

# SAFE SLEEP SPOTLIGHT

## CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

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### Join us for the Safe Sleep Champions Webinar Series

On or around the 25th of each month at 12 PM ET, Cribs for Kids will host a series of interviews with the best and brightest in the Safe Sleep Community. From hospitals to community agencies to safe sleep advocates, Cribs for Kids will bring you various stories to help you learn how to change the culture around safe infant sleep in your community.

Our first webinar is on **Monday, February 27th, at noon ET**. It's not too late to register for this **FREE** webinar!

#### Join us on Monday as we talk to Dr. Michael Goodstein

Michael Goodstein is a board-certified neonatologist from York, PA. He did a pediatrics residency and a Neonatal-Perinatal Medicine fellowship at Temple University/St. Christopher's Hospital for Children. Dr. Goodstein has been an attending neonatologist for 29 years at York Hospital for the WellSpan Medical Group and is the director of newborn services. He is also a Clinical Professor of Pediatrics at The Pennsylvania State University College of Medicine. He established the York County Cribs for Kids Program and has been the director since 2003. He is a National Cribs for Kids® Program board member and has been conference chairman for their biennial national infant safe sleep conferences. He has been a member of the Expert Leadership Group for the National Action Partnership to Promote Safe Sleep (2014-2017) and a safe sleep content advisor for the Infant Mortality Collaborative Improvement and Innovation Network (CoIIN) (2015-2021). He is the Faculty Co-Chair of the Expert Advisory Committee for the NAPPSS-IIN (NICHQ, HRSA). Dr. Goodstein has been a member of the AAP Task Force on SIDS since 2010.

[REGISTER FOR MONDAY'S WEBINAR](#)

[LEARN MORE ABOUT THE SAFE SLEEP CHAMPIONS WEBINAR SERIES](#)

## CRIBS FOR KIDS CELEBRATES WOMEN'S HISTORY MONTH WITH THE 16TH ANNUAL WOMEN OF ACHIEVEMENT AWARDS

### The Women of Achievement Awards are back for the first time since 2020!

We have missed honoring exemplary women during Women's History Month in person and are excited to return and highlight the fantastic work they do in their fields and communities.

In addition to the awards ceremony, the evening includes a networking cocktail hour, silent auction, and sit-down dinner. All proceeds benefit Cribs for Kids mission to help every baby sleep safer!



### National Woman of Achievement: Making A Difference Award

On March 2nd, Cribs for Kids will honor 22 Women and 4 Junior Women of Achievement. All are from the Pittsburgh region except one. This year, our **National Making a Difference Award** recipient is Cribs for Kids partner **Lori Winkler, MSN, RN, TNS, CPEN, of SSM Cardinal Glennon Children's Hospital in Saint Louis, Missouri!** We are thrilled to have Lori join us in Pittsburgh next week for the event.

Lori Winkler is the Injury Prevention Nurse Coordinator and Safe Kids St. Louis Coalition Coordinator led by SSM Health

Cardinal Glennon Children's Hospital. For more than 40 years, Lori has worked in emergency medicine as a paramedic and emergency department nurse providing emergent care to children and adults.

She has presented nationally on pediatric injury prevention, including safe infant sleep at the Cribs for Kids and Safe Kids Worldwide conferences. She is the Chairperson for the Safe Sleep Champion committee for SSM Health, overseeing the system's ministries in Missouri, Illinois, Oklahoma, and Wisconsin.

Lori has received numerous awards for her work, including, St. Louis Magazine's Excellence in Nursing Award, and "Community Nurse of the Year" award at Cardinal Glennon. She has also received certification as a Trauma Nurse Specialist and a Certified Pediatric Emergency Nurse.

Lori's goal is to prevent children from ending up in emergency departments and to reduce preventable deaths. She is passionate about educating and empowering parents to make responsible choices for their children's safety and well-being.

**Congratulations, Lori!**

[LEARN MORE ABOUT THE WOMEN OF ACHIEVEMENT AWARDS BENEFITTING CRIBS FOR KIDS](#)



### 25th ANNIVERSARY GOAL

A reminder that Cribs for Kids Headquarters has set a goal for 2023. To mark our **25th Anniversary**, we aim to have distributed **one million** cribs by the end of the year! We are currently at approximately 935,000.

We couldn't reach this goal without our amazing network of partners. **Be the organization that orders the one millionth crib and receive 10 Safe Sleep Survival kits for your community!**

[WATCH THE CRIBS FOR KIDS 25TH ANNIVERSARY VIDEO](#)



### HELP PROMOTE SIDS of ILLINOIS' 100 DAYS OF CRIBS

Our partners at [SIDS of Illinois](#) have had their state funding cut but are not giving up on helping their community's needy families. Donate today or help them spread the word about their 2023 initiative - 100 Days of Cribs.

Posting about this Initiative on your social media channels will go a long way in helping them reach their goal. We wish

you luck, SIDS of Illinois!

[DONATE TO 100 DAYS OF CRIBS](#)

## CRIBS FOR KIDS' PROGRAMS SPOTLIGHT



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

Cribs for Kids programs focus on full community prevention. As a Cribs 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](mailto:awilson@cribsforkids.org) to inquire about accessing these free programs for your community.

### Upcoming Events



**June 17-21 • New Orleans, LA**

[LEARN MORE](#)

As the leading convention for women's health, obstetric and neonatal nurses, the AWHONN Annual Convention helps to advance the nursing profession by providing nurses with critical information and support to help deliver the highest quality care for women and newborns.

The 2023 AWHONN Convention will take place **June 17-21** in New Orleans, LA.

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.

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