

Protect your little bundle...



from birth and beyond.





Introduction

Unintentional injuries in and around the home are a leading preventable cause of death and emergency hospital admissions for children, particularly those under 5 years.

This booklet is brought to you by the Stoke-on-Trent and Staffordshire Child Death Overview Panel. It is designed to raise awareness of potential hazards and brings together advice from local and national campaigns.

We hope you find the following pages packed full of tips you can follow to keep your baby as safe and healthy as possible.

Remember, the best way to keep your little one safe is to properly supervise them at all times.

There were
three in the bed
and the little
one said...

nothing.

Stoke-on-Trent and Staffordshire
Safeguarding Children Board

Reduce the risk of sudden infant death syndrome

Never co-sleep with your baby if:

- you or your partner have been drinking
- you or your partner are smokers
- you or your partner have taken any drugs or feel extremely tired

This advice is especially important for babies born premature or of low birth weight

NEVER sleep on a sofa or armchair with your baby

Reduce the risk of SIDS

Things you can do To reduce the chance of SIDS, families should follow this key advice for baby sleep



✓ Keep your baby **SMOKE FREE** during pregnancy and after birth



✓ Place your baby to sleep in a separate cot or Moses basket in the same room as you for the first 6 months

✓ Breastfeed your baby

SIDS risk is halved in babies who are breastfed for at least 2 months



✓ Use a firm, flat, waterproof mattress in good condition

✓ Put babies on their **BACK** for every sleep
In a **CLEAR, FLAT SLEEP SPACE**

Sudden infant death syndrome (SIDS) is the sudden and unexpected death of a baby where no cause is found. Whilst SIDS is rare, it can still happen and there are steps you can take to reduce the risk to your baby.

We do not know what causes SIDS. For many babies it is likely that a combination of factors affect them at a vulnerable stage of their development, which leads them to die suddenly and unexpectedly.

Many more babies have died suddenly when placed to sleep on their front or side, than on their back. Since the Back to Sleep Campaign in 1991 the rate of SIDS has dropped by 77%.

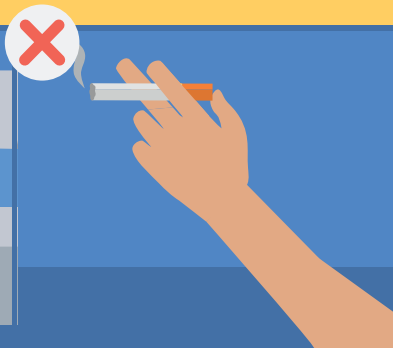
Things to avoid

You should follow the advice for all naps, not just for night time sleep.



Never sleep with your baby on a sofa or armchair

The risk of SIDS is **50 times** higher for babies when they sleep on a sofa or armchair



Don't sleep in the same bed as your baby if you smoke, drink or take drugs, or are extremely tired, or if your baby was born prematurely or was of low birth weight



Avoid letting your baby get too hot

Don't cover their face or head while sleeping or use loose bedding

You can talk to your midwife or health visitor if you have any questions or concerns, or get in touch with The Lullaby Trust at: info@lullabytrust.org.uk Tel: 0808 802 6869 lullabytrust.org.uk

What's wrong?

Crying is the most powerful way that a baby can communicate. It's also the only way of letting you know that something's making them unhappy. Sometimes you won't know why your baby is crying, and that is completely normal.

A crying baby may be too hot or too cold, hungry, windy, have a full nappy or just need some attention



If you can't find what's making your baby cry, see if there's anything else you can do to calm them down, like:

- Sing a song or talk and smile
- Go for a walk to change the surroundings
- Hold them close so they have contact with your body, cuddle and play
- Take your baby to a quiet place and let them have some quiet still time, some babies cry because they are over stimulated

Look, Say, Sing, Play – Brain building tips

During your child's earliest years their brain makes connections every single second. Positive , supportive experiences with parents and other adults are important for their development.



What's Wrong? Remember, this difficult time won't last forever

- Put baby down in a safe place, walk out of the room and shut the door, take a short break
- Give yourself time to think through the options to stop your baby crying
- Ask a trusted friend or family member to look after your baby for a few hours

Use anytime away from baby to look after yourself and make sure you eat well and unwind.

Call the Cry-sis helpline on:

08451 228 669



A crying baby can be exhausting and stressful. Whatever your feelings or thoughts, never shake your baby. Shaking moves a baby's head violently, which can cause bleeding and brain damage.

There is help and support available - talk to your midwife or health visitor if you have any concerns or questions. Confide in a close friend or family member. NSPCC have helpline counsellors on 0808 800 5000.



IF YOU ARE WORRIED ABOUT YOUR BABY'S CRYING
OR GENERAL HEALTH TALK TO YOUR DOCTOR,
MIDWIFE OR HEALTH VISITOR

How safe am I from a serious fall?

We're always falling over our feet. But sometimes, when we fall further and hit something hard, we can be badly hurt. Falling downstairs or out of windows can hurt our brains as well as our bodies.



Every day, 45 children under five, like me, are admitted to hospital because we have fallen and hurt ourselves at home.

Why do we fall so much?

- We love to explore and try new things.
- As we grow up we surprise you, and sometimes us too, with what we can do.
- We are not scared of trying new things and have no sense of danger.
- If we see a chance to do something you have told us not to, because we could get hurt, we might still try to do it because we don't understand what can go wrong.

What can you do to keep me safer at home?

- Once I start crawling, fit safety gates to stop me climbing the stairs or falling down them.
- When buying me a highchair, check it has a five point harness, like the one in my buggy, strap me into my highchair everytime.
- Fit safety catches or locks to our windows.
- If you fit window locks, put the keys

somewhere you can find them easily, so we can get out if there is a fire.

- Keep furniture, like my bed or the sofa, away from the windows, to stop me climbing up.

In an emergency

If I am knocked unconscious when I fall, call 999 right away and ask for an ambulance.

The ambulance will be on its way straight away, and the call taker will ask a series of questions until it arrives

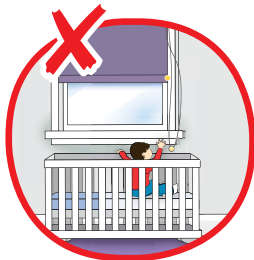
- tell them how long I have been unconscious or, if I'm waking up, how I am – they will tell you what to do while we wait for the ambulance.
- If I wake up, tell me to stay as still as possible, just in case I have broken anything.

**Considered doing a first aid course?
It could save my life in a crisis.**

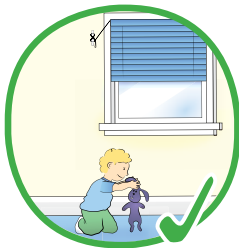
West Midlands Ambulance Service 
NHS Foundation Trust

Blind cords and chains can kill children

Window or door blind cords and chains can pose a real risk for babies and children. Five young children have already tragically died in Staffordshire as a result of blind cord strangulation and many more children have died or been seriously injured across the UK.



Move beds, cots, highchairs and playpens away from window covering cords and chains.



Make sure all cords and chains are always secured out of reach of babies and young children. Do not tie cords or chains together. Make sure cords or chains do not twist and create a loop.



Move furniture away from window covering cords and chains as children love to climb.

Messages from Staffordshire parents who have tragically lost their children.

“You never think it will happen to you.”

(Parents of Lillian)

“Ban corded blinds”

(Parents of Harrison)

It's the law

It is now illegal to supply or professionally install an internal window blind which does not comply with the child safety requirements of BS EN 13120:2009+A1:2014

Many homes are still fitted with blinds that do not comply with this safety requirement. To reduce the risk cords should be kept out of the reach of children.

PLEASE ACT NOW to help to keep your children safe and prevent any further tragedies.

Babies can suffocate on nappy sacks

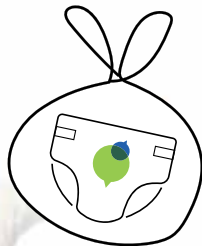
– at least 18 babies in England and Wales have already died.

Don't:

X Place nappy sacks in or near a baby's cot or pram.

Why do nappy sacks pose a suffocation hazard to babies?

- Babies can suffocate or choke on nappy sacks.
- Young babies naturally grasp anything and put it in their mouths, but they find it more difficult to let go.
- Nappy sacks are flimsy and are small enough to fit in little mouths.



Do:

- ✓ Always keep nappy sacks, plastic bags and other wrapping away from babies and young children.
- ✓ Be aware of suffocation hazards around the home. Keep animals, particularly cats out of babies bedrooms.

car seat Safety

Take me out of the car seat when the journey is over... even if I'm sleeping

Baby car seats are designed to keep your baby safe and secure for the car journey **ONLY** and should not be used as an alternative place for babies to sleep/nap.

A baby is in a restricted position, for example when sitting in a car seat or infant rocker. Newborns and young infants don't have the neck strength to lift their heads and breathe.

ROSPA advise that in the first few months of life journeys should be kept short, no longer than 30 minutes, and to take you baby out of the car seat for a stretch regularly.



Don't let your baby get too hot in the car

Sepsis Awareness

Over the last 8 years, 12 children in Staffordshire have suffered a sudden death related to an infection from Staphylococcus or Group A Streptococcus.

Sepsis is a life threatening condition

What are the early signs and symptoms of sepsis?

- Flu-like illness, chest infection
- Fever (high temperature) or very slow temperature, or seizures
- Not eating, drinking, sucking poorly, or vomiting
- Fast or slow heart rate
- Pale or discoloured skin
- Fast breathing or trouble breathing
- Weakness, irritability, drowsiness, and harder to wake than normal
- Has a fit or convulsion
- Localised muscle tenderness, severe muscle aches

What should I do if these symptoms develop:

- Contact your GP or seek medical advice immediately



Childhood Immunisations

Some infectious diseases can kill children or cause lasting damage to their health.

Your child's immune system needs help to fight those diseases. Immunisation gives protection against some infectious diseases. Vaccines stimulate the body to produce antibodies that fight infection. Immunisation is also known as 'vaccination', 'jab' or 'injection'.

For further information go to:

www.gov.uk/government/publications/the-complete-routine-immunisation-schedule



GOV.UK



FLU

Here are the facts:



- The flu vaccine is available on the NHS for adults and children who are considered 'at risk'
- Children can have the nasal spray flu vaccine. All children aged two to ten (but not eleven years or older) on 31 August 2019 are eligible for the flu vaccine in 2019/20
- The best way to protect yourself and your loved ones against influenza (flu) is to get a flu vaccine every flu season
- Flu vaccine has been shown to reduce flu illnesses, hospitalisation and even death in children
- Vaccinating pregnant women helps protect them from flu illness and has been shown to help protect the baby for several months
- Even if you think you've had flu, you should still have the vaccination
- It's not too late to have the flu vaccine in November

For further information about the flu vaccination go to:

www.nhs.uk/conditions/vaccinations/child-flu-vaccine-questions-and-answers

A CHILD'S SNEEZE

The average speed of a sneeze can approach about 100 miles per hour. The distance particles can travel can be as far as 10 feet.

A young child with pigtails is looking into the circular opening of a washing machine. The machine is filled with laundry, including a yellow towel and a red garment. In the foreground, two large, blue, rectangular liquid detergent pods are prominently displayed. The text 'Loads...' is written in a large, white, bubbly font with a blue outline, positioned in the upper left quadrant. The text 'of temptation?' is written in a smaller, white, bubbly font with a red outline, positioned in the lower left quadrant.

Loads...

of temptation?

Liquid tabs may look like sweets or toys to young children. They are highly toxic and can cause severe problems if swallowed.

Store all household cleaning products out of reach. Safety caps and lids slow children down but don't rely on them.

Put away painkillers, medicines, e-cigarettes and air fresheners – they are very poisonous to children and can be fatal. Discourage children from eating any plants or fungi when outside.

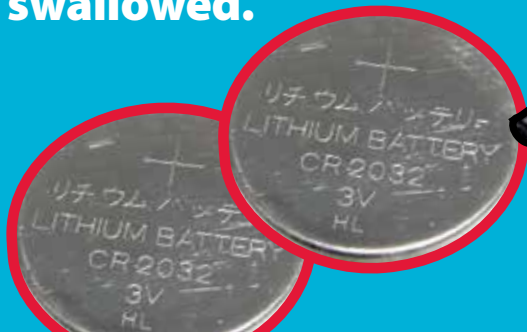
In the event of an accident follow advice on the product and seek **URGENT** medical attention.

Be one step ahead

Check the battery compartment on toys, remote controls and other electric devices is secure. Lock away spare batteries, and seek immediate advice if swallowed.

Lithium batteries are found in phones, games, watches and toys.

They can be fatal if swallowed.



Take action and put them away

ANYTHING CAN BLOCK YOUR CHILD'S AIRWAY!

Rounded foods, and anything difficult to chew or swallow.

'BABIES CAN EVEN CHOKE ON MILK.'

WHAT CAN WE DO?

- Give your children foods in small amounts
- Cut grapes and cherries etc. into quarters
- Grate fruit and vegetables
- Cook until soft rather than raw pieces
- Do not prop or leave babies alone with a bottle
- Teach older children not to give small toys to younger children



Choking

What to do if a child is choking

1. Cough it out

- Encourage the child to keep coughing

2. Slap it out

- Give 5 sharp back blows between the shoulder blades
- Check their mouth each time

3. Squeeze it out

- Give 5 abdominal thrusts
- Check their mouth each time

4. Call 999/112 for emergency help

- Repeat steps 2 and 3 until help arrives.

Courtesy of



What to do if a baby is choking

1. Slap it out

- Lay the baby face down along your thigh and support their head
- Give 5 back blows between their shoulder blades
- Turn them over and check their mouth each time

2. Squeeze it out

- Using two fingers, give 5 sharp chest thrusts
- Check the mouth each time

3. Call 999/112 for emergency help

- Take the baby with you to call
- Repeat the steps 1 and 2 until help arrives

Drowning

Babies can drown in as little as 25mm of water

25mm



- ✗ Never leave a baby or child in the bath unsupervised, not even for a minute.
- ✗ Never leave a baby or child alone in a bath seat.
- ✓ Constantly supervise and stay with children in swimming pools.
- ✓ Empty paddling pools and store them away when not in use.
- ✓ If you have a pond always supervise closely, fence it or fill it in!!
- ✓ Be careful when children visit gardens or parks that have ponds or lakes.

The sea and shorelines are unpredictable with waves, tides and hidden currents that can drag you out in seconds. Respect the Water.



Preventing Burns and Scalds

- Never let children play with fireworks of any type. View from a safe distance of at least 8m for garden fireworks, 25m for display fireworks.
- Guard heated areas like radiators and pipes. Do not place beds against radiators.
- Keep matches and lighters out of sight and reach of children.
- Before bathing your baby/child check the water isn't too hot, a good test is your elbow. Put cold water in the bath first before running the hot.
- Turn off electrical equipment you are not using – especially at night.
- Ensure a working smoke alarm and carbon monoxide monitor is fitted.
- Hair Straighteners can cause serious burns to children
 1. Switch off after use
 2. Put in a heat resistant bag
 3. Put straighteners and flex out of reach of children



A child's skin is far more sensitive than an adults

- Switch off heated appliances immediately after use, and place them out of reach.
- Always place hot drinks out of children's reach.
- Don't drink anything hot with a child on your lap or in your arms.
- Use a cordless kettle.
- Use the back rings on the cooker and keep saucepan handles away from the edge.
- If possible, keep young children out of the kitchen.





Contacts

For further information about the dangers highlighted ask your midwife/health visitor or contact:

Stoke-on-Trent and Staffordshire
Safeguarding Children Board

staffsscb.org.uk

safeguardingchildren.stoke.gov.uk

Trading Standards Staffordshire

0300 111 8045

hqtsrecept@staffordshire.gov.uk

Trading Standards Stoke-on-Trent

01782 232 065

publicprotection@stoke.gov.uk

NHS Direct is now known as NHS

111 www.nhs.uk



The Lullaby Trust: Safer Sleep for babies – support for families

020 7802 3200 lullabytrust.org.uk

ROSPA: Royal Society for the Prevention of Accidents

0121 248 2000 help@rospa.com

CAPT: Child Accident Prevention Trust

020 7608 3828 safe@capt.org.uk

St John Ambulance

08700 104950 www.sja.org.uk

NSPCC: Cry-sis Helpline

08451 228 669 www.nspcc.org.uk

