

Public Service Announcement

Baby's Safe Sleep Awareness Week

Start Date: March 10, 2025

End Date: March 14, 2025

Nunavut-wide

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Canada's fourth annual Baby's Safe Sleep Awareness Week is from March 10 – 14, 2025. This year's theme this year is **"Safe Sleep - Keep it Simple"**. The Department of Health is using this opportunity to raise awareness about safe sleep practices aimed at reducing the risk of Sudden Infant Death Syndrome (SIDS). SIDS is the sudden, unexplained death of an infant under one year old while sleeping. A simple, clutter-free sleep environment is key to reducing the risks of suffocation and overheating, ensuring a safer sleep for your baby.

Nunavut's *Baby's Safe Sleep* campaign and *Newborn Wellness* program reflect the Department of Health's commitment to promoting healthier families and ensuring every child in Nunavut has a strong, healthy start in life.

Here are some tips for creating a safe sleep environment for your baby:

- 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](#).
- Avoid soft and loose bedding and toys.
- Provide a smoke-free and substance-free environment.
- Breastfeeding is best for at least the first two months.
- Avoid overheating your baby and never use head coverings during sleep.

The Department of Health, in partnership with prenatal healthcare workers across Nunavut, is enhancing training, expanding knowledge on safe sleep and raising awareness about the importance of creating a safe sleep environment for infants.

For more information on creating a safe sleep environment and reducing the risk of SIDS, contact your local health centre, or visit the [Live Healthy website](#).

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