

EVERYDAY NEWBORN CARE

Sleep & Safe Sleep Positioning



Always place your baby **on their back** to sleep, on a firm, flat surface, with nothing loose in the cot — no pillows, blankets, bumpers, or toys.

This single habit is the most protective thing you can do against Sudden Infant Death Syndrome (SIDS).

Expect fragmented sleep and day/night confusion in the early weeks — newborns don't yet have a circadian rhythm. This is normal, not something to fix.



Stomach sleeping significantly increases SIDS risk, even if it seems to settle baby faster.

Back-sleeping is always the safer choice

Best sleep practices



Back-to-sleep

For every sleep, every time — naps included



Firm, flat mattress

No soft surfaces, couches, or car seats for routine sleep



Bare cot

No loose blankets, pillows, bumpers, or soft toys



Room temperature

Comfortable for a lightly-clothed adult; avoid overheating and over bundling



Swaddling

Only while baby is on their back and not yet rolling

Worth knowing: consistent back-sleeping is protective for your baby's safety, but it's also one of the reasons flat spots on the back of the head (deformational plagiocephaly) have become more common.

Book a consultation

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This brochure is for informational purposes only and does not constitute medical advice. Please consult a qualified healthcare professional for guidance specific to your child.