



Safe Sleep Certified Hospital Photography Guidelines

As a safe sleep certified hospital, it is important that images on your hospital units, in hospital produced documents and on hospital websites and social media pages depict safe infant sleeping practices.

In general, publish only images that promote the Recommendations of the American Academy of Pediatrics Safe Infant Sleeping Environment:

<https://pediatrics.aappublications.org/content/138/5/e20162938>

Examples of safe sleeping images include photos of baby:

- Sleeping following the ABCs -- alone on his/her back in a crib in caregiver's room;
- On baby's in a crib/bassinet with a tight-fitting sheet and absent of other items such as bumper pads, blankets, and toys;
- On baby's tummy while awake, representing supervised tummy time;
- On baby's side while clearly awake;
- With an awake adult providing skin to skin care;
- Swaddled no higher than the shoulders, while following above requirements;
- Sleeping in the arms of a clearly awake adult;

Examples of unsafe infant sleeping images, and therefore not to be published, include photos of baby:

- Sleeping on baby's side or tummy;
- Sleeping on furniture, beds, bean bags;
- Sleeping with any quilts, loose blankets, fur throw, toys, bumper pads, positioner, or nursing pillow;
- Sleeping in a car seat, stroller, swing, or inclined sleeper;
- Sleeping with an adult or sibling;
- Sleeping with hats or headbands.

If your hospital has images within the hospital, on printed materials, or on electronic content that violate these photography guidelines, the following message (via plaque, sticker, sign, or printed on the image itself) must be posted on or next to the image that states:

"This photo is for artistic purposes only and does not reflect AAP Infant Safe Sleep recommendations".