

Today marks the start of Canada's 5th annual **Safe Sleep Week**. This year's awareness campaign runs from **March 9-13, 2026** with the theme of "***Safe sleep – Everywhere baby sleeps***".

Providing evidence-based information about safe sleep practices to parents and caregivers continues to be important because preventable sleep-related infant injuries and deaths are still being reported across Canada. Building awareness of safe sleep practices helps people to recognize the risks involved in unsafe sleep environments. Whether you're a parent or guardian, grandparent, babysitter, sibling, caregiver, or daycare provider, you play an essential role in creating and maintaining safe sleep environments for the babies you care for. To learn more about ***Safe Sleep Week*** and key messages for this year's campaign, please visit

<https://www.canada.ca/en/public-health/campaigns/safe-sleep-week.html>.

Below is a list of evidence-based resources on safe sleep practices that may be useful.

- [Infant Safe Sleep Tips for Grandparents fact sheet](#) (Health Canada, 2025)
- [Cribs, Cradles, and Bassinets fact sheet](#) (Health Canada, 2024)
- [Safe Sleep on the Go fact sheet](#) (Health Canada, 2024)
- [Dressing Your Baby for Sleep fact sheet](#) (Health Canada, 2024)
- [Safe Sleep for Your Baby: Lower the Risk of SIDS brochure](#) (SPI, 2019)

Below are some Indigenous-specific resources on safe sleep practices for infants.

- [Safe Sleep for Your Baby poster](#) (Health Canada, 2025)
- [Safe Sleep – Children are Gifts from the Creator video](#) (First Nations Health and Social Secretariat of Manitoba, Strengthening Families Maternal Child Health, 2024)
- [Baby's Safe Sleep Environment poster](#) (Government of Nunavut)
- Honouring our Babies Safer Sleep Toolkit: [Facilitators Guide](#) and [Safer Sleep Cards](#) (Perinatal Services BC, 2023)

Finally, Rashmi and I wanted to share a new resource from Health Canada that was released in February 2026. **Safe sleep image guidance** is a practical tool created to help educators, service providers, and organizations with their communications and outreach efforts on safe infant sleep practices. This tool was designed to support identification of images that accurately represent safe sleep environments and practices. Images play a powerful role in shaping public understanding, and even small details can unintentionally convey or reinforce unsafe messages. This resource provides clear examples of images that do and do not reflect safe sleep practices as well as key considerations when selecting photos for print, digital, and social media use. By consistently using safe imagery, we can collectively reinforce safe sleep messaging to help reduce confusion for families and caregivers. To learn more about "Safe sleep image guidance", please

visit <https://www.canada.ca/en/public-health/services/safe-sleep/image-guide.html>.

Kind regards,

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