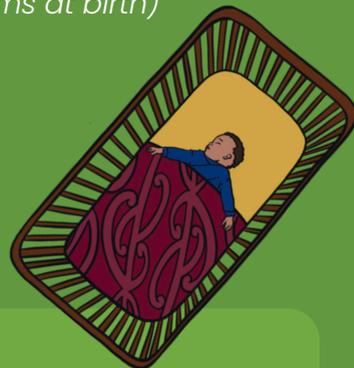


## A REMINDER: BEDSHARING IS NOT RECOMMENDED

If it happens, pēpi should always be in their own safe sleep space where the *Foundations for Safe Sleep* apply

### IT IS ESPECIALLY DANGEROUS IF:

- 01** Māmā smoked while pregnant
- 02** Anyone has been smoking, vaping, drinking or using drugs
- 03** Parents or Whānau are very tired
- 04** Pēpi was born early or small  
(under 2500 grams at birth)
- 05** Pēpi is unwell



**MAKE SURE EVERY SLEEP IS  
A SAFE SLEEP FOR PĒPI!**

## FOR MORE INFORMATION



Healthline 0800 611 116  
(24/7 Health Advice)



Quitline 0800 778 778 (or text 4006)  
(Support to become Smoke free)  
[www.smokefree.org.nz](http://www.smokefree.org.nz)  
[worldsmokefreemay.nz](http://worldsmokefreemay.nz)



Plunketline 0800 933 922  
(avail 24/7 Parenting help and Advice)

## SUPPORTING APPS



Google | Apple

### Mama Aroha App

Clear, practical  
breastfeeding support



### Tuku Iho App

Info to support māmā/  
pēpi wellbeing

## FOLLOW US



[www.hapai.co.nz](http://www.hapai.co.nz)



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# PREVENTING SUDI

## SUDDEN UNEXPECTED DEATH OF AN INFANT



# FOUNDATIONS FOR SAFE SLEEP

HE1099 | March 2026  
This resource is available from [healthd.govt.nz](http://healthd.govt.nz)

Health New Zealand  
Te Whatu Ora

 HĀPAI TE HAUORA  
MĀORI PUBLIC HEALTH

# WHAT IS SUDI?

Each year in Aotearoa, around 50 pēpi under 12 months old die from SUDI (Sudden Unexpected Death of an Infant)

This happens when a pēpi dies suddenly in their sleep, often without warning. Many of these deaths can be prevented.

# WHAT INCREASES RISK FOR SUDI

- ✓ Māmā smoked during pregnancy
- ✓ Bedsharing with pēpi if Māmā smoked in pregnancy
- ✓ Unsafe sleep spaces
- ✓ Alcohol or drug use around pēpi
- ✓ Premature pēpi (born early) or very small (under 2500 grams at birth)

Smoking in pregnancy = **6 x** INCREASED RISK OF SUDI

Smoking in pregnancy & bedsharing = **32 x** INCREASED RISK OF SUDI

# FOUNDATIONS FOR SAFE SLEEP:

Good safe sleep practices begin during pregnancy. A healthy, supported Māmā with good kai, rest, and whānau around her gives pēpi the best start. Once pēpi is born, here are some ways whānau can keep pēpi safe every sleep.

## Foundations for Safe Sleep



### Flat & Firm

Pēpi are safest in their own flat, firm bed with firm sides, like a wahakura, cot, or bassinet.



### Face Up, Face Clear

Sleep pēpi on their back for every sleep, with nothing near their face like toys, loose blankets, cords or pillows.



### Free

Pēpi is safest and well when they are in an environment that supports breastfeeding and is smoke, vape, alcohol, drug and harm-free.

### Fathers & Family

Everyone in the whānau helps keep pēpi safe while they sleep and supports them to stay well.



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Keep these practices consistent as pēpi grows and becomes more active.