The triple risk

The chance coming together of risk conditions makes sudden infant death more likely. These are:

- Developmental stage (0-12 months)
- External conditions in the sleep environment that may interfere with breathing (e.g. pillows, people, products, bedding, surface, location, impaired caregiver, ...)
- Internal vulnerability of the baby (e.g. smoking, especially in pregnancy, prematurity ...)

The triple protection response

on the back + airway open + smokefree = safe sleep



Safety Principles

on the back, airway clear

These are the most protective conditions of all. They relate to development, airways and breathing.

own space, carer near

These are the most effective ways to monitor safety during sleep and to minimize hazards to breathing.

breastfed, smokefree

These are ways for babies to be resilient and strong.

Ways to keep me safe in sleep



safe sleep for every baby, in every place and every sleep