

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.



Keeping Pēpi Safe during every sleep