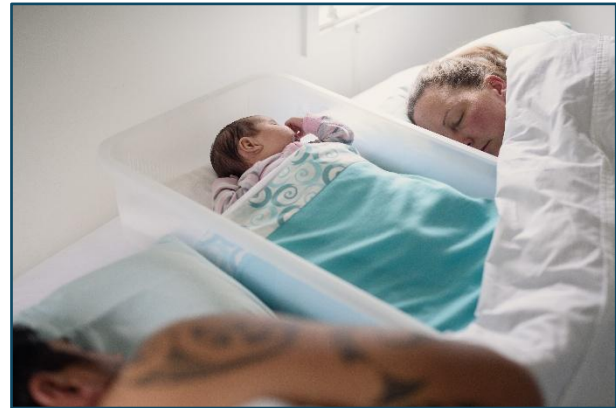


Pēpi-Pod® Program – Talking Points for Professionals

Explaining the programme to families

1. Easy to Breathe – Safe to Sleep

- The Pēpi-Pod bed helps babies **breathe freely while they sleep.**
- It can prevent **accidental suffocation** when they share a bed, or any sleep surface with others.
- Think of it as a **“bed within a bed.”**
- It gives **extra** protection when bed-sharing for babies who need it most.



Safe use of Pēpi-Pod in an adult bed (© 2026 program photo)

Which babies need extra protection:

- Babies under 5 months who were
 - exposed to smoking or vaping during pregnancy
 - born premature or low birthweight.
- Risks are a lot lower from 5 months and of no concern from 12 months.

Why do these babies need extra protection when bedsharing:

- They have a vulnerability we cannot see from the outside that affects their breathing.
- Because they had less oxygen during pregnancy, they got used to that as normal.
- So now, if their oxygen dips when they sleep, they may not respond as quickly or as fully.
- Even if they seem healthy, they may not wake or signal for help if their airways get blocked.
- Recent use of alcohol or drugs by carers makes the risk a lot higher for these babies.

How to keep babies safe when bedsharing:

- Because adult beds are designed for adults, unexpected risks can arise for babies.
- Use the Pēpi-Pod **every time** your baby bedshares – no exceptions.
- Always place your baby **on their back** in the Pēpi-Pod.
- Ensure a sober carer for your baby when there is recent use of alcohol or drugs.
- Even with the Pēpi-Pod or wahakura, there is no guarantee babies will not die.
- Consistent and safe use gives babies the very best chance of protection.

2. Share Your Knowledge – Protect More Babies

- You have influence.
- What you say and do about safe sleep for babies is noticed by others.
- We invite you to share what you have learned with your family, friends, and community.
- This is an important part of the Pēpi-Pod Program.
- You can use the ‘Your Tube’ teaching tool to show others:
 - How to protect a baby’s breathing.
 - Why safe sleep recommendations are important.
- By sharing, you help protect many more babies, now and in the future.
- Thank you for helping spread this knowledge.