



## Sample Press Release Content

*NATIONAL SAFE SLEEP HOSPITAL CERTIFICATION PROGRAM RECOGNIZES <Hospital Name> < CITY, STATE> <Date> -- <Hospital Name> was recently recognized by the National Safe Sleep Hospital Certification Program as a “<level of designation>,” for their commitment to best practices and education on infant safe sleep. The National Safe Sleep Hospital Certification Program was created by Cribs for Kids®, a national infant safe sleep organization. Headquartered in Pittsburgh, PA, Cribs for Kids is dedicated to preventing infant sleep-related deaths due to SUID and accidental suffocation. As a Nationally Certified Safe Sleep Hospital, <Hospital Name> is recognized for following the safe sleep guidelines recommended by the American Academy of Pediatrics (AAP) and providing training programs for healthcare team members, and family caregivers.*

*“Sleep-Related Death (SRD) results in the loss of more than 3,500 infants every year in the U.S.,” said Michael H. Goodstein, M.D., neonatologist and medical director of research at Cribs for Kids®. “We know that modeling safe infant sleep in the hospital and providing education to families has a significant effect on infant mortality. Cribs for Kids Hospital Certification Program is designed to recognize those hospitals that are taking an active role in reducing these preventable deaths.”*

*<provide local infant mortality, SUID, and unsafe sleep statistics (if available) to impress upon the need for practicing safe sleep> “<provide a quote from a hospital representative/physician, title>”*

*The National Safe Sleep Hospital Certification Program was created in partnership with leading infant health and safety organizations such as All Baby & Child, The National Center for the Review & Prevention of Child Deaths, Association of SIDS and Infant Mortality Programs, Kids in Danger, Children’s Safety Network, American SIDS Institute, Charlie’s Kids, CJ Foundation for SIDS, and numerous state American Academy of Pediatric chapters and health departments.*

*According to Judith A. Bannon, Executive Director and Founder for Cribs for Kids®, “The certification program launched in 2015 in Pittsburgh, PA, home of the Cribs for Kids® national headquarters. Hundreds of hospitals across the US are certified. We welcome (insert hospital name) to this expanding group of committed hospitals. This will have a profound effect on saving babies’ lives.”*

*For more information on the Cribs for Kids® National Safe Sleep Hospital Certification Program, visit <https://cribsforkids.org/hospitalcertification/>*

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