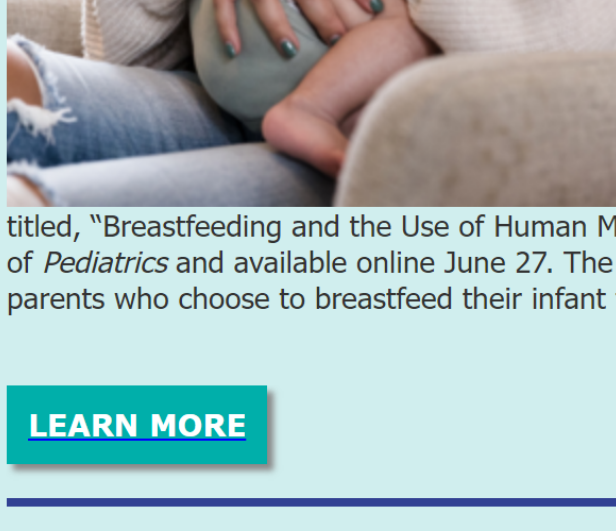


# SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

VOLUME 12: 8/26/22

## SAFE SLEEP IN THE NEWS



### New Breastfeeding Recommendations Presented by the American Academy of Pediatrics

For the first time in a decade, the AAP has updated its recommended guidelines for breastfeeding to raise awareness of the benefits to both mother and child, including a lower incidence of sleep-related death.

"The AAP outlines its recommendations and evidence of significant health benefits to infant and mother within an updated [policy statement](#) and [technical report](#), both

titled, "Breastfeeding and the Use of Human Milk" Published in the July 2022 issue of *Pediatrics* and available online June 27. The updates include a recommendation to support parents who choose to breastfeed their infant to age 2 and beyond."

[LEARN MORE](#)

### 4moms Recalls MamaRoo and RockaRoo Infant Swings and Rockers Due to Entanglement and Strangulation Hazards

"The recall covers MamaRoo swings versions 1.0 to 4.0 and all RockaRoo rockers sold between January 2010 and August 2022. Both products were sold at BuyBuy Baby and Target stores, as well as online through Amazon and the 4moms website. A smaller number of these products were also sold in Canada."



[LEARN MORE](#)



### SIDS Rates Increased as Vaccination Rates Dropped in 2020, Contrary to Online Claims

"Between March and September of 2020, infant, childhood, and adolescent vaccination rates dropped, according to a study in [JAMA Pediatrics](#), a peer-reviewed medical journal. For example, the routine vaccination rate of infants turning 7 months old dropped from 81% in September 2019 to 74% in September 2020."

"From 2019 to 2020, the rate of SIDS deaths per 100,000 live births increased from 33.3 to 38.4, according to [the CDC](#). This was the first

increase recorded in several years."

[LEARN MORE](#)

## PARTNER RESOURCES



### FUNDRAISING OPPORTUNITY

#### 14TH ANNUAL BREATH OF LIFE STROLL

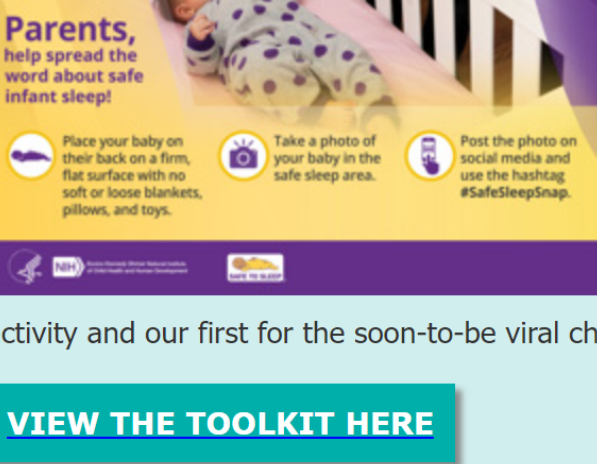
### STROLL WITH US IN OCTOBER!

The 2022 Breath of Life Stroll kicks off in just over a month. The Virtual Breath of Life Stroll supports Cribs for Kids' mission of helping every baby sleep safer. Form a Stroll Team now within your organization to compete for prizes and earn credit toward Cribs for Kids and other safe sleep products to gift to your community! Every baby deserves a safe place to sleep.

Email us at [info@cribsforkids.org](mailto:info@cribsforkids.org) to get involved.

Registration opens September 1, 2022. Follow us on all social media @cribsforkids for updates!

[CHECK HERE FOR UPDATES ON THE STROLL](#)



### PLAN YOUR SIDS/SAFE SLEEP AWARENESS MONTH ACTIVITIES

In October and beyond, infant caregivers and service/healthcare providers can join Safe to Sleep® and its partners to encourage safe infant sleep and help raise awareness about ways to help every baby sleep safer.

Join Cribs for Kids and our partners at NICHHD, Charlie's Kids, AAP, CDC, and First Candle as we combine efforts to raise SIDS and Safe Sleep awareness during October. 2022 will mark the fourth year for our #SafeSleepSnap

activity and our first for the soon-to-be viral challenge, Clear the Crib.

[VIEW THE TOOLKIT HERE](#)

### UPDATED AAP INFANT SAFE SLEEP GUIDELINES

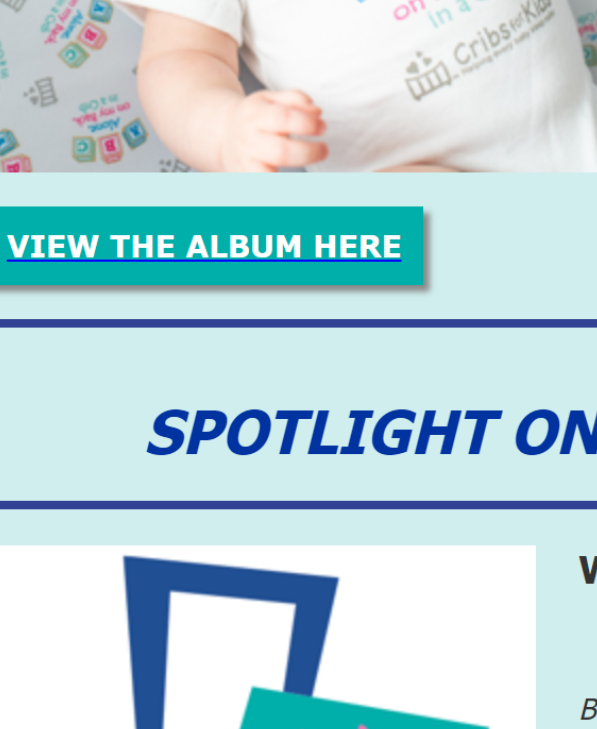
Cribs for Kids is in the process of updating our website, educational resources, and toolkits to reflect the AAP's 2022 updates on infant safe sleep. We will inform all Partners upon completion of this project. To date, we have completed work on a video and accompanying social media campaign posts. Please feel free to utilize the video in your communications about the updates. Follow @cribsforkids on all social media platforms to share the individual posts.

### 2022 AAP Infant Safe Sleep Guidelines



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

[VIEW THE CRIBS FOR KIDS UPDATED GUIDELINES VIDEO HERE](#)



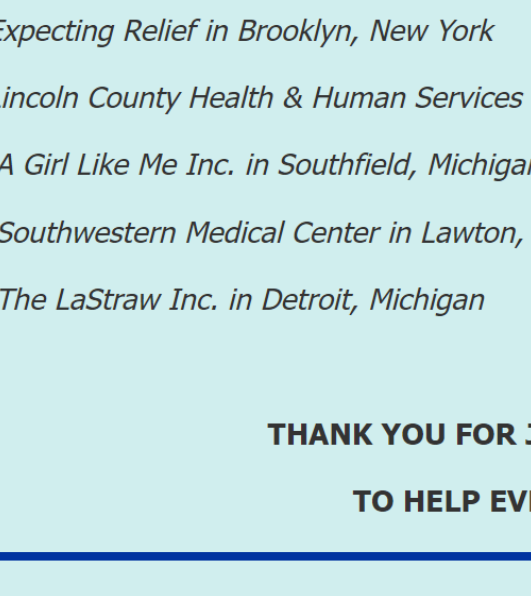
### FREE SAFE SLEEP IMAGES FOR PARTNER USE

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 Cribs for Kids Flickr album for our partners that is chock full of adorable, safe images.

Bookmark this link and post away! - <https://flic.kr/s/aHBqjzRJTe>

[VIEW THE ALBUM HERE](#)

## SPOTLIGHT ON NEW PARTNERS



### WELCOMING NEW PARTNERS:

*Breaking Barriers Prenatal Care Services in Milwaukee, Wisconsin*

*Standing Strong Mentor Program in Baltimore, Maryland*

*Catholic Charities in Pittsburgh, Pennsylvania*

*Waupaca Co. Health Department in Waupaca, Wisconsin*

*Henry Booth House in Chicago, Illinois*

*Mt. Rogers/Carroll County Health in Hillsville, Virginia*

*Expecting Relief in Brooklyn, New York*

*Lincoln County Health & Human Services in Newport, Oregon*

*A Girl Like Me Inc. in Southfield, Michigan*

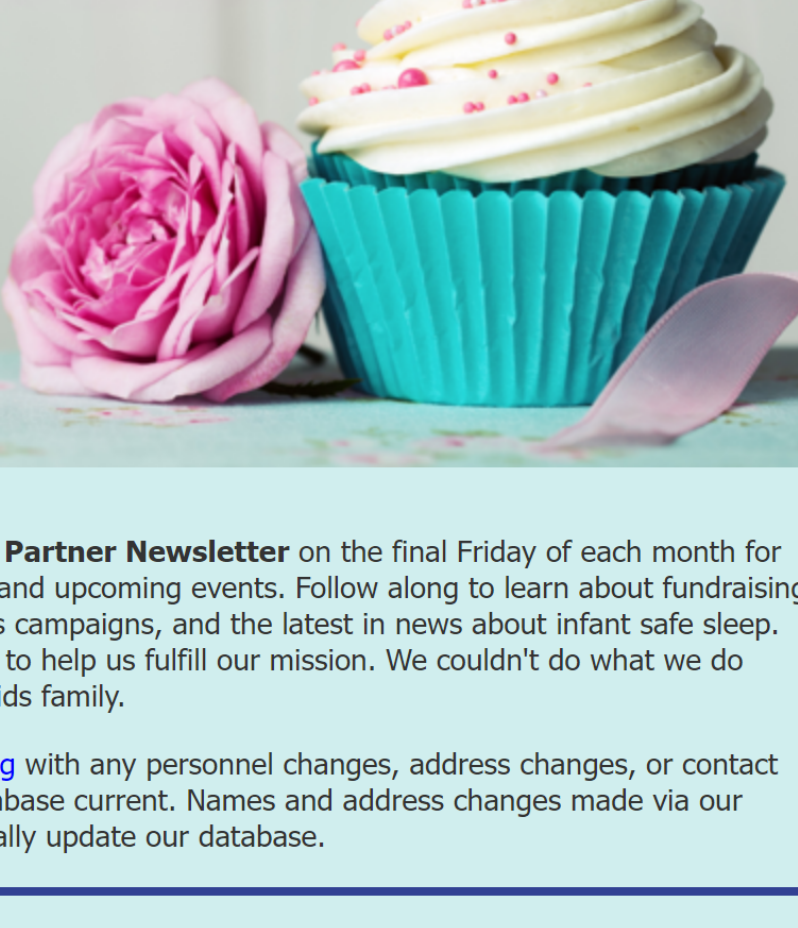
*Southwestern Medical Center in Lawton, Oklahoma*

*The LaStraw Inc. in Detroit, Michigan*

**THANK YOU FOR JOINING US IN OUR MISSION**

**TO HELP EVERY BABY SLEEP SAFER!**

## Celebrating one year of The Safe Sleep Spotlight Newsletter!



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](mailto: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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