



**NATIONAL INFANT SAFE SLEEP
HOSPITAL CERTIFICATION PROGRAM**

CERTIFICATION MANUAL

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Introduction

Cribs for Kids’ National Infant Safe Sleep Hospital Certification Program recognizes hospitals and hospital systems for their commitment to infant safe sleep practices and to reduce the risk of Sudden Unexpected Infant Death (SUID), Accidental Suffocation and Strangulation in Bed (ASSB), SIDS, and unsafe sleep injuries. The program confers a bronze, silver, and gold designation to hospitals that model and teach infant safe sleep according to American Academy of Pediatrics (AAP) recommendations and criteria outlined in the Cribs for Kids’ Certification Manual.

The Cribs for Kids’ Infant Safe Sleep Certification Manual illustrates comprehensive criteria for implementation, reporting, and guides efforts to achieve & maintain each level of Infant Safe Sleep Certification. Criteria have been established according to 2016 AAP evidence-based policies, policy statements, reports, and consultation with medical experts from the AAP Safe Sleep Task Force. Designation requires hospital-wide compliance in all departments involved in the hospital infant safe sleep initiative. This extends beyond units providing bedside care to infants less than one year of age, and may extend to leadership, administration, marketing, and more.

<h1 style="margin: 0;">Levels of Certification</h1> 			
	BRONZE	SILVER	GOLD
Implement hospital or hospital system-wide Infant Safe Sleep Policy.	✓	✓	✓
Deliver safe sleep healthcare team member training to nursing staff caring for patients less than one-year-old.	✓	✓	✓
Provide safe sleep education to family/caregivers of infants less than one year old.	✓	✓	✓
Provide safe sleep education on the hospital website.	✓	✓	✓
Displayed hospital-wide imagery must meet AAP compliance.	✓	✓	✓
Hospital-wide wearable blanket distribution: In-house use AND/OR gifted to infants less than one year. <ul style="list-style-type: none"> • Alternative initiative to wearable blanket distribution: implement house-wide safe sleep education to every hospital employee. 	—	✓	✓
Implement Quality Improvement Initiative via unit based Safe Sleep compliance audits.	—	✓	✓
Assess planned sleep space	—	—	✓
Commit to a minimum of 2 initiatives to educate the community on infant safe sleep.	—	—	✓
Distribute safety-approved sleep spaces to at-risk families/caregivers before discharge.	—	—	✓

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Infant Safe Sleep Certification Criteria

OVERVIEW

1. Review criteria associated with the desired level of certification. The corresponding icon to the left of each category indicates applicable levels:

Bronze/All Levels:  Silver & Gold Levels:  Gold Levels: 

2. Implement changes to policies and practices to meet compliance in categories applicable to the desired level of certification.
3. Visit 'Hospital Certification Toolkit' webpage for resources to assist the development and maintenance of your infant safe sleep initiatives.
4. Visit 'Apply for Certification' webpage to review the process to submit an application for initial certification or recertification.
5. Certified hospitals to visit 'Certified Hospital Portal' webpage to access resources, update contact information, and submit upgrade applications.

BRONZE/ALL LEVELS of CERTIFICATION



Designate Cribs for Kids Contacts

Designate a primary and secondary contact responsible for coordinating the certification process, maintaining designation, and facilitating communication with Cribs for Kids.

- Must be a licensed healthcare professional such as nursing leadership, nursing staff, medical leadership, social workers, or lactation consultants.
 - Certification is an excellent project for nurses and nurse leaders to progress up the clinical ladder or support a graduate degree.
- Responsibilities include submitting certification applications, annual reports, and communicating changes in contact information.
 - See Certification Maintenance section and 'Certified Hospital Portal' webpage to submit annual reports, upgrade applications, and changes in contact information.



Infant Safe Sleep Policy

The Infant Safe Sleep Policy is the foundation of the hospital infant safe sleep initiative and drives safe sleep practices, healthcare team member training, and caregiver education. The policy acts as the ultimate resource for staff to provide, model, and educate AAP recommended safe sleep care to reduce the risk of SUID.

Implement a hospital-wide or system-wide Infant Safe Sleep Policy incorporating AAP recommendations, elements of the Cribs for Kids' Policy Rubric, and the criteria listed below. Policy must address all aspects of safe sleep care for patients less than one year of age. Include AAP recommendations relevant to creating a safe Home Sleep Environment (HSE) and additional factors beyond what will be observed during their stay.

- Policy associated with safe sleep practices must be implemented within all hospital departments providing bedside care for patients less than one year of age, units modeling safe sleep practices, and units providing caregiver education regarding infant safe sleep.
 - Includes Labor & Delivery, Postpartum, Neonatal Intensive Care Unit, Pediatrics, Pediatric Intensive Care Unit, Emergency Department, Social work, Lactation Services, etc.
- Review the Cribs for Kids' Policy Rubric
 - Available on the following webpages: 'Certification Manual' and 'Apply for Certification'.
 - Hospitals may incorporate required AAP recommendations and Policy Rubric elements in separate hospital policies.
 - The primary hospital Safe Sleep Policy must reference all related policies.
 - Attest to Safe Sleep Policy Rubric review with application submission.
 - Report elements from the Policy Rubric that are not applicable or if policy functionality is limited and unable to incorporate the required elements. i.e., include definitions, include approval signatures, etc.
- Must be in effect for a minimum of 3 months prior to application submission.
- Review hospital policy at routinely scheduled intervals to incorporate the most current AAP recommendations and Cribs for Kids requirements.
- Submit hospital Safe Sleep Policy and all related policies with application submission.
- See 'Hospital Certification Toolkit' webpage for development tools and sample policies.
- Cribs for Kids does not review policies prior to submission.
- Hospitals that do not implement policies must contact Hospital Certification Review Team before submission, see 'Contact Us' webpage.



Healthcare Team Member Training

- Deliver both onboarding and annual safe sleep training to nursing staff in all units providing care for patients less than one year of age, units required to model safe sleep practices, or departments providing education on infant safe sleep to caregivers. Training must incorporate AAP recommendations, elements of the hospital infant safe sleep policy, and criteria listed below. Include AAP recommendations relevant to creating a safe Home Sleep Environment (HSE) and additional factors beyond what will be observed during their stay.
- Applicable to all departments providing care for patients less than one-year of age.
 - Includes Labor & Delivery, Postpartum, Neonatal Intensive Care Unit, Pediatrics, Pediatric Intensive Care Unit, Emergency Department, Social work, Lactation Services, etc.
- Training may be offered to additional healthcare team members beyond nursing staff, however, this is not required.
- Onboarding and annual training may offer the same or different training materials.
- Training materials must be from an approved and trusted source.
 - See 'Certification Toolkit' webpage for national education agency resources.
- Submit local or hospital produced materials for review with certification applications.
- Implement a method to measure understanding.
 - Optional methods: tests, demonstration, teach-back, verbal or written attestation.
- Formulate an action-plan to respond to staff noncompliance.

- Identify methods to deliver re-education, designate who will re-educate staff, and when re-education will be delivered.
 - Optional methods: verbal discussion, review of training materials, formalized verbal & written warnings, removal from schedule.
- Must be addressed by a member of authority: educators, nursing or medical leadership.
- Report action-plan in certification applications.



Family/Caregiver Education

Provide safe sleep education to family/caregivers that incorporates AAP recommendations, elements of the hospital safe sleep policy, and criteria outlined below. Include AAP recommendations relevant to creating a safe Home Sleep Environment (HSE) and additional factors beyond what will be observed during their stay.

- At minimum, family/caregivers must be engaged in verbal discussion before discharge.
- Education materials must be from an approved and trusted source.
 - See ‘Certification Toolkit’ webpage for national education agency resources.
- Submit local or hospital produced materials for review in certification applications.
- Implement a method to measure understanding.
 - Optional methods: tests, demonstration, teach-back, verbal attestation, signing acknowledgement form.
- Formulate an action plan to address family/caregiver noncompliance.
 - Identify methods to deliver re-education, designate who will re-educate, and when re-education will be delivered.
 - Optional methods: Verbal re-education, signing acknowledgement forms, signing noncompliance forms, changes in care such as removal of blankets & pillows, use of pulse oximeter, referrals to social services & CPS.
 - Education must be provided by a licensed healthcare professional with a scope of practice that permits delivering patient education.
 - Address action-plan in the Safe Sleep Policy and report in certification application submission.



Hospital Website

Promote infant safe sleep culture and community awareness by including infant safe sleep education on the hospital website.

- New requirement, compliance expected by 2023.
- Education must incorporate all safe sleep AAP recommended practices.
- A full, dedicated webpage is not required.
- Infant Safe Sleep information should be easily accessible via “Infant Safe Sleep” in the search bar of the hospital website.
 - Report if website functionality does not allow this.
- Images displayed should meet criteria according to Safe Sleep Imagery requirements. See Safe Sleep Imagery section.

- Hospital website education is a separate initiative and does not qualify as a Community Outreach initiative required for Gold level certification.
- Website education efforts may offer links to national education agencies.
 - Refer to Certification Toolkit for resources and examples of approved website education.



Safe Sleep Imagery

Imagery related to infant sleep displayed across all hospital mediums must promote safe sleep practices according to AAP recommendations.

- Perform house-wide assessment to review all safe sleep images and photos displayed in hospital units, throughout the clinical facility, printed materials including direct mail, mass media, social media, and the hospital website.
- See ‘Certification Toolkit’ for resources, assessment tools and safe sleep images available for use.
- If an unsafe sleep image is discovered, the best practices is to remove the image.
 - Any image that does not meet AAP recommendations and cannot be removed must display a disclaimer:
“Image used for artistic purposes only and does not promote safe sleep according to AAP recommendations.”
 - ‘Artistic Photo Exception Placards’ available for purchase at Cribs for Kids Store.

SILVER & GOLD LEVEL CERTIFICATION

- Satisfy previous Bronze/All level requirements.



Wearable Blanket Distribution

Implement hospital-wide wearable blanket distribution in all units caring for patients under one year of age and when medically appropriate. Distributed may be for use either in-house and/or distributed to caregivers for use after discharge.

- Any wearable blanket manufacturer may be used.
- Address use of wearable blankets in the hospital safe sleep policy.
- Educate caregivers about wearable blanket benefits and proper use.
- May continue use of swaddled blankets. Include safe swaddling techniques and guidelines to discontinue in training & caregiver education.
- Formulate the process to launder wearable blankets used in-house.
 - May be laundered in-house or via third-party.
- Track and report quantity of wearable blankets gifted annually.
- Track and report funding source for wearable blankets.
 - Hospitals or hospital-systems not directly budgeting and purchasing approved wearable blankets may partner with a local agency, department of health, hospital foundation or other funder to provide wearable blankets.
 - Report changes in funding in Annual Reports.

- Funding not directly provided by the hospital or unit budget must submit documentation demonstrating third-party or hospital foundation commitment to financial support or donated items.
 - Documentation may be via email or letter.
 - Letters must contain agency letterhead.
 - Third-party provider email must demonstrate authorship associated with agency.
 - Must include a signature, title, and contact information of the third-party agency representative.
 - See 'Certification Toolkit' webpage for examples and safe sleep products.



Optional House-Wide Safe Sleep Training

Implement the Cribs for Kids' House-wide Safe Sleep Training module and assign to every hospital employee within the facility- including all departments, all staff, clinical & non-clinical. (Module release TBA). This initiative was developed as an alternative for hospitals unable to fund house-wide distribution of wearable blankets to achieve a higher level of certification. Either house-wide implementation of wearable blankets *OR* house-wide training is required, though hospitals may choose to implement both initiatives.

House-wide safe sleep training helps integrate safe sleep practices into hospital-wide culture. This training prepares all employees (environmental, maintenance, registry, etc.) to identify & assist or notify an RN if a patient is observed practicing unsafe sleep within the hospital. Additionally, the module promotes community involvement and helps integrate safe sleep practices into a cultural and societal norm.

- Upload Cribs for Kids House-wide Safe Sleep Module & test to the hospital electronic learning system and assign to every hospital employee at the time of certification, onboarding, and recertification, at minimum.
 - Implementation as yearly training is optional.
- Training release date TBA. Contact Hospital Certification Review Team before submission for more information, see 'Contact Us' webpage.
- Applicable to all employees receiving a paycheck from the hospital.
 - Excludes third-party workers.
- House-wide training consists of introductory content and does not replace in-depth clinical training required for staff providing direct patient care to infants.
- Reporting required of initial implementation:
 - Hospitals with over 1,000 employees must have 80% employee training completed and a demonstration plan to meet 100%.
 - Hospitals with less than 1,000 employees must have 90% employee training completed with a demonstration plan to meet 100%.
- Ongoing reporting required:
 - Submit record demonstrating total number of hospital employees and total number of trainings completed.



Safe Sleep Quality Improvement Initiative

Throughout designation, hospitals must maintain safe sleep compliance according to AAP recommendations and the criteria outlined in the Cribs for Kids Certification Manual. The Safe Sleep Quality Improvement (QI) Initiative requires performing in-house audits of the infant sleep environment in all units dedicated to the care of infants less than one year of age. Results indicate the effectiveness of caregiver education and staff training, highlights areas in need of reform, and identifies at-risk families. Results are to be monitored by a designated hospital body to identify gaps and celebrate compliance. Certification and Annual Report submissions must include the most recently completed audit tool and Annual QI Initiative compliance rates.

- Audits are to be performed quarterly or more.
- Must be performed by licensed health care providers or members of leadership other than the primary RN; Team members must be able to address care concerns with family/caregivers and staff.
- Hospitals are to determine individual best practices to collect an accurate and randomized sample to evaluate their safe sleep quality initiative.
 - Determine appropriate sample size- number of beds to audit. Report with application submissions.
 - Ensure audits represent unit wide care- day & night shift and monitor variables such as census, nursing staffed, and patient providers.
- Audits to include components of the safe sleep environment listed by the AAP.
 - “Recommendations for a safe sleep environment include supine positioning, the use of a firm sleep surface, room-sharing without bed-sharing, and the avoidance of soft bedding and overheating.” *
- Audit tools may be physical or virtual tools & must include breakdown of audit categories.
 - Submit audit tool with Certification & Annual Reports
- See ‘Certification Toolkit’ webpage for additional resources and the Cribs for Kids Audit Tool.
- Hospital bodies designated to monitor QI initiatives may be unit huddles, staff meetings, leadership meetings or other hospital unit committees.
- Formulate a safe sleep audit workflow, report with certification application submissions.
 - Identify who performs audits, when, and number of audits to be collected.
- Formulate an action-plan to respond to staff noncompliance, report with application submissions.
 - Identify methods to deliver re-education, designate who will re-educate staff, and when re-education will be delivered.
 - Optional methods: verbal discussion, review of training materials, formalized verbal & written warnings, removal from schedule.
 - Must be addressed by a member of authority: educators, nursing or medical leadership.
- Submit local or hospital produced materials for review with certification applications.
- Submit hospital annual compliance rates report. New requirement, compliance expected by 2023.

GOLD LEVEL CERTIFICATION

- Satisfy previous Bronze & Silver Level requirements.



Safe Sleep Assessment & Distribution

Perform assessments to identify at risk families/caregivers in need of infant safe sleep spaces and distribute safe sleep spaces before discharge. Provide family/caregiver education for proper set up and use. Sleep space must meet ASTM standards, be JPMA approved, and be absent of CPSC recalls.

- Sleep spaces may be cribs, bassinets, or play yards.
 - “Baby Box” is not considered a safe sleep space, and any hospital providing a “baby box” product is not eligible for certification.
- Formulate the assessment and distribution workflow, report with application submissions.
 - Identify who performs assessment, when assessment is completed, documentation to be completed, consults or referrals made, who delivers sleep space, when sleep space is delivered, and who educates caregiver on use.
 - Assessment must be performed by social worker, LPN, RN, nursing, or medical leadership.
- Track and report quantity of sleep spaces distributed annually.
- Track and report funding source for safe sleep spaces.
 - Hospitals or hospital-systems not directly budgeting and purchasing approved play yards, bassinets, or cribs may partner with a local agency, department of health, hospital foundation or other funder to provide safe sleep spaces.
 - Report changes in funding in Annual Reports.
- Funding not directly provided by the hospital or unit budget must submit documentation demonstrating third-party or hospital foundation commitment to financial support or donated items.
 - Documentation may be via email or letter.
 - Letters must contain agency letterhead.
 - Third-party provider email must demonstrate authorship associated with agency
 - Must include a signature, title, and contact information of the third-party agency representative.
 - See ‘Certification Toolkit’ webpage for examples and safe sleep products.



Community Outreach Education

Hospitals representatives must connect with community members and stakeholders outside of the hospital to provide infant safe sleep education to those who will not receive the education at bedside. This requires annually engagement across a minimum of two channels. Team members facilitating safe sleep certification should collaborate with colleagues within the hospital who manage marketing and community relations.

The intention of this initiative is to extend safe sleep education beyond the hospital and beyond the primary caregivers. Efforts should promote the integration of evidence-based safe sleep practices into common social and cultural practices.

Cribs for Kids provides many tools and options to meet this requirement including participation in sponsored events or programs, use of our free Safe Sleep Ambassador online module, and education items available for purchase in the Cribs for Kids Store.

- Be free of charge and open to the public.
- Target community members outside of hospital grounds.
 - Exceptions to this rule include official health fairs or events advertised to draw in community members not seeking treatment, to share health information.
 - Information booths & posters within the hospital do not meet criteria.
- Target community members unlikely to receive safe sleep education at the hospital's bedside.
 - Generally, prenatal/birthing classes and handouts to prenatal or pediatric clinics do not meet criteria.
 - If your hospital participates in this activity but feels this initiative reaches populations that do not plan to deliver at this facility and would not otherwise receive safe sleep education, 'Contact Us' for further discussion.
- Review the following approved channels historically used by certified hospitals:
 - Media & Marketing
 - Social media posts and/or participation in NICHD's Safe Sleep Snap
 - Traditional mass media campaigns
 - Infant safe sleep coverage in local news coverage (newspaper, TV, radio)
 - Safe sleep feature in community-wide hospital produced direct mail/magazine
 - Community Based Safe Sleep Education
 - Onsite or virtual community events such as community baby showers or information booths in health/safety fairs.
 - Virtual or in-person safe sleep education targeting non-parent family members, babysitters, college nursing or high school students.
 - Collaboration with social service or other community agency offering safe sleep education to mothers not delivering at the certified hospital
 - Participation in Cribs for Kids annual Breath of Life Stroll
 - Participation in Cribs for Kids Hospital Gift/Safety Shop Program (Release date TBA)
- Track and report Community Outreach initiative details.
 - Include event name, dates, location, targeted audience, and estimated attendance.
 - Report what sleep education was provided and what materials were used.
 - Education materials must be from an approved and trusted source
 - Distribution of written materials, report date of distribution, number of distributed handouts, number of remaining handouts
 - Social media posts, submit screenshot or link to post.
 - See Certification Toolkit for national education agency and outreach resources.
- Submit local or hospital produced materials for review with Certification Applications.
- Special considerations:
 - All social media posts from all hospital social media outlets are considered collectively as one initiative, regardless of the number of posts made.
 - Handouts, posters, or information booth within the hospital or associated prenatal clinics do not meet criteria.
 - The Safe Sleep page on the hospital website is a separate initiative and does not qualify as a Community Outreach Initiative.

Certification Maintenance

Once certification is obtained, all hospitals must maintain compliance in all aspects of the hospital infant safe sleep initiative pertinent to their level of certification and submit ongoing reports.

Annual Reports

The Cribs for Kids Infant Safe Sleep Certification awards designation for 5 years. Certified hospitals must maintain certification with submission of annual reports and an application for recertification in the 5th year. Annual Reports confirm ongoing safe sleep compliance and maintenance of all aspects of the infant safe sleep initiatives for the prior 12 months of certification.

- See 'Certified Hospital Portal' webpage to submit Annual Report.
- Submit by the end of the certification anniversary month.
- Note any changes in the safe sleep policy or practices in staff training, caregiver education, QI initiative, funding, distribution of wearable blankets/safe sleep spaces, etc.
- Changes in practice must be reflected in the safe sleep policy.
- Upload all support documents reflecting changes.
- Submit local or hospital produced materials for review.

Changes in Contacts

Certified hospitals must maintain communication with Cribs for Kids and report any changes regarding the designated primary and secondary contact information.

- Submit updated hospital contact information on 'Certified Hospital Portal' webpage.
- Include the previous contact information to be replaced with new contact information.

Upgrade Level of Certification

Certified hospitals may apply to advance their current certification level to a higher-level of designation. Submissions are only accepted annually during the anniversary month of certification. Report changes in policies and practices that qualify for an advanced level of certification. Submit updated Infant Safe Sleep Policy and supporting documents. Additionally, hospitals must confirm ongoing safe sleep compliance and maintenance in all other aspects of the hospital infant safe sleep initiative that have not undergone changes in practices in the prior 12 months of certification.

- Submit by the end of the certification anniversary month.
- Submit the Site Assessment Report- complete the sections related to the desired advanced level of certification.
- Verify what practices have undergone changes or note no changes.
- Changes in practice must be reflected in the hospital Infant Safe Sleep Policy.
 - Upload all support documents reflecting changes.
- Submission for upgrade only accepted in second and third years of certification.

Recertification

The Cribs for Kids Infant Safe Sleep Certification awards designation for 5 years. Certified hospitals must maintain certification with submission of annual reports and an application for recertification in the 5th year. Because in-person site visits are not performed, the evaluation of hospitals seeking initial

certification and recertification is achieved via Virtual Site Visit. See 'Virtual Site Visit and Applications' webpage for more information on application process.

- Submit recertification application in the 5th year during the certification anniversary month.
- Application process is the same for initial and recertification applications.

References

- TASK FORCE ON SUDDEN INFANT DEATH SYNDROME, Rachel Y. Moon, Robert A. Darnall, Lori Feldman-Winter, Michael H. Goodstein, Fern R. Hauck; SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment. *Pediatrics* November 2016; 138 (5): e20162938. 10.1542/peds.2016-2938*
- Michael H. Goodstein, Dan L. Stewart, Erin L. Keels, Rachel Y. Moon, James Cummings, Ivan Hand, Ira Adams-Chapman, Susan W. Aucott, Karen M. Puopolo, Jay P. Goldsmith, David Kaufman, Camilia Martin, Meredith Mowitz, Elie Abu Jawdeh, Rebecca Carlin, Jeffrey Colvin, Fern R. Hauck; COMMITTEE ON FETUS AND NEWBORN, TASK FORCE ON SUDDEN INFANT DEATH SYNDROME, Transition to a Safe Home Sleep Environment for the NICU Patient. *Pediatrics* July 2021; 148 (1): e2021052046. 10.1542/peds.2021-052046
- Lori Feldman-Winter, Jay P. Goldsmith, COMMITTEE ON FETUS AND NEWBORN, TASK FORCE ON SUDDEN INFANT DEATH SYNDROME; Safe Sleep and Skin-to-Skin Care in the Neonatal Period for Healthy Term Newborns. *Pediatrics* September 2016; 138 (3): e20161889. 10.1542/peds.2016-1889