

# MEDIA RELEASE

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## Lullaby flashmob for Safer Sleep Week

Leicestershire Partnership NHS Trust (LPT) joined forces with the local authorities and the Lullaby Trust on Saturday 18 March to hold a pyjama 'flashmob' in the centre of Leicester to promote safer sleep messages to local parents as part of the [Lullaby Trust's Safer Sleep Week](#) campaign.



Safer Sleep Week, which this year ran from 13 – 19 March, is a national campaign which aims to draw attention to simple actions parents can take to reduce the chance of Sudden Infant Death Syndrome (SIDS), and keep their babies safe. Health visitors from LPT, representatives from Leicester City Council and Leicestershire and Rutland County Councils, the Lullaby Trust and local parents

arrived in their pyjamas at Leicester's Clock Tower at 10am last Saturday to sing well-known lullabies to passing shoppers, raising awareness of the campaign.

They gave out balloons and leaflets, and talked to parents about the ABCs of safer sleep: **Always** sleep your baby on their **back** in a **clear cot** or sleep space, free of cot bumpers, toys, pillows and loose bedding. SIDS is the sudden and unexplained death of a baby where no cause is found. While SIDS is rare, it can still happen and there are steps parents can take to help reduce the chance of this tragedy occurring.

Liz Food, lead practice teacher for health visiting at LPT, said: "Sadly, around four babies a week still die from SIDS. As health visitors we are keen to do everything we can to get the key messages out about what parents can do to minimise the risks. The Lullaby Trust website ([www.lullabytrust.org.uk/safer-sleep](http://www.lullabytrust.org.uk/safer-sleep)) provides lots of information, but the most important thing we tell parents is to always place their babies on their back to sleep, and to ensure babies don't get too hot. The flashmob was a really fun way of drawing attention to a serious subject."

See the flashmob as it unfolded [here](#).

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## NOTES TO EDITORS

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff. For more information visit: [www.leicspart.nhs.uk](http://www.leicspart.nhs.uk). Our registered charity is called Raising Health (charity number 1057361). The charity fundraises to support excellent care initiatives, equipment and innovations which go above and beyond core NHS provision to enhance the experience of our patients, service users and staff. See [www.raisinghealth.org.uk](http://www.raisinghealth.org.uk)
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- For more information on LPT's health visiting service, please visit <http://www.leicspart.nhs.uk/OurServices-HealthVisiting.aspx>