Photography Guidelines

Infant Safe Sleep Photography & Image Guidelines

Cribs for Kids, along with its partners and certified hositals, is committed to reducing infant deaths caused by sleep-related issues like suffocation and SIDS. To support this goal, it's crucial that images in educational materials, health care settings, and public campaigns align with the American Academy of Pediatrics 2022 Safe Sleep Recommendations. For more details, on all that safe sleep includes visit:

https://publications.aap.org/pediatrics/article/150/1/e2022057990/188304/Sleep-Related-Infant-Deaths-Updated-2022

Use the list of examples below to ensure compliance with infant safe sleep practices.

Do Show Baby:

- Sleeping on their back on a firm, flat surface.
- In their own crib, bassinet, or play yard, in the same room as an adult.
- Dressed for sleep in a safe swaddle, wearable blanket, or layers without a hat.
- In a sleep space with only a tight-fitting sheet, and at least one foot away from windows and cords.
- Using a pacifier.
- Breastfeeding safely with an awake caregiver in an adult bed that is free of pillows and blankets.

Don't Show Baby Sleeping:

- On their side or tummy.
- On a soft surface (e.g., couch or adult mattress)
- In a car seat, inclined rocker, swing, stroller, nursing pillow, or similar products.
- With any adult, sibling (including twins or multiples), or pets.
- With a headband or hat, or a pacifier attached to a stuffed toy or string.
- With loose blankets, stuffed toys, or bumper pads in the sleep area.

Other Safe Sleep Images to Include:

- An awake baby enjoying tummy time.
- A baby sleeping in the arms of an awake, upright adult.
- A baby receiving safe skin-to-skin care from an awake adult.

Additional Requirements & Resources:

- These photography guidelines apply to both Print and Digital Materials including but not limited to educational brochures and handouts, websites, and social media content.

- If using the Cribs for Kids name or logo, the material must be submitted to Cribs for Kids for approval prior publishing or distribution. Submit materials to info@cribsforkids.org. Allow up to 5 business days for approval.

- We know that finding Safe Sleep Photos can be difficult, that's why Cribs for Kids provides a Safe Sleep Lifestyle Photo Album via Flickr to our Cribs for Kids Partners and certified hospitals free of charge. When using images from this album, please provide photo credit to Cribs for Kids.

https://www.flickr.com/photos/195093093@N03/albums/72177720299299323/

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