

**MEDIA RELEASE**  
**11 May 2012**

## **AUSTRALIAN PARENTS WAKING UP TO BABY SAFETY**

An enormous decline in SIDS (Sudden Infant Death Syndrome) over the past 20 years hasn't dissuaded new and prospective parents from adopting the latest tools for guarding their babies.

Over 290,000<sup>i</sup> Australian babies are due this year and mumpreneur Tracey Lucock said one of the biggest concerns for new parents remained sleeptime safety, particularly with a growing number of older mums and premature births.

"Savvy mums are relying on innovative parenting products to better manage their anxiety about SIDS and nursery accidents," Mrs Lucock said.

Her company, Lifestyle Parenting, has seen growing interest in sleep safety devices because recent technological advances make them better suited to busy lifestyles.

"Snuza Halo, for example, can be easily clipped onto your baby's nappy and an alarm will sound if no movement is detected within 15 seconds," she said.

"It's a vast improvement on traditional under-mattress monitors because Snuza Halo is completely portable, with no wires or cords, and can be used in a car seat, pram, sling or even on a plane."

First-time mum, Roslyn Gugliotti, used the sensitive Snuza alarm with her six month old son who suffered from severe reflux.

"I was worried about SIDS and nursery accidents but a modern breathing monitor gives me extra reassurance. I've used Snuza while visiting relatives and going to barbeques, and even let a friend borrow it for her baby," Ms Gugliotti said.

"We now have lots more options for guarding baby when we're out-and-about."

Respected parenting expert Sheyne Rowley, known as 'The Australian Baby Whisperer', said the cause of SIDS remained unknown but parenting aids were worth considering.

"Ultimately, anything that gives a greater level of confidence can reduce stress on a new parent and improve the wellbeing of the whole family," Ms Rowley said.

Parents wanting to follow the recommended safe sleeping guidelines are also turning to inventions such as the Safe T Sleep Sleepwrap.

"The wrap simply helps stop a baby from rolling onto their tummy or side during sleep and it can help foil a fall," Mrs Lucock said.

"Safety products make a much better gift for mum than a bunch of flowers or box of chocolates, especially if they can be used with more than one child."

For more information about the latest parenting products visit [www.lifestyleparenting.com](http://www.lifestyleparenting.com).

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<sup>i</sup> Australian Bureau of Statistics – 3301.0 - Births Australia, 2010.