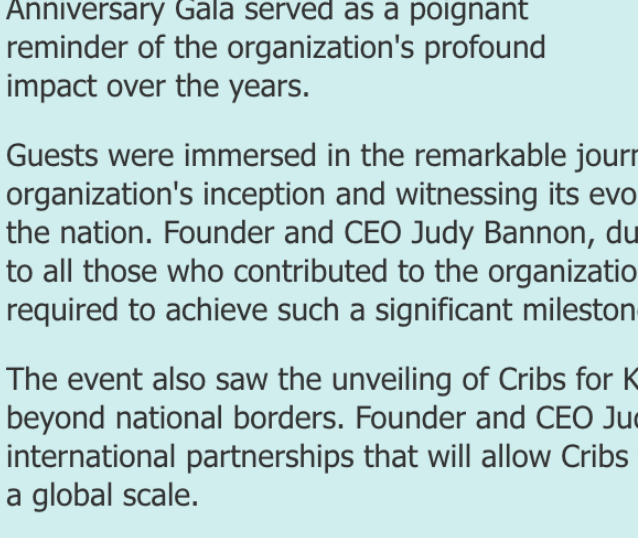


# SAFE SLEEP SPOTLIGHT

## CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER VOLUME 28: 12/29/23



### 2023 - THE YEAR IN REVIEW

2023 was an incredible year for Cribs for Kids as we, along with our valuable partners, celebrated 25 years of helping every baby sleep safer. Enjoy this recap of our silver anniversary year. Let's see what we can accomplish together in 2024!

### CRIBS FOR KIDS CELEBRATES 25 YEARS OF LIFE SAVING SERVICE AT ANNIVERSARY GALA

Cribs for Kids joyously marked its 25th Anniversary with a vibrant celebration at its Pittsburgh headquarters on November 30th. The event brought together community leaders, supporters, and advocates to reflect on a quarter-century of impactful initiatives and chart the course for the organization's future. The Anniversary Gala served as a poignant reminder of the organization's profound impact over the years.



Guests were immersed in the remarkable journey of Cribs for Kids, hearing about the organization's inception and witnessing its evolution into a beacon of hope for families across the nation. Founder and CEO Judy Bannon, during her address, expressed heartfelt gratitude to all those who contributed to the organization's success, emphasizing the collective effort required to achieve such a significant milestone.

The event also saw the unveiling of Cribs for Kids' intention to extend its life-saving mission beyond national borders. Founder and CEO Judy Bannon announced forthcoming international partnerships that will allow Cribs for Kids to share its expertise and resources on a global scale.

Among the programs highlighted during the celebration were Cribs for Kids' groundbreaking initiatives, including the National Safe Sleep Hospital Certification Program, the National Public Safety Initiative, the Managed Care Organization Program, and the Safe Sleep Ambassador Program. These programs, funded through the sale of Cribs for Kids' line of infant safety products, have played a crucial role in advancing safe sleep education and practices.

Acknowledging the organization's local impact, the Council of the City of Pittsburgh officially declared November 30th as "Cribs for Kids Day", recognizing Cribs for Kids for its 25 years of life-saving service and dedication to reducing infant mortality rates in the community.

As Cribs for Kids looks back on 25 years of service, the organization remains steadfast in its commitment to making a lasting impact on the lives of infants and families, both locally and globally.



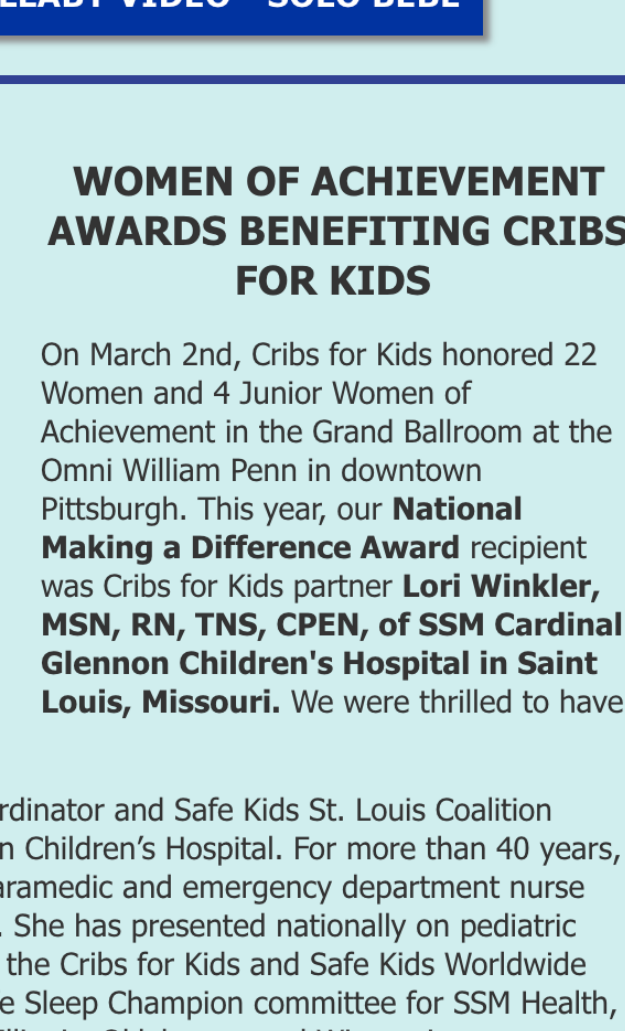
### WATCH THE 25TH ANNIVERSARY VIDEO

### JUST BABY - A SAFE SLEEP LULLABY

In our efforts to change the culture surrounding safe infant sleep this year, we contacted [Songfinch](#) to ask if they could create a custom safe sleep lullaby for us.

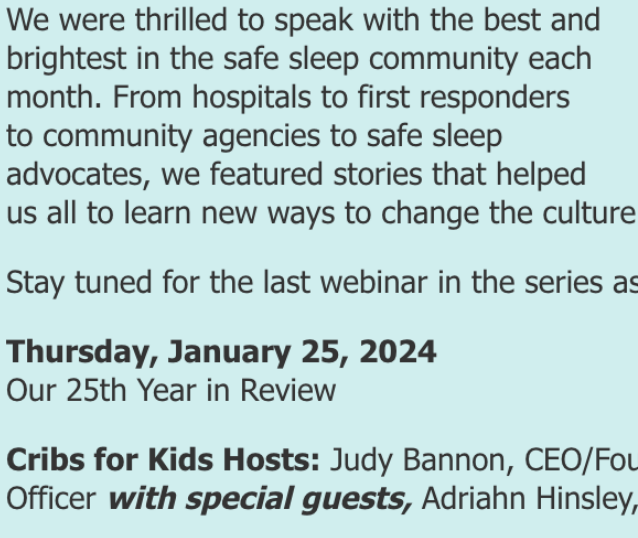
The safe sleep story is songworthy and worth sharing! We chose the artist Amrita Soon to create Just Baby and were overjoyed with the results. For the Spanish version, Solo bebé, we chose the artist Katiana Vila.

Enjoy and be sure to share this lullaby with your community!



### VIEW AND SHARE THE JUST BABY LULLABY VIDEO

### VIEW AND SHARE THE SPANISH LULLABY VIDEO - SOLO BEBE



### WOMEN OF ACHIEVEMENT AWARDS BENEFITING CRIBS FOR KIDS

On March 2nd, Cribs for Kids honored 22 Women and 4 Junior Women of Achievement in the Grand Ballroom at the Omni William Penn in downtown Pittsburgh. This year, our **National Making a Difference Award** recipient was Cribs for Kids partner **Lori Winkler, MSN, RN, TNS, CPEN, of SSM Cardinal Glennon Children's Hospital in Saint Louis, Missouri**. We were thrilled to have

Lori join us in Pittsburgh 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.

### SAFE SLEEP CHAMPIONS WEBINAR SERIES

In celebration of our silver anniversary, Cribs for Kids produced a monthly webinar series highlighting the incredible work our partners do to combat infant sleep related accidents and death. The Safe Sleep Champions Webinar Series, hosted by our own Chief Programs Officer Devon George, RN, MSN has been an incredible success!

We were thrilled to speak with the best and brightest in the safe sleep community each month. From hospitals to first responders to community agencies to safe sleep advocates, we featured stories that helped us all to learn new ways to change the culture around safe infant sleep in our communities.

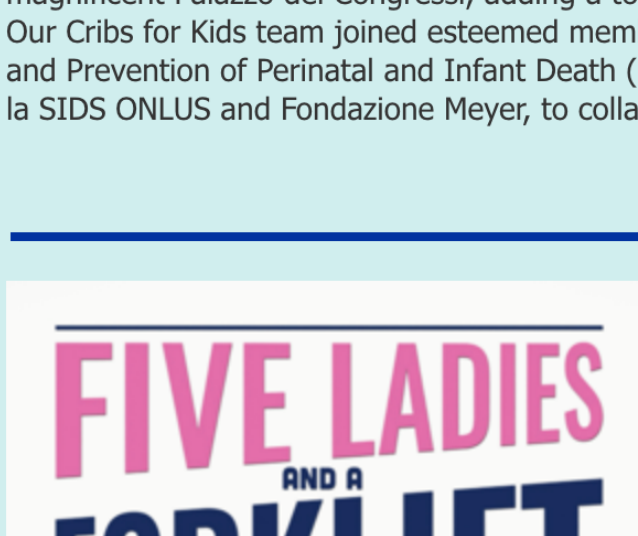
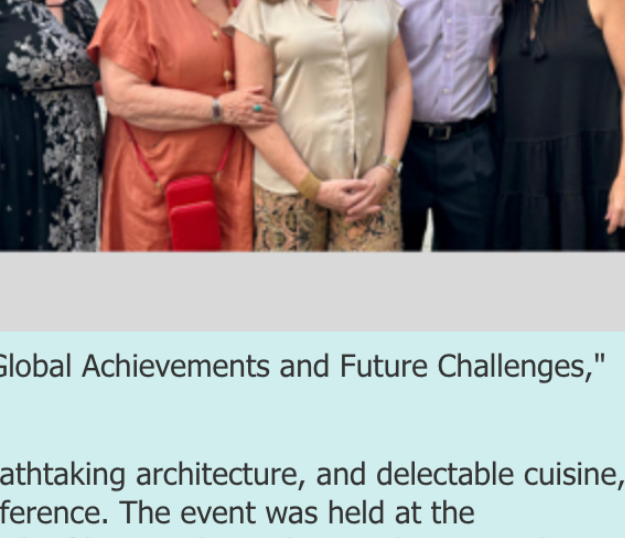
Stay tuned for the last webinar in the series as we review 2023.

**Thursday, January 25, 2024**  
Our 25th Year in Review

**Cribs for Kids Hosts:** Judy Bannon, CEO/Founder and Devon George, Chief Programs Officer **with special guests,** Adriahn Hinsley, and Alyssa Ehinger from Safe Sleep Simulation

### VIEW PAST WEBINARS

### REGISTER FOR THE JANUARY 25TH WEBINAR



### CRIBS FOR KIDS ON TOUR!

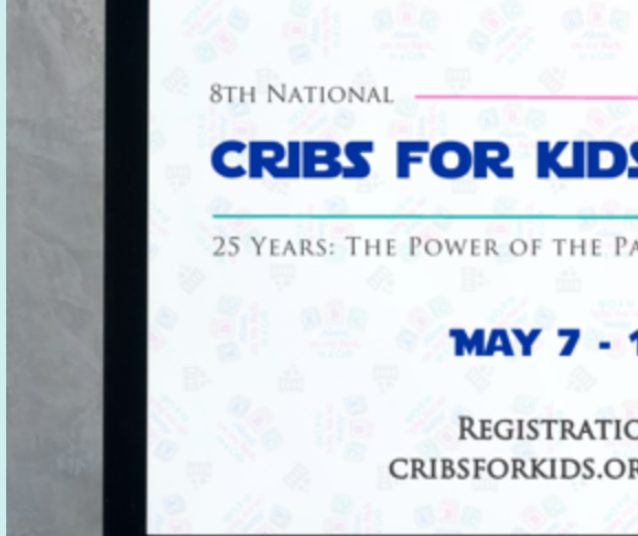
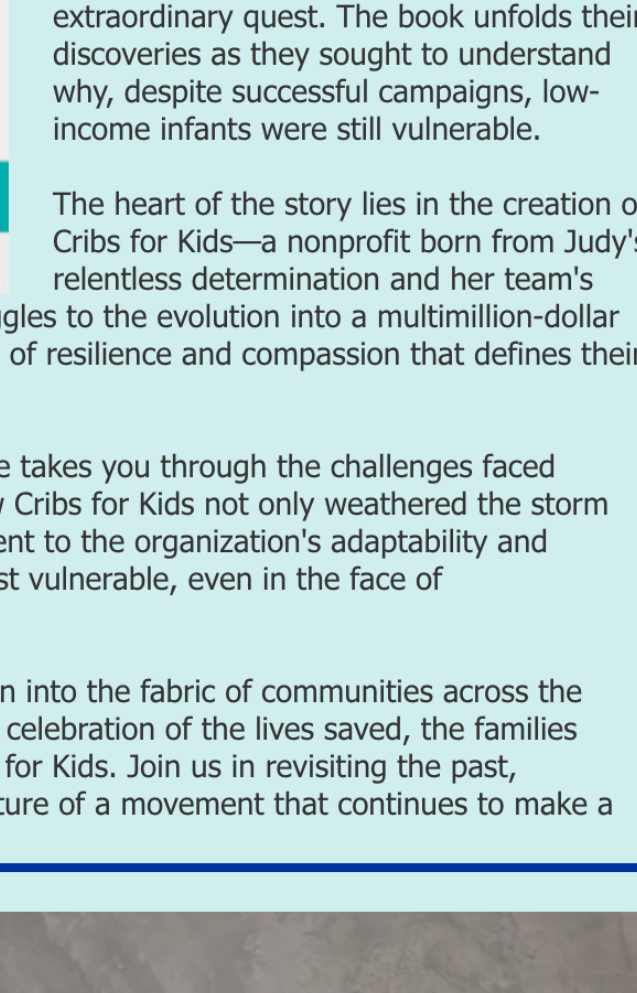
Cribs for Kids and [ette cetera!](#) took to the road this past Spring and Summer and maybe even visited a city near you. Our own Chief Operating Officer Bridget Gaussa, and Development Coordinator Spencer Gentile traveled to spread the safe sleep message at [Babies and Bumps](#) events across the east coast, connecting with new and expecting parents along the way.

### PREVCON 2023

Judy Bannon, Bridget Gaussa, and Spencer Gentile represented Cribs for Kids at PrevCon 2023 in July and were thrilled to connect with valued partners and celebrate the 35th Birthday of Safe Kids Worldwide!

Congratulations, Judy, on accepting the **Safe Kids Champion for Children Award** for Cribs for Kids.

**Happy 35th Birthday, Safe Kids Worldwide** from the team at Cribs for Kids!



### CHEERS TO A SUCCESSFUL SAFE SLEEP AWARENESS MONTH

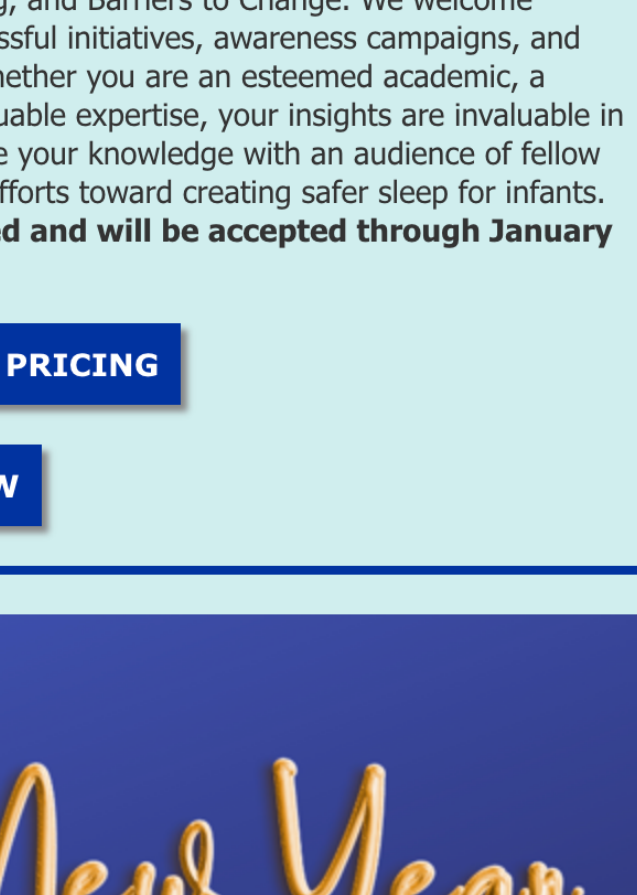
Thank you to all of our partners that joined in the online SIDS/Safe Sleep Awareness Month activities throughout the month of October. It was an incredible showing of support for safe sleep. Let's keep this energy going all year long and continue to raise awareness!

A special thank you to some of our local partners that helped us create content by participating in our Clear the Crib Challenge this month! Thanks to Foster Love Project, Healthy Start Pittsburgh, Beverly's

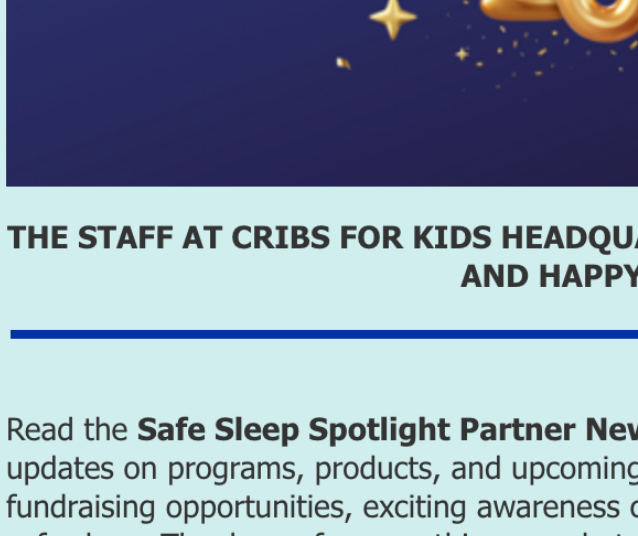
Birthdays and UPMC Children's Hospital of Pittsburgh's Child Advocacy Center. We would also like to thank our own staff and the students at the University of Pittsburgh that rose to the challenge.

### CRIBS FOR KIDS' LEADERSHIP ATTENDS INTERNATIONAL ISPID CONFERENCE

Members of the Cribs for Kids family spread their wings and headed to the charming city of Florence, Italy in October. Judy Bannon, Founder and CEO; Bridget Gaussa, Chief Operating Officer; Devon George, Chief Programs Officer; and Andrea Wilson, Chief Development Officer, pictured here with Dr. Michael Goodstein, Cribs for Kids Medical Director attended and presented at the prestigious 2023 ISPID International Conference. The theme for this year's conference was "Baby Survival: Global Achievements and Future Challenges," and it promises to be a remarkable event.



Florence, renowned for its unparalleled art, breathtaking architecture, and delectable cuisine, set the perfect backdrop for this significant conference. The event was held at the magnificent Palazzo dei Congressi, adding a touch of historical grandeur to the proceedings. Our Cribs for Kids team joined esteemed members of the International Society for the Study and Prevention of Perinatal and Infant Death (ISPID), along with the gracious hosts Semi per la SIDS ONLUS and Fondazione Meyer, to collaborate with delegates from around the globe.



### CRIBS FOR KIDS RELEASES FIVE LADIES AND A FORKLIFT: 25TH ANNIVERSARY EDITION

Join us in celebrating a quarter-century of inspiration and impact with the updated edition of Five Ladies and a Forklift by Judy Bannon and Jennifer Bannon. In this special anniversary release, dive into the compelling narrative that sparked a movement and witness the transformative journey of Cribs for Kids.

Originally driven by a mission to reduce Sudden Infant Death Syndrome (SIDS) cases, Executive Director Judy Bannon and her nonprofit team embarked on an extraordinary quest. The book unfolds their discoveries as they sought to understand why, despite successful campaigns, low-income infants were still vulnerable.

The heart of the story lies in the creation of Cribs for Kids—a nonprofit born from Judy's relentless determination and her team's unwavering commitment. From the early struggles to the evolution into a multimillion-dollar powerhouse, this edition captures the essence of resilience and compassion that defines their journey.

In this anniversary edition, a powerful epilogue takes you through the challenges faced during the COVID-19 pandemic, revealing how Cribs for Kids not only weathered the storm but emerged stronger than ever. It's a testament to the organization's adaptability and dedication to safeguarding the lives of the most vulnerable, even in the face of unprecedented adversity.

Experience the legacy of love and safety woven into the fabric of communities across the nation. This edition is more than a book; it's a celebration of the lives saved, the families empowered, and the enduring impact of Cribs for Kids. Join us in revisiting the past, celebrating the present, and embracing the future of a movement that continues to make a difference.



### 8TH NATIONAL CRIBS FOR KIDS CONFERENCE REGISTRATION OPEN AND ABSTRACT DEADLINE EXTENSION

**REGISTER TODAY** for the 8th National Cribs for Kids Conference, **25 Years - The Power of the Past and the Force of our Future**, May 7th through the 10th, 2024. Centered around Community, Equity, Messaging, and Barriers to Change, our conference will bring together passionate experts, advocates, and professionals committed to creating a safer sleep environment for infants everywhere. The decision to maintain our virtual platform allows us to transcend geographical and financial boundaries, ensuring that individuals from diverse backgrounds can join us. Together, we will explore cutting-edge research, innovative community programming, upcoming awareness campaigns, and more as we forge a path toward a future where every child can sleep safely.

We cordially invite you to contribute to the 8th National Cribs for Kids Conference by **submitting abstracts for presentation**. This one-of-a-kind Infant Safe Sleep Conference revolves around Equity, Community, Messaging, and Barriers to Change. We welcome abstracts highlighting research findings, successful initiatives, awareness campaigns, and innovative approaches to infant safe sleep. Whether you are an esteemed academic, a dedicated advocate, or a professional with valuable expertise, your insights are invaluable in shaping a safer future for our little ones. Share your knowledge with an audience of fellow change-makers and help foster collaborative efforts toward creating safer sleep for infants. **Abstract submissions have been extended and will be accepted through January 17, 2024 at 5 PM ET.**

### REGISTER TODAY FOR EARLYBIRD PRICING

### SUBMIT AN ABSTRACT FOR REVIEW

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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