

**MEDIA RELEASE**

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**NEW PREGNANCY CAMPAIGN: SIDE SLEEPING TO ENSURE MORE HEALTHY BIRTHS**

**Pregnant mums should settle to sleep on their side wherever possible, according to a new education campaign working to ensure more happy and healthy births.**

The Side Sleeping campaign's message is: when you go to sleep, settle to sleep on your side.

**It's a simple message, but it's an important one and it's one of five key steps to a happier and healthier pregnancy, which include:**

1. Settling to sleep on your side.
2. Being aware of your baby's movements during pregnancy is one of the simplest things you can do to help keep your baby safe and healthy. Regular and healthy movements are a good sign of wellbeing.
3. Getting help to stop smoking.
4. Attending healthcare check-ups to monitor your baby's growth
5. Discussing with your healthcare professional to optimise the timing of your birth.

Encouraging expectant mums to settle to sleep on their side is all about taking the pressure off a large vein that runs down your back, ensuring better blood flow to the placenta and the baby.

If expectant mums wake up in the night and have rolled onto their back, that's fine, just roll over onto your side before going back to sleep.

As well as side sleeping, parents can also be aware of their baby's movements during pregnancy.

And of course there are the things more widely known such as managing of weight and avoiding alcohol and smoking.

These are simple steps to take, but they are very important, and give you the best chance of giving birth to a happy, healthy baby.

To find out more about Stillbirth Foundation Australia visit: [www.stillbirthfoundation.org.au](http://www.stillbirthfoundation.org.au)

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