



Cribs for Kids® National Public Safety Initiative

Infant Safe Sleep Education:
Preventing and Reducing the Risk of Infant Sleep-Related Deaths

National Public Safety Programs



- Police Departments

- Fire Departments
- EMS

FACT: Over 3,500 babies in the U.S. die each year from sleep-related deaths.



**With your help,
We strive to eliminate all infant sleep
related deaths by:**



1. Educating communities on infant safe sleep.
2. Providing safe sleep environments to all babies that do not have a safe place to sleep.



What is Cribs for Kids®?

- Created in 1998 by Judy Bannon
- Provides infant safe sleep education and a portable crib to families in need for infants one year of age and younger
- To date has acquired 900+ partners across the US
- Since 1998, Nationally, over 500,000 cribs have been distributed!

What is the National Public Safety Initiative?

- First responders and law enforcement agencies are partnering with Cribs for Kids to participate in the National Public Safety Initiative.
- These programs provide infant safe sleep education to parents/caregivers and free portable cribs to families whose babies are sleeping in an unsafe sleep environment, with the assistance of first responders.

Program Procedure for First Responders

1. When you see an infant, ask if the baby has a safe place to sleep.
2. Offer to educate the family about infant safe sleep.
3. Ask the caregiver to complete a blue card.
 - Every section on the card does not have to be completed.
4. Give the portable crib to the family.

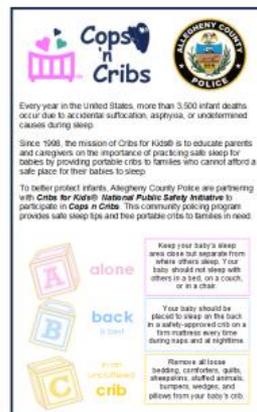
1. Ask if the Baby has a Safe Place to Sleep

- Identify and acknowledge the risk/need when on scene for any incident. As first responders you encounter many types of incidents that offer the opportunity to educate parents, caregivers, and family members about the importance of infant safe sleep.
- Risk Factors Include
 - Baby sleeping on a couch
 - Baby sleeping in a car set
 - Seeing a baby under one year not in a crib



2. Educate the family about infant safe sleep

- Explain the ABCs of infant safe sleep to the caretaker or person responsible for the infant.
 - Babies Sleep Safest:
 - **A**lone
 - On the **B**ack
 - In a **C**rib
- Distribute the Cribs for Kids National Public Safety infant safe sleep educational brochure.



3. Ask the caregiver to complete a blue card.

- Please ask the family to complete a blue card when they receive the crib
- They do not need to complete every section of the card
 - Ex-income level or ethnicity

CONFIDENTIAL CRIBS FOR KIDS® PUBLIC SAFETY INITIATIVE SURVEY

Parent/Caregiver Information

Mother's Name: _____ Baby's Name: _____
Mother's Birth Date: _____ Baby's Birth Date: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Today's Date: _____

Race:
____ African American ____ Caucasian
____ American Indian ____ Pacific Islander
____ Asian ____ Other _____

Ethnicity:
____ Hispanic ____ Non-Hispanic

Age:
____ 18 Years or Younger ____ 26-30 Years
____ 19-25 Years ____ 31 Years or Older

Did you smoke during your pregnancy?
____ Yes ____ No

Does anyone else currently smoke in the house?
____ Yes ____ No

Income Level:
____ \$0-\$10,000 ____ \$10,000-\$20,000
____ \$20,000-\$30,000 ____ \$30,000-\$40,000
____ \$40,000-\$50,000 ____ \$50,000 & Over

Baby's Sex: ____ Male ____ Female

Was your baby born early? ____ Yes ____ No

Baby's Age:
____ 0-2 Months ____ 4-6 Months
____ 2-4 Months ____ 6-12 Months

A twin or multiple birth: ____ Yes ____ No

Breast or bottle fed?
____ Breast ____ Bottle ____ Both

Does your baby sleep with a pacifier? Yes ____ No ____

Number of live deliveries, including this baby? _____

Have you received education at the hospital?
Yes ____ No ____

Police _____ **Department Name** _____
Fire _____ **Officer Name** _____

4. Give the Crib to the Family

- If you have the portable crib with you at the time of the incident, then present it to the family.
- If the crib is not with you...
 - Deliver it to them once you retrieve it from the station
 - Contact Cribs for Kids to send the crib to the family in need



Program Procedure Overview

- If the need for a safe sleep environment is identified, educate the family on infant safe sleep guidelines and give the blue card to the caretaker to complete in order to receive a crib.
 - It is especially important for the family to know that they are not in trouble if they do not have a safe place for the baby to sleep.
 - It is important to remember that educational opportunities to spread the infant safe sleep message is not limited to just homes, but may present themselves during traffic stops or participating in community events.
- Take the completed blue card back to the station. Please check with your supervisor for blue card processing instructions for your department.
- Retrieve the portable crib at your station and deliver it to the family in need.
 - Once again, please obtain instruction from your supervisor for the delivery and distribution of the portable cribs.

Infant Safe Sleep Education



All you need to know
to better inform your
community on infant
safe sleep practices
for any baby.

What is an Infant Sleep-Related Death?

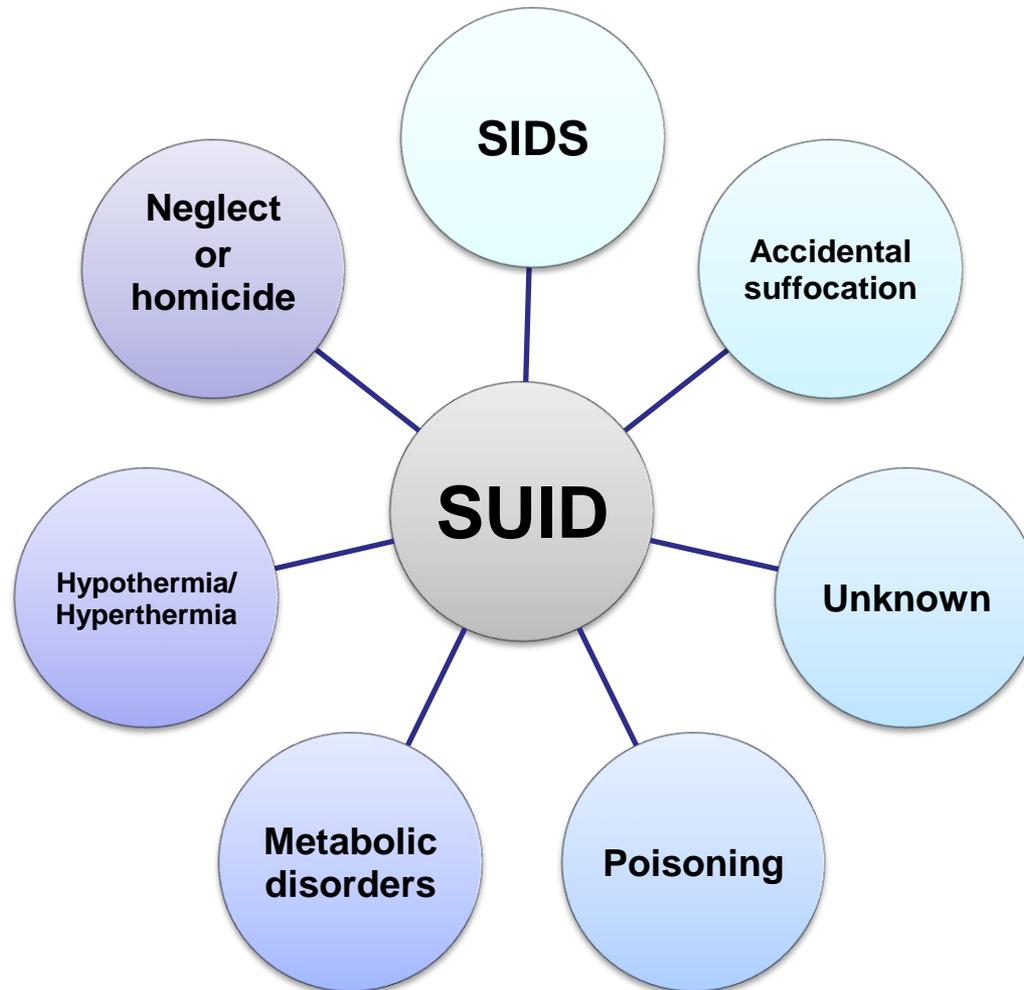
- A sudden and unexpected infant death
- The baby is found in the sleep area
- The baby had been healthy
- There is no clear cause of death before investigation

What is SUID or SUDI?

- Sudden Unexpected Infant Death
- The big “umbrella” of all unexplained infant deaths
- SIDS represents a subcategory of SUID



Some causes of deaths that occur suddenly and unexpectedly during infancy



Sleep Related Infant Deaths

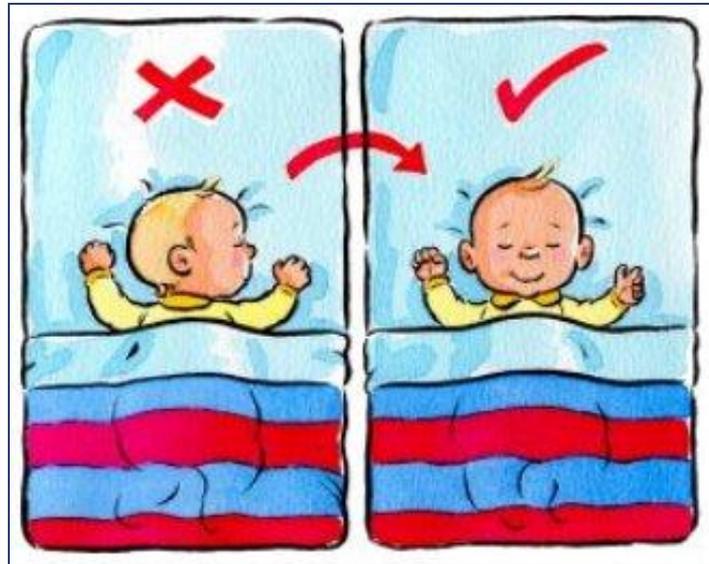
- Sleep-related deaths are the leading cause of death in infants between 1 month and 1 year of age.
- Some of the deaths are caused by SIDS or Sudden Infant Death Syndrome.
- However, studies now show that many of these deaths are caused by accidental suffocation due to unsafe sleeping environments.
- Accidents are preventable, so many of these deaths can be prevented with your help.

SIDS Facts

- Leading cause of infant death between:
1 month and 1 year of age
- Highest rates in African American/American Indian/Alaska Native babies.
- 1,500 babies die of SIDS each year in U.S.
- Peak incidence between **2 – 4 months of age.**
- More males than females. (60% to 40% ratio)
- Baby apparently healthy, often recent Upper Respiratory Infection. (50%)

What Do We Know?

- Babies sleep safest on their back.
- Sleep surface matters.
- Every sleep time counts – for naps and for night!



The **ABCs** of Infant Safe Sleep

Alone,

on the **B**ack,

in a **C**rib!



The **ABCs** of Infant Safe Sleep

Alone,

Baby is *Alone*

on the **B**ack,

Baby is laying on its *Back*

in a **C**rib!

Baby is in an uncluttered *Crib*



Back Sleeping is Best

- Babies who sleep on the stomach are much more likely to die than babies who sleep on the back.
- Babies who sleep on soft bedding are more likely to die of suffocation.
- A baby who usually sleeps on the back but is placed on the stomach to sleep is at very high risk of sleep-related death.

How to Protect a Baby from Sleep-Related Death

Number 1

ALWAYS place a baby on the back to sleep.



Back Sleeping is Safe

- The back position is the safest.
 - The stomach position doubles the risk of death.
- If the baby can roll over well, you do not have to reposition the baby if he/she turns while sleeping.
 - Remember to always place a baby on the back every time he or she is put down to sleep.

How to Protect a Baby from Sleep-Related Death

Number 2

Place a baby on a firm sleep surface like a safety-approved mattress covered with a tight-fitting sheet.



A Firm Sleep Surface is Best

- Never place a baby to sleep on pillows, quilts, sheepskins, or other soft surfaces.
 - Soft bedding increases the risk of death by 5 times.
 - Babies who sleep on the stomach *and* are placed on soft bedding have an increased risk of death by 21 times!

How to Protect Infants from Sleep-Related Death

Number 3

Keep loose bedding, soft animals, and toys out of any baby's sleep area.



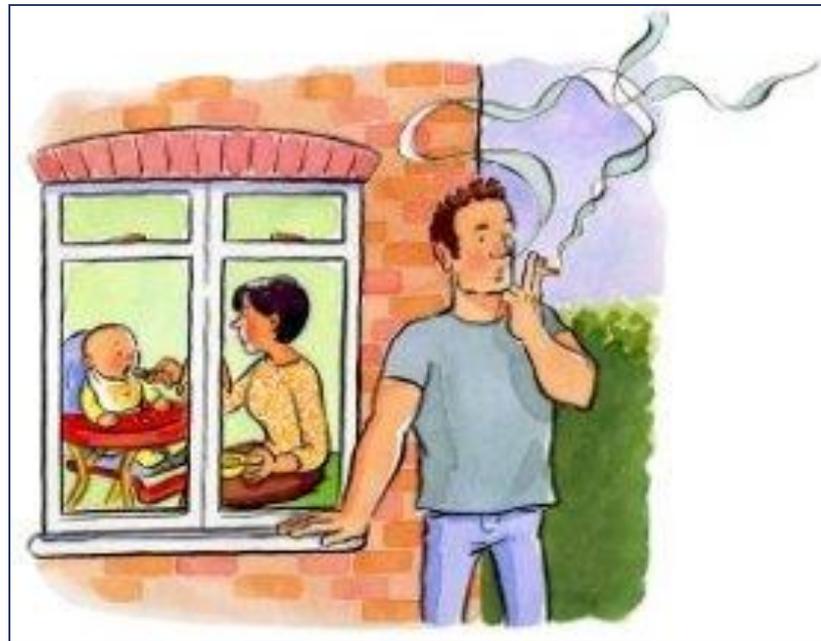
Baby Should be Alone in Crib

- Remove pillows, quilts, loose blankets, or other soft bedding...these products can lead to suffocation.
- Bumper pads should not be in a crib.
- Stuffed animals should never be in the crib.
- Parents should decorate the baby's room, not the baby's crib.
 - Nothing should be in a baby's sleep area but the baby!

How to Protect Infants from Sleep-Related Death

Number 4

Do not allow smoking or drug use around babies.



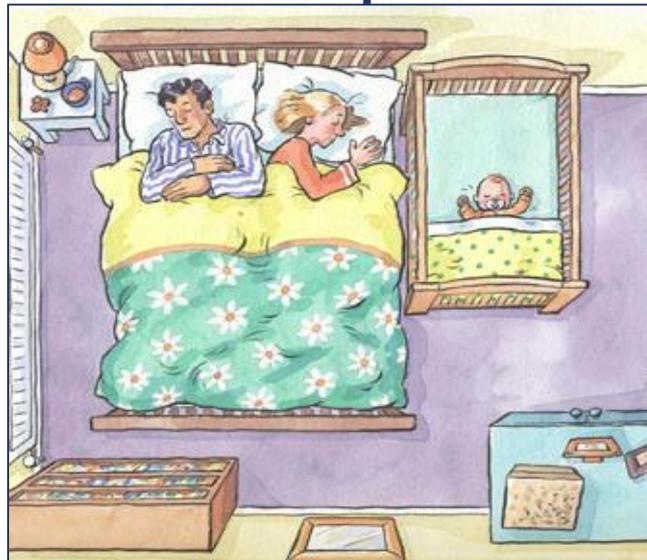
No Smoking or Drugs

- Smoking and drug use before or after the birth of a baby does increase the risk of SIDS.
- Parents should not allow other people to smoke or do drugs around their baby.
- If a caregiver must smoke, it should be away from the baby and the smoker should change their clothing before handling the baby again.
 - Exposure to passive smoke in the house doubles a baby's risk.

How to Protect Infants from Sleep-Related Death

Number 5

The baby's sleep area should be close to, but separate from where the parents and others sleep.



Room Sharing

- Babies should never sleep in a bed or on a couch, chair, or any other surface with any adult, other child, or pet.
 - A baby should sleep in the same room as the caregiver, but in a separate sleeping space. This is called ‘Room Sharing’.
- If a baby is brought into bed to breastfeed, the baby must be placed back into his/her crib, bassinet, or portable crib when done feeding.
- Bedsharing greatly increases a baby’s risk of sleep-related death even if the parent does not drink, smoke, or use drugs.
- Remember: You cannot control fatigue. Room sharing is the safest alternative.

How to Protect an Infant from Sleep-Related Death

Number 6

Giving a baby a clean and dry pacifier at sleep time is a GOOD thing.



Pacifiers

- Pacifiers have been shown to be protective against sleep-related death.
- Offer a pacifier to your baby, but do not force him/her to take it.
- Wait 3 to 4 weeks (or until breastfeeding has been established) before offering a pacifier if the baby is being breastfed.
- Do not coat the pacifier with sweet liquid as doing so can lead to cavities when the baby's teeth come in.

How to Protect an Infant from Sleep-Related Death

Number 7

Do not let the baby overheat during sleep.



SAFE



NOT SAFE

Dress baby in Lightweight Clothing

- Dress a baby in lightweight sleep clothing such as a Sleep Sack or other wearable blanket.
- If blanket is used, make sure it is lightweight.
- Tuck the blanket securely around the mattress, keep it away from the baby's head. The blanket should not be higher than the baby's arm pits.
- A blanket can be used to swaddle a baby.
- Keep the room at a temperature that is comfortable for an adult.
 - Studies show that an overheated baby is at increased risk of death.
- **Remember: Never allow a loose blanket in the sleep area!**

How to Protect an Infant from Sleep-Related Death

Number 8

Avoid products that claim to reduce the risk of SIDS or other sleep-related infant deaths.

Most of these products have not been tested for effectiveness or safety.



How to Protect an Infant from Sleep-Related Death

Number 9

Do not use home monitors to reduce the risk of SIDS or other sleep-related infant deaths. Most of these products have not been tested for effectiveness or safety.



How to Protect an Infant from Sleep-Related Death

Number 10

Provide supervised Tummy Time.



Your baby needs Tummy Time!
Place babies on their stomachs when they are awake and someone is watching. Tummy time helps your baby's head and neck muscles get stronger and helps to prevent flat spots on the head.



Tummy Time for Baby

- Tummy Time can reduce the likelihood that flat spots and bald spots will develop on a baby's head.
 - Babies should have supervised Tummy Time every day when he/she is awake.
 - Tummy Time does not have to be on the floor. Holding and playing with a baby counts, too.
- Remember: Tummy to play and back to sleep!



Sitting Devices for Sleep

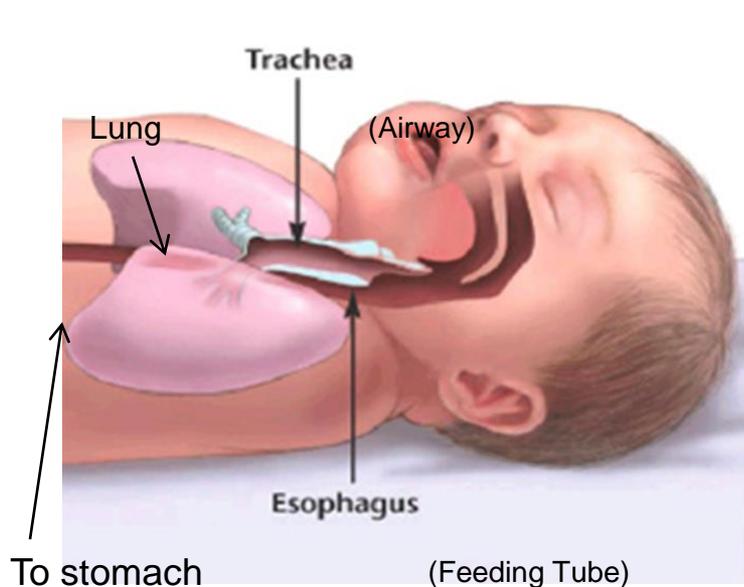
- Car safety seats, strollers, swings, infant carriers, infant slings
- Not recommended for routine sleep in the hospital or at home
- Infants < 4 months are particularly at risk
- If an infant falls asleep, move infant to a crib or other appropriate flat surface as soon as is practical
- Car safety seats and similar products are not stable on a crib mattress or other elevated surfaces



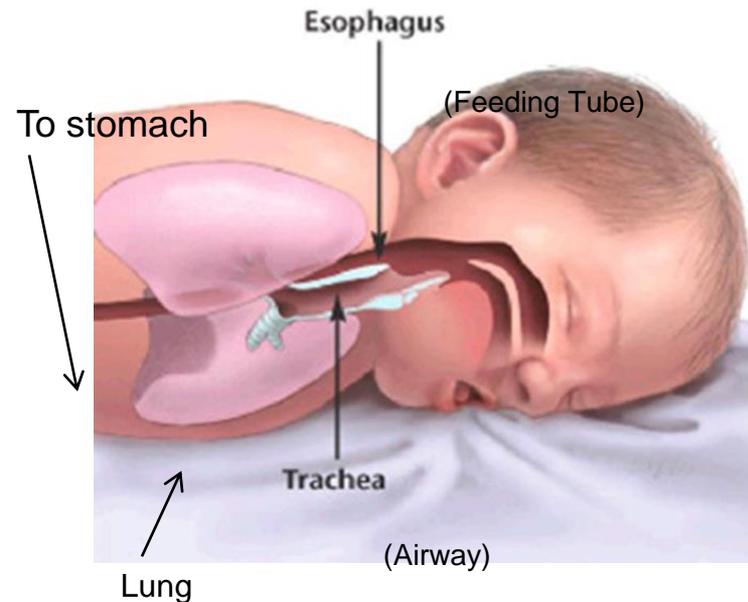
Questions you may be asked about infant safe sleep.



Q: Won't my baby choke sleeping on the back?



On the back, the airway is above the esophagus. Anything that is spit up will be pushed back down by gravity to the lowest point. The trachea is protected.



On the stomach, the airway is below the esophagus. Anything that is spit up will be pushed back down by gravity to the lowest point. It is now easier to aspirate into the lungs.

Answer

- When the baby is placed on the back, the esophagus (which is the feeding tube) is below the trachea (which is the airway). If the baby spits up, the content will come out of the baby's mouth. The remaining content will go back down the esophagus by the force of gravity. The content is swallowed and will not get stuck in the lungs.
- On the other hand, when the baby is placed on the stomach, the trachea is below the esophagus. If the baby spits up, the content can go into the trachea and get stuck in the lungs. This is called aspiration.
- Remember: Coughing does not indicate choking. People cough to clear and protect their airway. It is a reflex, and healthy babies use it just like adults do!

Q: Does putting a baby on the back to sleep *really* work?

Before 1992...

More than 8,000 babies died each year.



After 2000...

There are only 3,600 deaths each year.

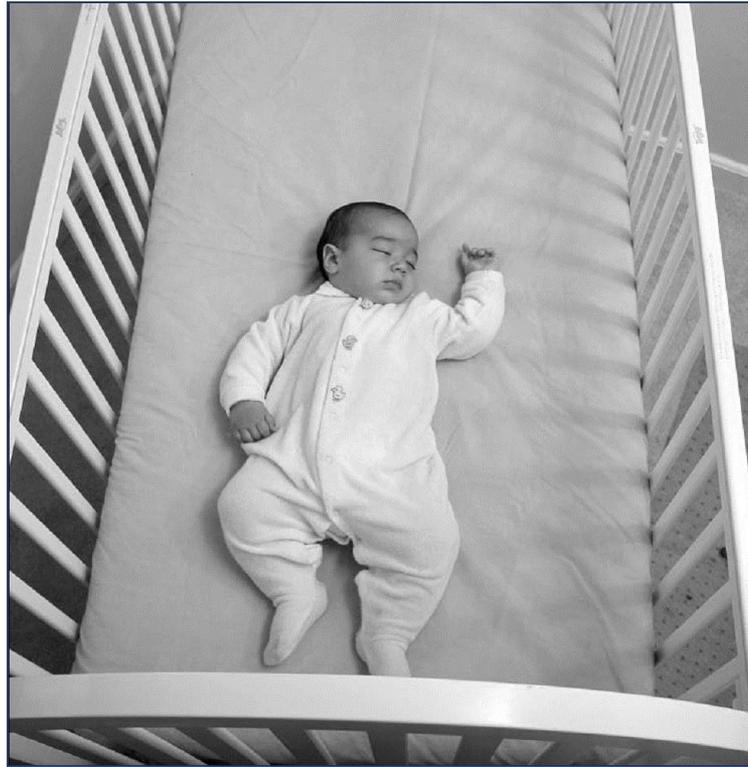
YES!

35,000 babies' lives have been saved!

Answer

- Before 1992 when the American Academy of Pediatrics recommended infants be placed on their back to sleep, there were 8,000 infant sleep deaths every year.
- After the Back to Sleep Campaign, there were 4,000 infant sleep-related deaths each year... This is still far too many though!
- Because of the Back to Sleep Campaign, more than 30,000 children are alive today.
- If you put your baby to sleep on the back, you cut the risk of death in half!

Q: Do babies sleep comfortably on their backs?



Answer

- Babies can – and do – sleep comfortably on the back, especially when it is started early.
- Babies have a very different sleep cycle than adults... It is normal for a baby to wake up every 3 to 4 hours, and this is a “good sleeper”!
- Researchers believe that sleeping too deeply can put a baby at an increased risk of sleep-related death. This is one of the dangers of stomach sleeping.
- If a baby is fussy, swaddling can help improve sleep patterns.
- Do not put a fussy baby to sleep on the stomach to sleep. The baby’s safety is most important.

Q: Won't my baby get flat or bald spots sleeping on the back?



Answer

- Normally, if any flat or bald spots develop, they will disappear in the months after the baby learns to sit up.
- Tummy Time is the most effective way to combat flat spots. Make supervised Tummy Time part of your daily routine when your baby is awake.
- Changing the direction that your baby sleeps in the crib each week is also an effective way to combat flat spots.

Q: But my mother, grandmother, or best friend put her baby to sleep on his/her stomach, and that baby was fine...



Answer

- Every day, new knowledge is gained. We often learn that truths from the past were not correct.
 - For example, in the past, an infant did not have to ride in a car seat. Today, we know car seats protect children from serious injury. Now it is a finable offense if an infant does not ride in a car seat.
- The same is true for infant sleep... Extensive research has proven that a baby is safest when placed on the back to sleep. **ALWAYS** use the back to sleep until 1 year of age.

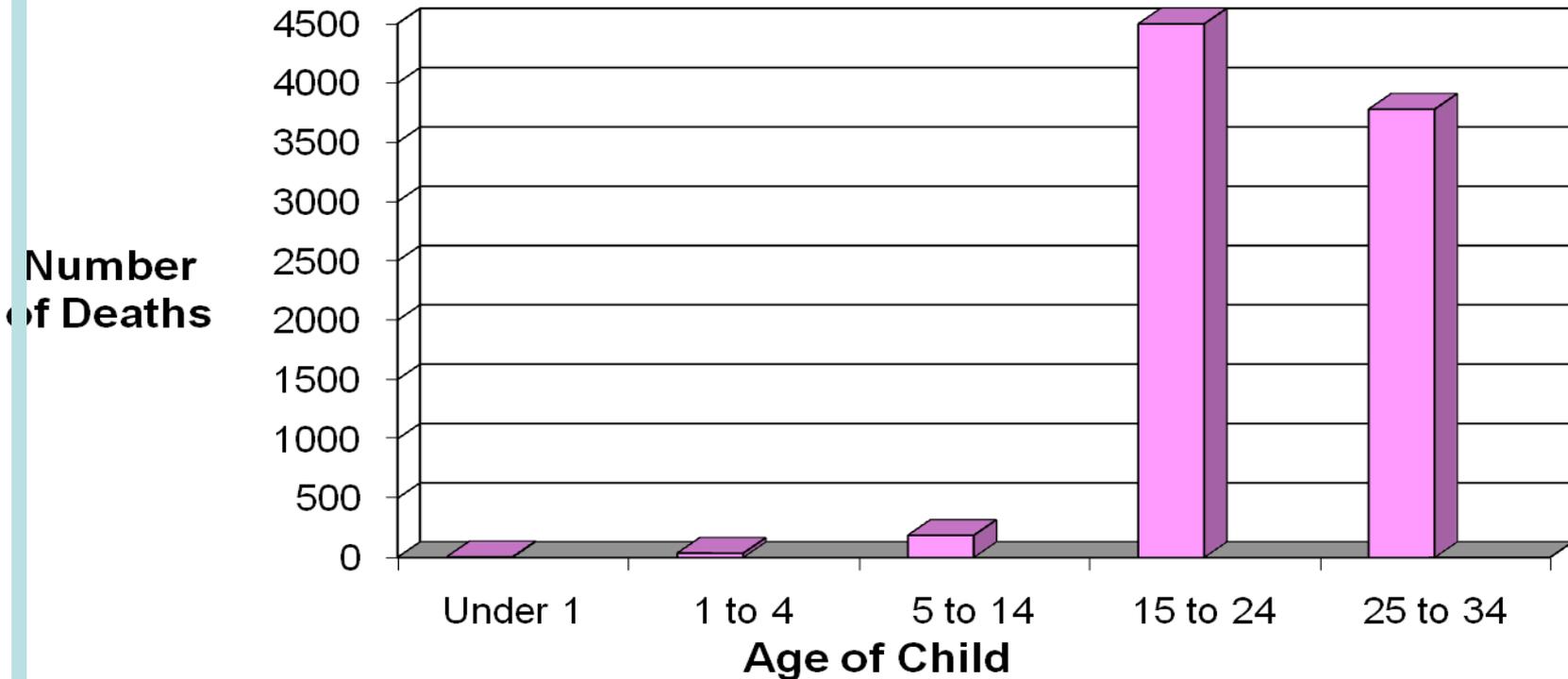
Q: What else can we do to keep babies safe?



Answer

- About one in five sleep-related deaths occur while the baby is in the care of someone else.
 - Often the caregiver has placed the baby on the stomach to sleep. When a baby normally sleeps on the back and is placed on the stomach to sleep, it is called “unaccustomed tummy sleeping.” These babies have an 18-time increased risk of sleep-related death!
- Talk about safe sleep to child care providers, grandparents, babysitters, friends or **ANYONE** who cares for babies!

Q: How many babies die of gunshot wounds each year?

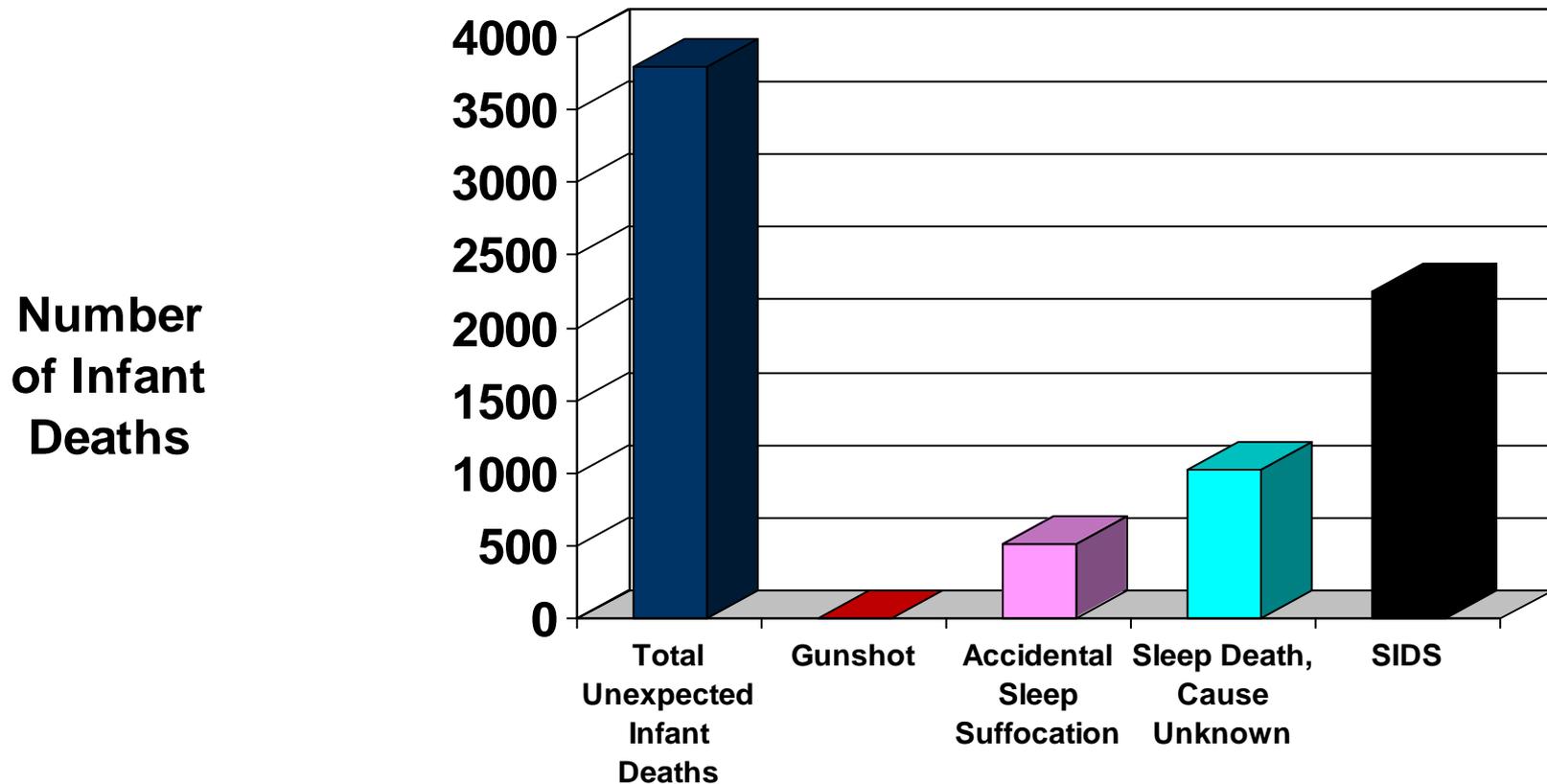


**A: MUCH LESS THAN SLEEP
RELATED DEATHS**

Answer

- According to the U.S. National Vital Statistics Report, in 2013, 10 infants died of homicide by gun fire.
- Teenagers and young adults have the greatest risk of dying of homicide by gun fire.

Q: How are our babies dying?



A: Sleep-Related Deaths

Answer

- Statistics show that more than 3,600 infants die unexpectedly in the U.S. every year.
- In the past decade, the number of accidental suffocation deaths has increased over 30 percent!
- The most common causes of the accidental deaths are laying over the baby, the use of soft bedding, and the baby getting wedged between two objects.

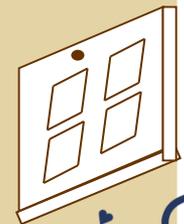
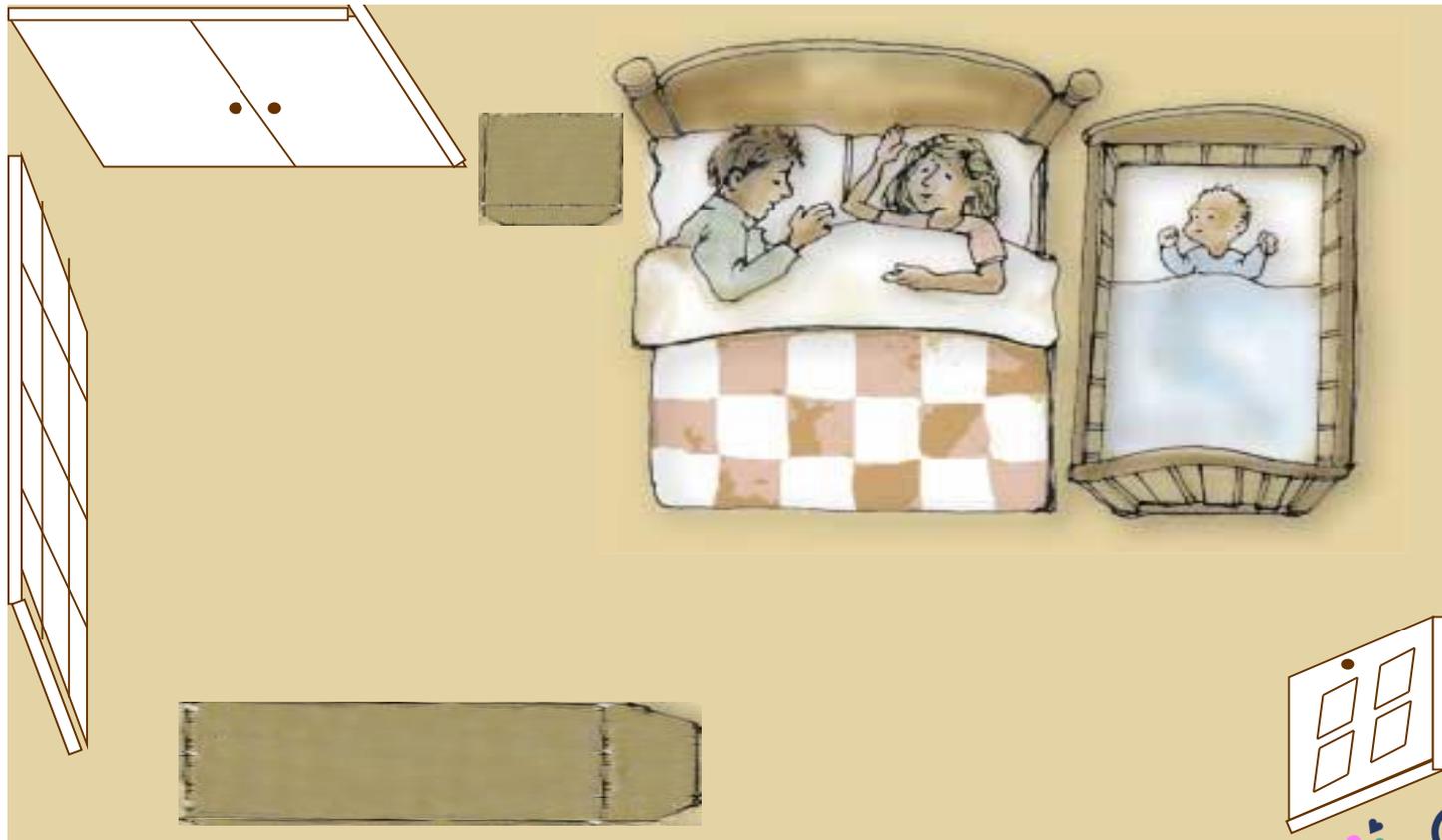
Q: How can I keep insects and rodents away while my baby is sleeping?



Answer

- Netting can keep insects and rodents away while your baby is sleeping.
- Netting is available that can cover a Pack 'n Play[®] or a full-sized crib.

Q: How do I arrange a bedroom for safety?



Answer

- Keep the crib away from windows.
- Place the crib against an interior wall of the home.
- Place the bed between the crib and the exterior wall or the wall that is exposed to the outside of the house or apartment building.

Q: How can bumper pads injure a baby?



STRANGULATION
ENTRAPMENT
SUFFOCATION



The slats are too wide...



A can of soda should NOT be unable to fit between the slats (2-3/8 inches).

New crib standards make the need for bumper pads unnecessary!

Answer

- A bumper pad is not necessary because new crib standards require that slats are closer together. This prevents head entrapment. Other dangers of bumper pads include:
 - Babies have suffocated against the soft pillows/pads of a bumper.
 - Babies have been strangled by the bumper pad ties.
 - A baby's head can be trapped between the crib or mattress and a firm bumper pad.

Q: Are vaccines safe for a baby?



Answer

- Evidence has shown that vaccines are safe and protective against SIDS!
- The risk of SIDS is cut in half by immunizations.
- Immunizations are recommended by the American Academy of Pediatrics (AAP) and Centers for Disease Control (CDC).

Q: Does breast feeding help protect against SIDS?



Answer



- Breast milk is protective against SIDS.
 - Breastfeeding can reduce a baby's risk of SIDS by 50%!
 - Breastfed babies are more easily aroused from sleep than babies who are formula-fed.
- Breastfeeding decreases infections, especially diarrhea and respiratory infections which are associated with an increased vulnerability to SIDS.
 - Breast milk contains maternal antibodies, micronutrients, and special proteins that promote immune system benefits
- Breastfeed **SAFELY**... A baby may be breastfed in bed at night, but the parents must be sure to place the baby back in his/her own separate sleep area when feeding is finished. This reduces the possibility of the caregiver accidentally falling asleep with the baby!
 - Breastfeeding on a couch or recliner when the mother is tired should be avoided.



Q: Why is it dangerous for a baby to sleep in an adult bed?



A baby may become WEDGED by the wall or mattress, and the baby may SUFFOCATE!

Answer

- A baby can become trapped or wedged between the wall and the bed.
 - Suffocation and death can occur.
- Pillows, loose sheets, blankets, comforters and other soft materials are dangerous.
- **FACT:** Half of the infants in the U.S. who die of sleep-related deaths were found sleeping with their parents!

Q: Why are pillows and positioners dangerous?



Answer

- Soft bedding increases the risk of suffocation and re-breathing.
- Pillows, quilts, comforters, and other soft surfaces are dangerous when placed under a baby or loose in a baby's sleep area.
- Positioners have not been shown to be effective against suffocation, reflux or SIDS.
 - Babies have died from suffocation or entrapment with positioners or wedges.
- It is safest for a baby to sleep on a firm surface.

Q: Why is bed sharing unsafe?



If this mother rolls over in her sleep...



There is enough weight in a human arm to suffocate an infant!

Answer



- Bed sharing can increase a baby's risk of sleep-related death by up to 40 times.
 - Parents have accidentally rolled over on their baby resulting in suffocation.
- Couches are especially dangerous. Your baby has a 50-times increased risk of death from sleeping on a couch.
- Room sharing is safest for a baby.
 - When parents/caregivers room share, the baby has his/her own separate sleep area but is in the same bedroom.
- Room sharing keeps a baby close for comfort and safe breast feeding.



Bed Sharing and Infant Death

FACT:

Half of the infants in the U.S. who die from sudden unexpected death do so while sleeping with their parents

FACT:

In the U.S., risk of suffocation is 20-40X higher in adult beds, when compared to cribs

Tragic True Story

A mother was concerned that her infant had a tummy ache, so she placed the baby to sleep on his stomach and laying on a pillow. Just four hours later, this mother found her baby dead.



**Always place
your baby on the
back to sleep!**

Tragic True Story

The baby was sleeping in his crib, in his own room. When the baby started to cry early one morning, an older sibling came in the room.

Wanting to be a good helper, the sibling picked up the baby and placed him in bed with her. When the mother woke up later to feed the baby she searched the house in a panic until she found the baby trapped underneath the sleeping sibling.

The infant was resuscitated, but was found later to be brain dead and was removed from life support.



Talking Points

- Bed sharing increases a baby's risk of sleep-related death!
- Babies dying of SIDS are over 5 times more likely to have shared a bed with other children.
- A separate but close sleep area is safest for your baby.

An example scenario
of a situation that you
may experience while
responding to a call.

Scenario 1

- You are responding to an issue in a home. You enter the home and see that there is a young infant in the home, laying on the couch, asleep.
- What can you do?

Scenario 1

- Educate the family on the ABC's of infant safe sleep.
- Ask if the family has a safe sleeping environment for the baby. If they say, “no”
- Give them a blue card and deliver a Cribs for Kids portable crib to the family.

Ideal Infant Safe Sleep Space



1. Baby sleeps in a crib/portable play yard/bassinet
2. Baby sleeps on the back
3. Nothing in the sleep area other than the baby
4. Baby's face uncovered
5. No smoking, drugs, or pets around the baby
6. Do not overheat or overdress
7. Firm mattress, tight-fitting sheet
8. No soft bedding in sleep area
9. Use sleeper or wearable blanket

Please Always Remember

- If you come across an infant < 12 months who sleeps:
 - on a sofa
 - on an adult bed
 - on the floor with a pet in the house
 - with a family member
 - AND does not have a safe alternative (bassinet, full-size crib, or portable crib)
- Inform family that they can receive a portable crib through Cribs for Kids

It's as simple as ABC...



Alone,
on the Back,
in a Crib!