



SUDDEN UNEXPECTED DEATH IN INFANCY (SUDI) IS A LEADING CAUSE
OF PREVENTABLE DEATH IN NEW ZEALAND BABIES

PLACE

baby in his or her own baby bed, face clear of bedding in the same room as the caregiver

ELIMINATE

smoking in pregnancy and protect baby with a smoke free whanau, whare and waka

POSITION

baby flat on his or her back to sleep, face up towards the heavens

ENCOURAGE

and support mum, so that baby is breastfed