



SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER
VOLUME 2: 9/24/21

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.

PARTNER FUNDRAISING OPPORTUNITY



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. Compete for weekly prize packages awarded to top-earning partner organizations. Funds raised by your team will be deposited directly into your Cribs for Kids Partner Store account to benefit your community specifically.

Questions about the Virtual Breath of Life Stroll? Email Andrea Wilson, *Director of Resource Development* at awilson@cribsforkids.org.

REGISTER YOUR TEAM TODAY



RAISE AWARENESS WITH THE #SAFESLEEPSNAP

With October right around the corner, we are gearing up for Safe Sleep/SIDS Awareness Month. Join us in raising awareness with the 3rd annual #safesleepsnap social media campaign!

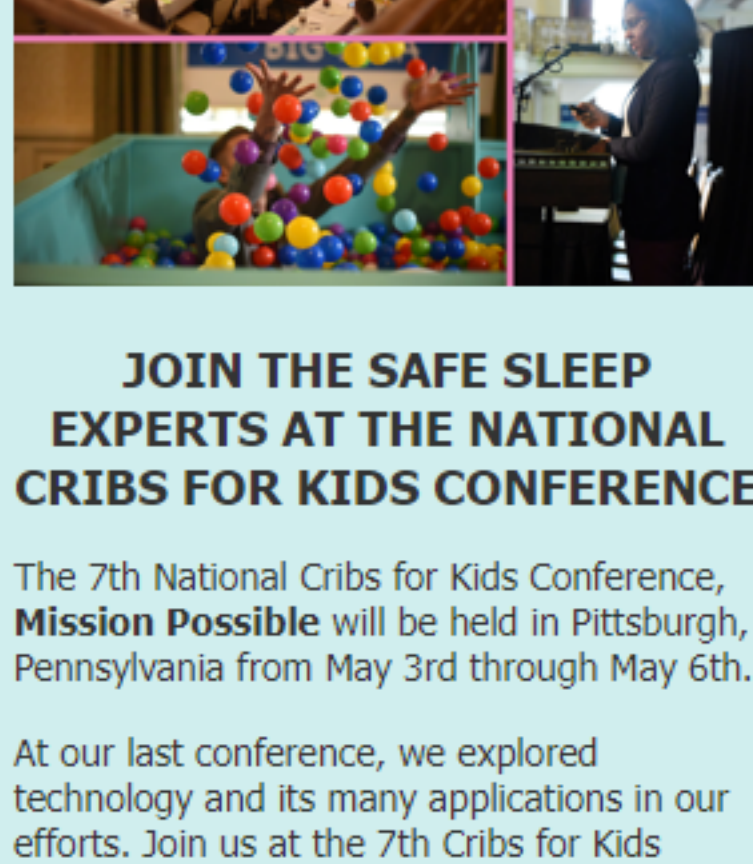
This fun and interactive social media campaign allows us to band together and highlight safe sleep guidelines throughout the month as a collective so that our individual messages don't fall by the wayside in the hectic online shuffle.

Participation is easy thanks to the thorough online toolkit provided by our partners at the NICHD. The kit includes instructions on getting started, sample social media posts, flyers, graphics, photos, and more.

When it comes to raising awareness on social media, we are stronger together. Join us in October and help spread safe sleep awareness.

Questions about #safesleepsnap? Email **Kelly James**, *Cribs for Kids Social Media Manager* at kjames@cribsforkids.org.

ACCESS THE #SAFESLEEPSNAP TOOLKIT



JOIN THE SAFE SLEEP EXPERTS AT THE NATIONAL CRIBS FOR KIDS CONFERENCE

The 7th National Cribs for Kids Conference, **Mission Possible** will be held in Pittsburgh, Pennsylvania from May 3rd through May 6th.

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.

Questions about the Conference? Email **Andrea Wilson**, MSW - *Director of Resource Development* at awilson@cribsforkids.org.

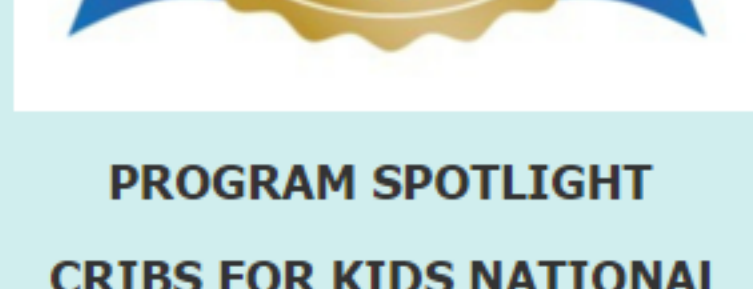
LEARN MORE ABOUT THE NATIONAL CRIBS FOR KIDS CONFERENCE

SAFE SLEEP IN THE NEWS

The Boppy Company Recalls Over 3 Million Original Newborn Loungers, Boppy Preferred Newborn Loungers and Pottery Barn Kids Boppy Newborn Loungers After 8 Infant Deaths; Suffocation Risk.

"The U.S. Consumer Product Safety Commission (CPSC) and The Boppy Company, of Golden, Colorado, are announcing the recall of the Boppy Original Newborn Loungers, Boppy Preferred Newborn Loungers and Pottery Barn Kids Boppy Newborn Loungers. There have been eight reports of infant deaths associated with the Boppy Company Newborn Lounger and this hazard. The infants reportedly suffocated after being placed on their back, side, or stomach on the lounger and were found on their side or on their stomach. The infant deaths occurred between December 2015 and June 2020."

Access the full CPSC article [here](#).



PROGRAM SPOTLIGHT

CRIBS FOR KIDS NATIONAL SAFE SLEEP HOSPITAL CERTIFICATION PROGRAM

Launched in 2015, the Cribs for Kids National Safe Sleep Hospital Certification program recognizes individual hospitals and hospital systems for their commitment to infant safe sleep. As a national authority on infant safe sleep, Cribs for Kids Hospital Certification Program confers a bronze, silver, or gold designation to hospitals that model and teach infant safe sleep best practices. By becoming certified, hospitals join our mission to protect our babies from sleep-related deaths.

Achieving certification is a rewarding journey, uniting your healthcare team members with the goal to reduce SIDS/SUID. Earning certification is to be celebrated by staff and leadership, elevating your hospital's reputation in the community.

Is your local hospital certified? If not, refer them to this no-cost program to ensure an added layer of safe sleep awareness throughout your community.

Questions about Hospital Certification? Email **Devon George**, MSN, RN - *Director of Clinical Education & Outreach* at dgeorge@cribsforkids.org.

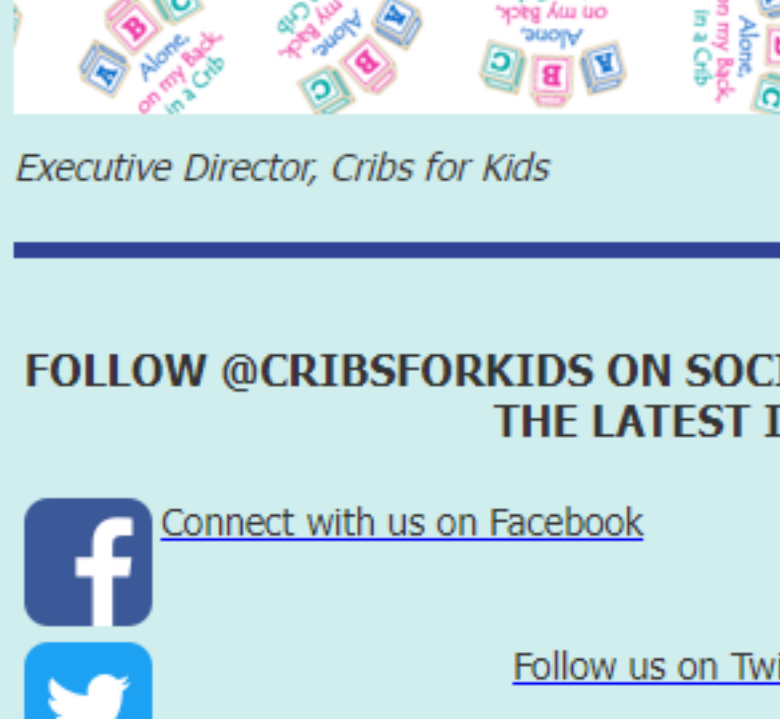
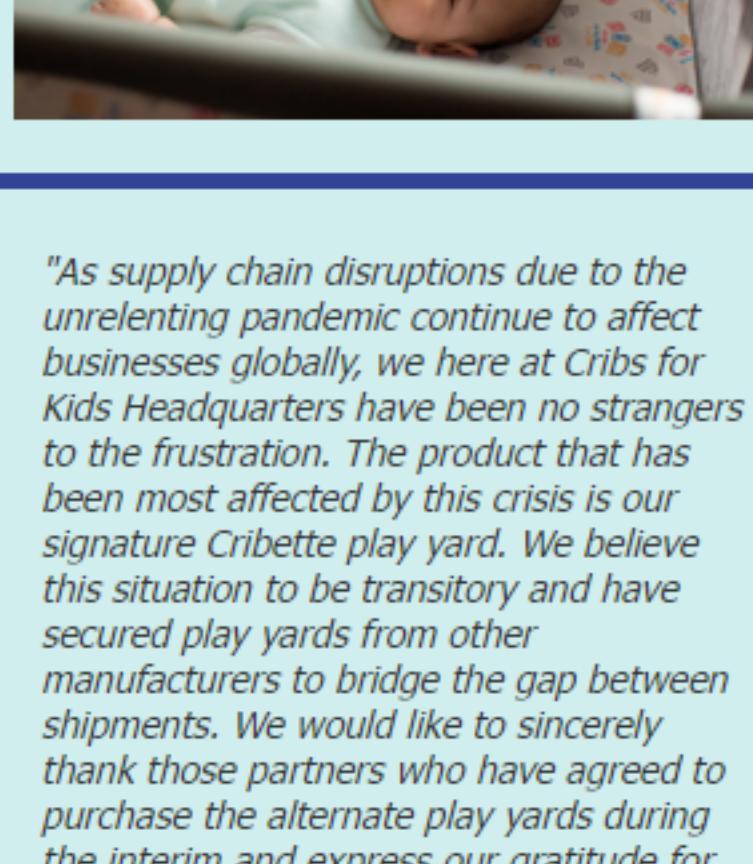
LEARN MORE ABOUT OUR HOSPITAL CERTIFICATION PROGRAM

NEW PARTNER SPOTLIGHT

WELCOME TO OUR NEWEST PARTNERS!

- ECHO Community Health Care in Evansville, Indiana
- Latched Support in San Antonio, Texas
- Mutual Aid Ambulance Service, Inc. in Greensburg, Pennsylvania
- Urbandale Fire Department in Urbandale, Iowa
- Catholic Charities of Louisville in Louisville, Kentucky
- Bowling Green Pregnancy Center in Bowling Green, Ohio
- Elkhart County Healthy Beginnings in Elkhart, Indiana

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

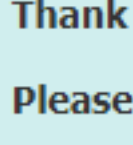


Executive Director, Cribs for Kids

"As supply chain disruptions due to the unrelenting pandemic continue to affect businesses globally, we here at Cribs for Kids Headquarters have been no strangers to the frustration. The product that has been most affected by this crisis is our signature Cribette play yard. We believe this situation to be transitory and have secured play yards from other manufacturers to bridge the gap between shipments. We would like to sincerely thank those partners who have agreed to purchase the alternate play yards during the interim and express our gratitude for your patience during this time."

-Judy Bannon

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

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

Please direct newsletter comments and inquiries to info@cribsforkids.org.

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