

SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

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WINNERS ANNOUNCEMENT



CONTEST WINNERS ANNOUNCED DURING SAFE SLEEP CHAMPIONS WEBINAR FINALE

Cribs for Kids Chief Programs Officer Devon George called it a wrap on the 25th Anniversary Safe Sleep Champions webinar series on January 25th. The finale episode featured Alyssa Ehinger and Adriaan Hindsley from the Safe Sleep Simulation team at the Parkview Mirro Center for Research. They talked about their work on the Safe Sleep Simulation. This innovative tool has become the perfect complement to all of our current safe sleep education. Past webinar guests shared their safe sleep "magic wand" moments, and Devon welcomed CEO and founder Judy Bannon and COO Bridget Gaussa for a year-in-review wrap-up.

This led to the announcement we've all been waiting for, the winners of our two diamond anniversary goals contests!

Congratulations to our **50th Safe Sleep Ambassador, Aida Dollani**, from Lynfield, Massachusetts. On December 1st, Aida became the 50,000th person to complete our Safe Sleep Ambassador education. For that, she won a \$250 gift certificate to etteceetera.com to shop.

Our second contest was the **one millionth sleep space distributed**. Thanks to those who support us—our partners, hospitals, first responders, and managed care organizations, we also surpassed this goal. We are excited to announce the one-millionth Cribette purchaser, **Maslow's Crib**. Maslow's Crib in Charlotte, North Carolina, is a new Cribs for Kids partner, working to empower safe sleep choices. For helping us meet the one-millionth goal, Maslow's Crib will receive a \$1,000 credit on their Cribs for Kids partner store account.

If you missed any of our monthly 25th Anniversary Safe Sleep Champions webinars, find them on our [YouTube channel](#) under playlists or visit the About Us tab on our website.

Congratulations to the winners, and many thanks to our webinar guests and attendees!

[VIEW THE SAFE SLEEP CHAMPIONS WEBINAR SERIES](#)



DON'T MISS EARLY BIRD REGISTRATION PRICING FOR THE 8TH NATIONAL CRIBS FOR KIDS CONFERENCE

Mark your calendars 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.

March 1st is the deadline for early bird pricing for the National Cribs for Kids Conference.

[REGISTER TODAY FOR EARLY BIRD PRICING](#)

[LEARN MORE](#)

Safe Sleep In The News



ANOTHER BABY HAS DIED IN A FISHER PRICE ROCKER

"A 6-month-old baby girl died in a Fisher-Price infant-to-toddler rocker, according to an incident report to the Consumer Product Safety Commission made public at the end of December."

"The CPSC and Fisher-Price issued a warning in June 2022 about this same product, telling parents that [these should never be used for sleep](#). According to the [agency's warning](#), at least 13 babies were reported to have died in the Fisher-Price Infant-to-Toddler Rockers and Newborn-to-Toddler Rockers between 2009 and 2021. The agency and Kids2 put out another warning the same day that June about a similarly designed [Bright Starts rocker](#), which had been associated with one infant death in 2019."

[READ THE FULL ARTICLE HERE](#)

LAWMAKERS URGE SWIFT ACTION AGAINST INFANT WEIGHTED BLANKETS, SLEEP SACKS

"Following a claim from the American Academy of Pediatrics that weighted blankets and sleep sacks were dangerous for infants, lawmakers urged swift action."

"Connecticut Sen. Richard Blumenthal said two of the major companies that make the products, Dreamland Baby and Nested Baby, prey on vulnerable sleep-deprived new parents who are desperate for a solution by making claims such as to "help your baby feel calm, fall asleep faster, and stay asleep longer, so you can too."

[READ THE FULL ARTICLE HERE](#)

PAY ATTENTION TO INFANT PRODUCT RECALLS

A reminder to become involved and pass information on to your community members about infant product recalls.

To receive product recall notices via email, simply visit this link and complete the required fields. You'll receive real time emails advising of unsafe product recalls: <https://www.cpsc.gov/Newsroom/Subscribe>

To report the sale of unsafe sleep products, like bumper pads or inclined products for sleep, click this link and complete the required fields to submit your simple report: <https://saferproducts.gov/>



FREE SAFE SLEEP IMAGES FOR PARTNER USE

We know how difficult it is to find safe sleep 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 sleep images.

At Cribs for Kids, we believe in more than just providing information; we're on a mission to change the very culture surrounding infant safe sleep. We understand that it's not just about telling parents what to do; it's about creating a

collective understanding that safe sleep practices are non-negotiable for our little ones.

Imagine turning on your TV and seeing images that not only warm your heart but also educate and inspire. That's the kind of media landscape we're fighting for—one that encourages and normalizes infant safe sleep. It's a battle, yes, but it's a battle worth fighting.

In a world where cute baby images often include soft bedding and stuffed animals, we're challenging the norm. We want to redefine what is considered adorable, shifting the narrative to prioritize the safety and well-being of our infants. This cultural shift is no small feat, but with your support, Cribs for Kids is leading the charge.

Through our campaigns and advocacy, we're working tirelessly to make safe sleep the expected standard, not the exception. It's about reshaping perceptions, challenging misconceptions, and ultimately ensuring that every parent understands the critical importance of a safe sleep environment. Together, we can create a world where every baby sleeps safely, surrounded by love and free from unnecessary risks.

[CRIBS FOR KIDS FLICKR ALBUM](#)

Read the **Safe Sleep Spotlight Partner Newsletter** 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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