



Office for Product  
Safety & Standards



# **Baby sleep products safety campaign**

## **Stakeholder toolkit**

To be used from  
18 March to 1 April 2025

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# About the baby sleep products safety campaign

This campaign aims to protect babies from unsafe sleep products by raising public awareness of the fact that not everything on sale is safe for use, and advising consumers to follow warnings and instructions. It also aims to encourage consumers to report unsafe products.

Our target audiences are consumers who are buying products for children under 12 months old, along with professionals who work with consumers, such as health visitors, midwives and nursery staff.

This toolkit provides everything you need to promote the campaign, from messaging guidance to ready-to-use assets. By ensuring audiences receive a consistent message, we can build a recognisable and impactful campaign that saves lives.

Thank you for your support.

# How you can support the campaign

- Post new content about the campaign on social media using the assets and suggested posts in this toolkit.
- Share and like our social media content.
- For all social media activity, use the hashtags **#BabySafeAsleep** and **#BuySafe**
- Tag the accounts for OPSS:

 X: [www.X.com/OfficeforSandS](https://www.x.com/OfficeforSandS)

 Facebook: [www.facebook.com/ProductSafetyUK](https://www.facebook.com/ProductSafetyUK)

 LinkedIn: [www.linkedin.com/company/better-regulation-delivery-office](https://www.linkedin.com/company/better-regulation-delivery-office)

 Instagram: [www.instagram.com/safetyandstandards/](https://www.instagram.com/safetyandstandards/)



# Consumer campaign assets and example social media posts

Assets (including Welsh language versions) are available to [download](#).

## Asset



Not all of them are safe.

- ✓ Ensure it has arm holes and no hood.  
Check it fits your baby with no slipping.

## Example social media post

Protect your baby when shopping online.  
For advice on buying products for babies to sleep with, visit:  
[www.nhs.uk/start-for-life/baby/baby-basics/newborn-and-baby-sleeping-advice-for-parents/safe-sleep-advice-for-babies/](http://www.nhs.uk/start-for-life/baby/baby-basics/newborn-and-baby-sleeping-advice-for-parents/safe-sleep-advice-for-babies/)

## Asset



- ✓ Check the sizing guide to make sure it fits your baby.
- ✓ Read the warnings on the label.

## Example social media post

Are you buying a baby sleeping bag?

- ✓ Make sure the sleeping bag has arm holes and no hood.
- ✓ Check it fits your baby with no slipping.

Before you buy, visit:

[www.gov.uk/guidance/product-recalls-and-alerts](http://www.gov.uk/guidance/product-recalls-and-alerts)

# Consumer campaign assets and example social media posts

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## Asset



## Example social media post

Help keep your baby and other babies safe by reporting unsafe products.

For more information and to make a report, visit:  
[www.gov.uk/guidance/consumer-products-reporting-product-safety-issues](http://www.gov.uk/guidance/consumer-products-reporting-product-safety-issues)

## Asset



## Example social media post

Always check who you are buying from when buying a baby sleep product online.

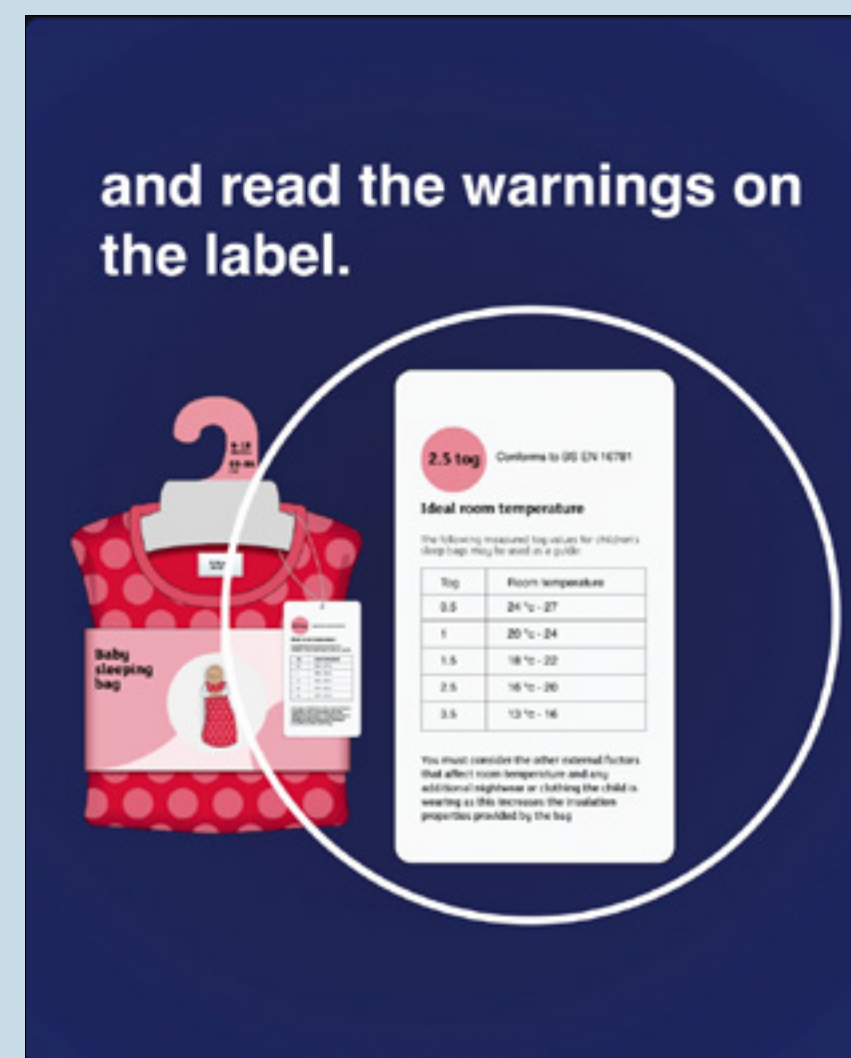
You could be buying from a third-party seller and not the online platform itself.



# Consumer campaign assets and example social media posts

Assets (including Welsh language versions) are available to [download](#).

## Asset



## Example social media post

Buying a baby sleeping bag?  
Think before you buy!

Make sure it has arm holes and no hood,  
and that it fits your baby with no slipping.

## Poster





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**Thank you**