

# SAFE SLEEP SPOTLIGHT

## CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

VOLUME 1: 8/27/21

### Welcome to the first issue of Safe Sleep Spotlight!

As a valued Cribs for Kids partner, we rely on you to fulfill our mission to help every baby sleep safer. We are excited to launch this exclusive partners-only newsletter which will provide us a space to update you each month on news from Cribs for Kids Headquarters. Check the Spotlight on the last Friday of each month for updates on programs, products, and upcoming events. Follow along to learn about fundraising opportunities, exciting awareness campaigns, and the latest in news about infant safe sleep.

Thank you for everything you do to help us fulfill our mission. We couldn't do what we do without our extended Cribs for Kids family.

### Mission Possible - 7th National Cribs for Kids Conference



### Join the Infant Safe Sleep Experts at the 7th National Cribs for Kids Conference in Pittsburgh, PA - May 3 through 6, 2022

At our last conference, we explored technology and its many applications in our efforts. Join us at the 7th Cribs for Kids Conference as we celebrate the ongoing work of our community and discuss ways to take our collective mission further by breaking down the barriers that block us from saving infants from sleep-related injury and death.

Do you have an innovative idea or a program that you think the safe sleep community should hear about? We are now accepting abstracts for our 7th National Cribs for Kids Conference: Mission Possible. You can submit an abstract using the link below.

The submission deadline is November 5th, 2021, and the notification of acceptance will occur by December 17th, 2021.

If you have any questions, please email [awilson@cribsforkids.org](mailto:awilson@cribsforkids.org).

[LEARN MORE ABOUT THE NATIONAL CRIBS FOR KIDS CONFERENCE](#)

### PARTNER FUNDRAISING OPPORTUNITY -

#### 2021 Virtual Breath of Life Stroll



### Stroll with us during Safe Sleep Awareness Month!

Our most popular fundraiser, the Cribs for Kids Virtual Breath of Life Stroll, supports Cribs for Kids' mission of helping every baby sleep safer. The Stroll takes place during Safe Sleep Awareness Month in October and engages participants throughout the month with contests and events designed to raise safe sleep awareness. All funds raised through the Stroll provide no-cost safe cribs to families in need of a safe sleep environment for their baby, as well as safe sleep education and guidance on creating an effective safe sleep plan.

October is also Pregnancy and Infant Loss Awareness Month, we stroll in remembrance of infants who have left our world too soon. Although their time here was short, they will live on forever in the hearts of those who love them. An important feature of the Stroll is our Virtual Remembrance Ceremony, showing our support to families who have suffered a pregnancy or infant loss.

We are encouraging Cribs for Kids partners to take full advantage of this ready-made fundraiser. Form a Stroll Team and join us in reaching our goal of serving 1000 families during the month of October. Funds raised by your team will be deposited directly into your Cribs for Kids Partner Store account to benefit your community specifically.

### Registration opens on Wednesday, September 1.



### Join the #SafeSleepSnap

#SafeSleepSnap is a social media campaign that allows organizations to coordinate messaging and efforts during Safe Sleep/SIDS Awareness Month in October. When it comes to raising awareness on social media, we are stronger together.

As a partner in the #SafeSleepSnap campaign, we're pleased to announce that the updated 2021 SIDS Awareness Month Digital Toolkit is now available!

Use this link to access the toolkit - <https://safetosleep.nichd.nih.gov/resources/sids-awareness-toolkit>

The toolkit offers resources and guidance to help your organization plan for and participate in #SafeSleepSnap including:

- How to Participate
- Sample Social Media Posts
- Flyer, Graphics, and Expanded Photo Gallery
- Sample Emails
- How to Handle Unsafe Sleep Images
- Before-You-Post Checklist



### Safe Sleep Ambassador Update

One of the primary goals of Cribs for Kids® is to emphasize the importance of Safe Sleep Education and to disseminate it effectively throughout communities. To help us achieve this goal, we developed the **Safe Sleep Ambassador – Educational Outreach Program**.

The Cribs for Kids Safe Sleep Ambassador Training is now hosted by a new system called Teachable. To take the training you will be rerouted to [cribsforkids.teachable.com/p/safe-sleep-ambassador/](https://cribsforkids.teachable.com/p/safe-sleep-ambassador/).

Please note, if you are using this training for professional development or to receive a crib, there is a new certificate design. If you believe this may be an issue, please notify your program contact of the system change.

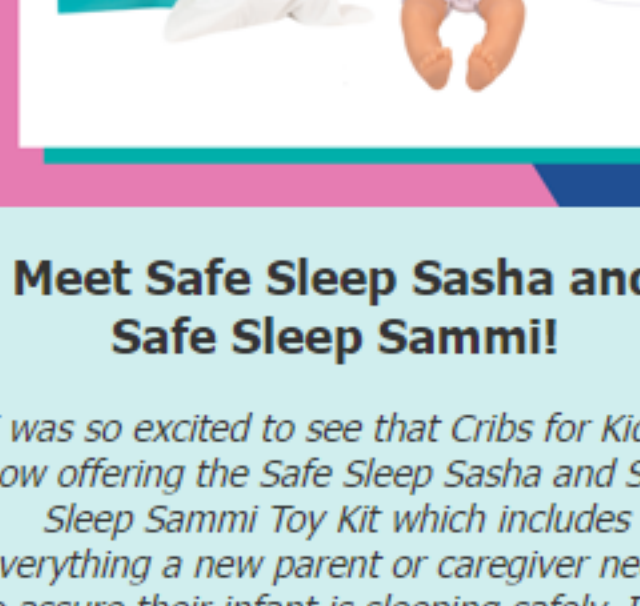
If you have any questions, please email [awilson@cribsforkids.org](mailto:awilson@cribsforkids.org).

### Featured Fundraiser Event Promotion

Cribs for Kids Headquarters would like to help you promote your organization's upcoming fundraising event across our social media channels. Your event must include the raising of funds for the distribution of the Cribette or other Cribs for Kids safe sleep products to qualify for partnership promotion. Upon qualifying, Cribs for Kids will create a unique donation link that will display on our website. The donations received through this link will be used as a credit toward your Cribs for Kids Partner Store account.



[APPLY HERE TO HAVE YOUR FUNDRAISER AWARDED BY CRIBS FOR KIDS HQ](#)



### Meet Safe Sleep Sasha and Safe Sleep Sammi!

*"I was so excited to see that Cribs for Kids is now offering the Safe Sleep Sasha and Safe Sleep Sammi Toy Kit which includes everything a new parent or caregiver needs to assure their infant is sleeping safely. I am sure Cribs for Kids' intention for developing the toy kit, was for parents to purchase it for their children to teach them at a very young age about safe sleep practices for babies, reinforcing these practices during their youth, so when they become a parent safe sleep practices will be a natural process. As the Injury Prevention Nurse Coordinator at our Level I Pediatric Trauma Center in St. Louis, I provide safe sleep education at every community event we are invited to participate.*

*Usually, the allotted space is very small preventing me from setting up an actual Cribette, so I will be using this wonderful Safe Sleep Toy Kit as a visual aid in providing awareness and education at all our classes and community events. The cost of the kit is very reasonable as compared to other training devices we have purchased to provide injury prevention awareness and the quality of the kit is durable and safe for children to use. Thank you, Cribs for Kids, for your efforts including the new Safe Sleep Sasha and Sammi Toy Kits, I LOVE them!!!!"*

-----Cribs for Kids Partner, Lori Winkler, MSN, RN, TNS| Injury Prevention Nurse Coordinator/Safe Kids St. Louis

You can find Safe Sleep Sasha and Safe Sleep Sammi in the Cribs for Kids Partner Store and on our retail site [www.ettcetecera.com](http://www.ettcetecera.com).

### New Partner Spotlight

#### Welcome to our newest partners!

- Summers Home for Hope in Havertown, Pennsylvania
- My Path to Lead in Milwaukee, Wisconsin
- Safe Kids Snohomish County in Everett, Washington
- Prince George's County Department of Social Services in Landover, Maryland
- Allegheny Health Network in Wexford, Pennsylvania
- Hendricks Regional Health in Danville, Indiana

Thank you for joining us in our mission to help every baby sleep safer!



Thank you for reading the Safe Sleep Spotlight Final Friday Partner Newsletter!

Please direct newsletter comments and inquiries to [info@cribsforkids.org](mailto:info@cribsforkids.org).

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Cribs for Kids

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