Cribs for Kids®
Helping every baby sleep safer

# The Infant Safe Sleep Dispatch

Cribs for Kids Quarterly NPSI E-Newsletter-Fall '25

## STAT: Quick Link Cribs for Kids Updates




### Cribs for Kids Annual Report

Our Annual Report captures the impact of our programs, partnerships, and the dedicated community that makes our work possible. From expanding access to safe sleep education and lifesaving products to supporting families and professionals across the country, this report highlights the milestones and stories that defined our most recent fiscal year.

**Click to Link:**
[Cribs for Kids Annual Report - October 2025 - Cribs for Kids]




### Safe Sleep Champions Webinar: 1/22/26

Our next quarterly Safe Sleep Champions webinar is scheduled for January, 22nd, 2026, from 12pm - 1pm ET. If you can't attend live, you can still register to receive an email when the recording is available for on-demand viewing. As always, we'll talk with Champion guests, but we are very excited to announce the release the **1st Responder Module** of our Professional Training Series on this webinar!

**Click to Register:**
[https://cribsforkids.org/webinar/]




### Cribs for Kids National Conference: Sept 30th-Oct 2nd, 2026

Held in person for the first time since 2019, the 2026 conference theme, **Safe Sleep: Rooted in Evidence, Branching into Action**, reflects our commitment to transforming research into real-world impact. We will announce the call for abstracts and registration details on social media and in our e-newsletters and on our website. For now, mark your calendar for 9/30/26-10/2/26. S

**Click for Conference Info:**
[https://cribsforkids.org/conference/]

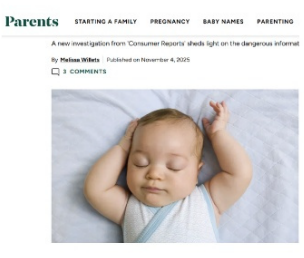
## October Safe Sleep Month: Safe Sleep in the News


Whether scrolling, searching, or shopping online, parents are bombarded with misleading information and imagery about unsafe infant sleep practices and products.

### Consumer Reports: Online Misinformation Is More Dangerous Than Ever

**Consumer Reports** reporter **Lauren Kirchner,** wrote an in-depth and impactful article on infant safe sleep. Originally planned as a general "importance of safe sleep" article, when Kirchner began speaking with people working to reduce sleep related infant deaths, she felt the need to expand her coverage and her editors gave her that freedom.

**Link to Read "These Aren't Statistics, These are Babies":**
[https://www.consumerreports.org/babies-kids/child-safety/misinformation-about-infant-sleep-more-dangerous-than-ever-a7076883803/]




### Parents: Viral Doesn't Mean Verified

As a follow up to the Consumer Reports piece, Melissa Willets from Parents Magazine expanded on the alarming rise of dangerous infant sleep content found online and promoted by social media influencers. She notes how even more dangerous this is with the closure of the NICHD's Safe to Sleep Campaign and the end of data collection. She also gives direction on how parents can find safe, accurate information.

**Link to Read Viral Doesn't Mean Verified:**
[https://www.parents.com/rise-of-unsafe-baby-sleep-advice-online-11843410]




### Unsafe Sleep When Baby is Ill

Quoted in the Parents article is Dr. Mary Beth Howard of Johns Hopkins, Infant Safe Sleep Gold Certified Hospital. Dr. Howard and her co-authors recently published research highlights the prevalence of unsafe sleep practices particularly when baby is unwell. Baby may be brought into bed for comfort, presenting dangerous suffocation risks at time when baby is already vulnerable.

**Link to Read Sleep Practices During Illness:**
[https://www.hopkinsmedicine.org/news/newsroom/news-releases/2025/10/sleep-practices-during-infant-illnesses-may-increase-risk-of-sudden-infant-death]

## NPSI in the News: Spartanburg County Coroner

Sharing his experience in the field, this coroner speaks about preventable sleep-related infant deaths. As simple as placing a call or writing an email to your local news stations, newspapers, and radio stations, you can share with your community how important it is for babies to sleep in their own space with no blankets, pillows, or soft toys.

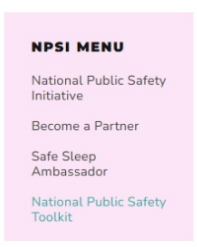
S.C. coroner provides safe sleep tips for infants

## Three Things Your Agency Can Do Before The Year Ends:




### 1. Put Safe Sleep Info on Your Website

Write your own content, or link to other websites that offer education. Here's an example from Three Rivers Ambulance in Ft. Wayne, IN: [https://traa-ems.com/public-information-education/safe-sleep-program/]




### 2. Offer Safe Sleep Info at Car Seat Checks

Transition from confirming the car seat is safely installed for travel, but when not in the car shouldn't be used for sleep. Find info to offer by using free resources on the NPSI Tool Kit: **cribsforkids.org/npsi-toolkit/**



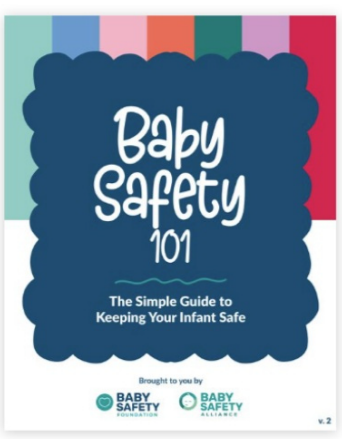

### 3. Get Ready for the First Responder Module

The First Responder Module in our Professional Training Series, will be released in January. The content builds on our Safe Sleep Ambassador, have team members complete that now? [https://cribsforkids.org/safe-sleep-ambassador/]

## New Tools & Support

### New Education Tool: Baby Safety 101

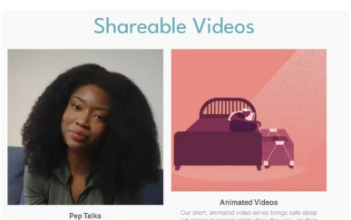
**Our colleagues at Baby Safety Alliance and Baby Safety Foundation (formerly JPMA & JPMA Cares) kicked off Infant Safe Sleep Month with the launch of Baby Safety 101. This free, swipeable guide is designed to be the "manual" new parents often say they wish they had for their baby. Published with the help of safety experts, Baby Safety 101 a great tool for first responders as it covers how to keep baby safe at home and on the go from pets to car seats, and of course, sleeping. Be sure to share** BabySafety101.org **with your colleagues and families you care for.**




**Click to Link:**
**https://www.babysafetyfoundation.org/baby-safety-101**

### New Support: Real Mom Talk

The team at **Charlie's Kids** marked October Infant Safe Sleep Month with the launch of their new Real Mom Talk video series, a library of 14 easy to view and share videos of mom talking to moms. This new series was developed to complement the new Charlie's Kids Booklet (https://www.charlieskids.org/booklet) and is also great companion to their earlier video series, https://www.charlieskids.org/videos.




**Click to Link to Real Mom Talk: https://www.charlieskids.org/realmomtalk**
**Click to Order Booklets: https://www.charlieskids.org/booklet**

## Your Purchases Fund Our Free Programs

### Visit our Catalog

All of our free programs, education, and resources are made possible by the purchase of infant products by our partners and agencies. Please consider purchasing from Cribs for Kids for your station or department, from Ettecetera for your family and friends. Products include our Cribette and Mini-Cribette play yards, wearable blankets, car seats, diapers, toy kits, plus our education pieces, badge buddies, and more.

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