

## Attachment A

Licensed services provided by licensee will consist of the establishment of a safe-sleep educational program, with the intervention of a safety-approved crib and other products that will constitute a safe-sleep environment to families in the designate territory for which the Licensed Trademark will be issued.

To accomplish this, SIDSPA will provide safety approved products to the Licensee at discounted prices, educational materials to be used in their entirety or as a guideline, networking opportunities through various social marketing venues and national conferences.

The Cribs for Kids Safe Sleep Guidelines which have been adopted from the American Academy of Pediatrics revised guidelines of 2011 are as follows:

- Always place your baby on his or her back for every sleep time.
- Always use a firm sleep surface. Car seats and other sitting devices are not recommended for routine sleep.
- The baby should sleep in the same room as the parents, but not in the same bed (room-sharing without bed-sharing).
- Keep soft objects or loose bedding out of the crib. This includes pillows, blankets, and bumper pads.
- Wedges and positioners should not be used.
- Pregnant woman should receive regular prenatal care.
- Don't smoke during pregnancy or after birth.
- Breastfeeding is recommended.
- Offer a pacifier at nap time and bedtime.
- Avoid covering the infant's head or overheating.
- Do not use home monitors or commercial devices marketed to reduce the risk of SIDS.
- Infants should receive all recommended vaccinations.
- Supervised, awake tummy time is recommended daily to facilitate development and minimize the occurrence of positional plagiocephaly (flat heads).