unexplained death of an infant less than one year old in their sleep.

Ways to provide a safe sleep environment for your baby include:

- Always place a baby on their back to sleep in a sleep sack or light clothing.
- A baby should sleep alone in a crib, cradle or bassinet next to their caregiver for the first six months.
- Ensure a baby's sleep space meets current [Canadian safety regulations](#).
- Avoiding soft and loose bedding and toys.
- Providing a smoke-free and substance-free environment.
- Breastfeeding for the first two months. Breastfeeding for at least the first 2 months will lower the risk of SIDS by half.

The Department of Health encourages parents and caregivers to create a safe sleep environment for their baby to reduce the risk of SIDS. The Department of Health is currently collaborating with prenatal health care workers across Nunavut to increase training and knowledge around safe sleep.

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](http://www.livehealthy.gov.nu.ca) or check out our [Safe Sleep Fact Sheet](#).

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**Media Contact:**

Danarae Sommerville  
Communications Specialist  
Department of Health  
867-975-5712  
[dsommerville1@gov.nu.ca](mailto:dsommerville1@gov.nu.ca)

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