

SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

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SAFE SLEEP IN THE NEWS



THE AAP RELEASES NEW INFANT SAFE SLEEP GUIDELINES

Safe Sleep is enjoying a moment in the national news spotlight this month as the AAP released their new infant safe sleep guidelines on June 21st. This new edition marks the first update since 2016. The guidelines remain mostly consistent with the notable additions of advisement against inclined sleep surfaces (in line with the recent CPSC ruling) and advisement against weighted swaddles, blankets, sleepers, or objects. The language surrounding many of the guidelines, including breastfeeding, pacifier use, and bedsharing, is considerably stronger. The AAP has strongly recommended the implementation of safe sleep education from the start of pregnancy and has also advised media and product manufacturers to use safe sleep images as the norm.

Cribs for Kids is in the process of updating our website, resources, and toolkits to reflect the new guidelines. Stay tuned.

[VIEW THE UPDATED AAP SAFE SLEEP GUIDELINES HERE](#)

CPSC'S NEW FEDERAL INFANT SLEEP PRODUCTS SAFETY STANDARD TAKES EFFECT JUNE 23rd

"The new rule applies to inclined sleepers because infant sleep products must have a sleep surface angle of 10 degrees or lower. It also applies to any flat sleeping products that do not comply with the mandatory [Safety Standard for Bassinets and Cradles](#)."

"As a parent, I know there is nothing more important than the safety of our children. I am pleased to announce this new safety standard will protect our most vulnerable population, babies," said CPSC Chair Alex Hoehn-Saric. "The new rule will support parents in making the safest possible choice for a product intended for babies' sleep."

"The new rule will effectively eliminate potentially hazardous sleep products in the marketplace, such as inclined sleepers, travel and compact bassinets, and in-bed sleepers that do not currently meet a CPSC mandatory safety standard for infant sleep."

[VIEW THE FULL ARTICLE HERE](#)



RECALL ALERT

"The U.S. Consumer Product Safety Commission (CPSC) and Fisher-Price are alerting consumers to at least 13 reported deaths between 2009 and 2021 of infants in Fisher-Price Infant-to-Toddler Rockers and Newborn-to-Toddler Rockers. Rockers should never be used for sleep and infants should never be unsupervised or unrestrained in the Rockers."

[VIEW THE FULL ARTICLE HERE](#)

PARTNER RESOURCES



EXPLORE FREE CRIBS FOR KIDS PROGRAMS TO EXPAND REACH IN YOUR COMMUNITY

Cribs for Kids programs focus on full community prevention. As a Crib for Kids partner you have access to free, tested, programming which will help you in your mission to drive down infant mortality rates in your community.

[National Safe Sleep Hospital Certification Program](#) - Cribs for Kids' National Safe Sleep Hospital Certification Program recognizes hospitals and hospital systems for their commitment to infant safe sleep to reduce the risk of Sudden Unexpected Infant Death (SUID), Accidental Suffocation, Strangulation in Bed (ASSB), SIDS, and unsafe sleep injuries.

[National Public Safety Initiative](#) - In an effort to better protect infants, law enforcement agencies and first-responders are partnering with Cribs for Kids to expand their community policing and outreach policies to provide safe sleep education and free portable cribs to families in need.

[Safe Sleep Ambassador Program](#) - Cribs for Kids encourages both organizations and individual advocates to become Ambassadors by completing an online Safe Sleep training course and spreading the safe sleep message throughout their community.

[Managed Care Organization Prenatal Incentive Program](#) - By participating in the Cribs for Kids Managed Care Incentive Program, MCOs will help encourage pregnant women to attend all recommended prenatal and postnatal care visits by providing them with free resources and safe sleep education that can improve the health of their babies.

Email Andrea Wilson at awilson@cribsforkids.org to inquire about accessing these free programs for your community.

FREE SAFE SLEEP IMAGES FOR PARTNER USE

We know how difficult it is to find safe images for use on social media, flyers, and promotional materials. That's why we decided to share ours with you! We have created a Crib for Kids Flickr album for our partners that is chock full of adorable, safe images.

Bookmark this link and post away!

[VIEW THE ALBUM HERE](#)



THE SUMMER SNAPETTE KIT ARRIVES IN THE PARTNER STORE

Summer is here! To celebrate, Cribs for Kids is giving partners a special offer on our new Summer Snapette Kit.

With the new season, it is important to make sure infants do not overheat. Baby stays perfectly cool in our 100% cotton Snapette. It has a safe sleep reminder on both the front and back, is gentle on the baby's skin, and has conveniently placed snap closures that make it easy to change diapers. This kit also includes an ABC message crib sheet, safe sleep magnet, step-down brochure, and Charlie's Kids' *Sleep Baby Safe and Snug* board book, which makes it a perfect safe sleep incentive for families in your community. All for a summer special Partner price of \$30.00!



[LOG IN TO THE CRIBS FOR KIDS PARTNER STORE TO VIEW](#)

PARTNERS IN THE COMMUNITY



Charlie's siblings and cousins decided to set up a lemonade stand to raise money for Charlie's Kids - and they raised \$160!!!



Iowa SIDS Foundation is preparing for its 23rd Annual Walk for the Future! [DONATE](#) to show your support.

Read the **Safe Sleep Spotlight Partner Newsletter** on the final 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.

Please email info@cribsforkids.org with any personnel changes, address changes, or contact email addresses to keep our database current. Names and address changes made via our ordering system don't automatically update our database.

FOLLOW @CRIBSFORKIDS ON SOCIAL MEDIA TO STAY UP TO DATE ON THE LATEST IN SAFE SLEEP



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