

## HOSPITAL CERTIFICATION SAMPLE PRESS RELEASE

[Hospital Name] Celebrates Achieving National Safe Sleep Hospital Certification Through Cribs For Kids® [City, State] –

<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 injuries and 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 safe sleep education to family and 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 injuries and deaths.”

“We are proud to join the national effort to reduce infant mortality,” said [Hospital Name] Representative, [Name]. “The Cribs for Kids® National Safe Sleep Hospital Certification is an important step in our efforts to provide parents and caregivers with the evidence-based information they need to ensure their babies sleep safely from day one.”

According to Judith A. Bannon, CEO and Founder of 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.”

To learn more about safe sleep guidelines and the Cribs for Kids® National Safe Sleep Hospital Certification program, please visit [www.cribsforkids.org](http://www.cribsforkids.org). ###