

MEDIA STATEMENT 14 November 2008
German Baby Sleeping Bag Initiative Helps Prevent Cot Death

The Ministry of Health and hospitals in two regions of Germany are providing newborns with baby sleeping bags to help reduce the incidence of Sudden Infant Death Syndrome (SIDS).

It is recognized internationally that the use of a baby sleeping bag can reduce the incidence of sudden infant death syndrome (SIDS). A New Zealand company has brought the trend common in Europe to New Zealand and Australia. The [Lola & Ben baby sleeping bag](#) has vastly improved versatility and functionality than sleeping bags currently available.

Lola & Ben – New Zealand Made Style for Little Ones (www.lolaben.co.nz), this year launched their [baby sleeping bag](#) made in New Zealand from pure merino and cotton.

In the North Rhine-Westphalia region five of every 1000 live-born infants die, the national German average is four. The sleeping bag initiative is seen as a positive step towards lowering the rates of death amongst newborns.

Among the risk factors are overheating and this can be avoided by parents using baby sleeping bags. The objective of the campaign is for clinics to use sleeping bags and get parents to continue using them.

Another important connection to sudden infant mortality was the covers or blankets used with the child. Newborns sleeping with the head exposed rarely suffered from sudden infant death compared with children that had been covered with a blanket or a cover.

The heat under the blanket or cover can trigger sudden infant death syndrome. By using a sleeping bag, which closes at the neck the head is uncovered and overheating may be reduced.

The [Lola & Ben baby sleeping bag](#) is fully functional, with the removable merino liners it can be adapted to varying temperatures, minimizing the likelihood of baby overheating during summer. That with the use of the natural fibres of cotton and merino ensure baby can be kept at a comfortable temperature year round.

A similar initiative has been operating since 2005 in other regions of Germany where young mothers are provided with baby sleeping bags after the birth of their children. These can be taken home by young parents free of charge.

References:

<http://geburtsmedizin.charite.de/index.php?id=127> Article in magazine: Ärzte Zeitung, 21.08.2008

<http://www.aerztezeitung.de/suchen/default.aspx?query=baby-schlafsack&sid=506644>

Translated English version from German (please contact us if you require further clarification info@lolaben.co.nz or ++6492384091)