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SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER VOLUME 30: 2/23/2024

8TH NATIONAL

CRIBS FOR KIDS CONFERENCE

25 YEARS: THE POWER OF THE PAST. THE FORCE OF OUR FUTURE



MAY 7 - 10, 2024

PREVIEW THE AGENDA FOR THE 8TH NATIONAL CRIBS FOR KIDS CONFERENCE

Join us on a journey through a quarter-century of dedication to child safety at the 8th Annual Cribs for Kids National Conference, titled "25 Years - The Power of the Past and the Force of our Future." As we commemorate this milestone, our virtual gathering serves as a beacon of progress in infant safe sleep practices. This year's conference is not merely an event; it's a celebration of the impactful journey we've undertaken.

Delve into the heart of our mission with themes that resonate across decades - Equity, Community, Messaging, and Barriers to Change. We believe that by addressing these fundamental aspects, we unlock the potential for positive, lasting change in the realm of infant safe sleep.

The conference promises a rich tapestry of insights woven by esteemed academics, dedicated advocates, and professionals with invaluable expertise. This is more than a meeting of minds; it's an opportunity to glean wisdom from those who have shaped the trajectory of infant safe sleep practices. The tentative agenda is now posted. From evidence-based research to successful initiatives, expect a wealth of knowledge that will empower you to make a tangible impact in your community.

Early bird registration is available through 3/1/24.

PREVIEW THE AGENDA AND REGISTER



Care, Policy Development, or Product Safety
Social Media Influencer

If you'd like to nominate a candidate who shares our mission and would like to support our efforts with their expertise, please email hospitalcertification@cribsforkids.org using the subject line **Advisory Board Nomination**. In the email provide their name, profession or area of expertise from those listed above, contact information and a brief background or a link to their LinkedIn account.

Deadline - March 17, 2024

CRIBS FOR KIDS ADVISORY BOARD ANNOUNCED

Cribs for Kids is seeking nominations for our newly developed Advisory Board. We are searching for experts from across the country with a commitment to infant safe sleep in the following areas:

Obstetrician
Doula
Public Health Specialist including Health Department, WIC, Healthy Start
First Responder (EMT, Police, Firefighter)
Medical Examiner/Coroner
Loss Parent/Impact Voice
Industry Leader in Childcare, Managed

EXPLORE FREE PROGRAMS TO PROMOTE SAFE SLEEP 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.

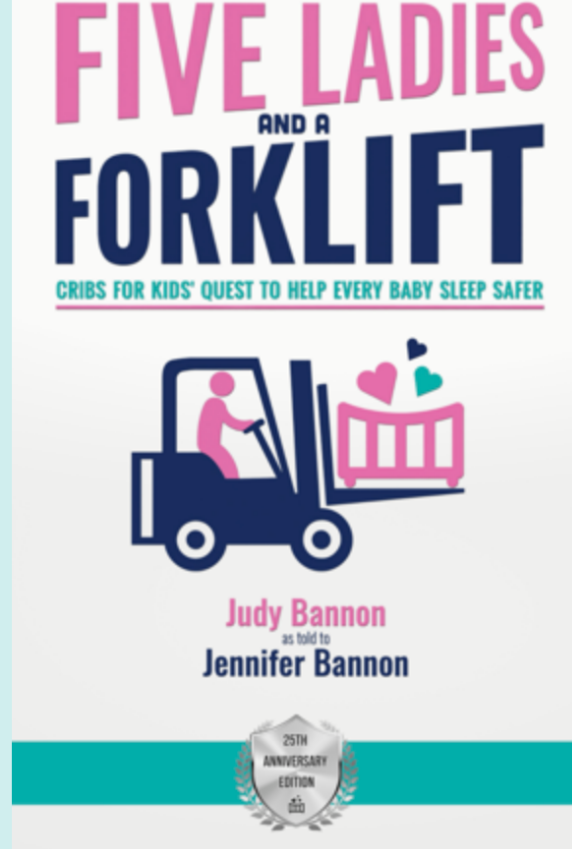
National Safe Sleep Hospital Certification Program - Cribs for Kids' National Safe Sleep Hospital Certification Program recognizes hospitals and hospital systems for their commitment to infant safe sleep to reduce the risk of Sudden Unexpected Infant Death (SUID), Accidental Suffocation, Strangulation 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 info@cribsforkids.org to inquire about accessing these free programs for your community.



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.

SHOP FIVE LADIES AND A FORLIFT: 25TH ANNIVERSARY EDITION

Cribs for Kids is a distributor for the recently released children's book on lead poisoning prevention and the importance of lead-level testing.

Happy, Healthy, Lead-Free Me was developed by the New Hampshire Division of Public Health with clinical support provided by the New Hampshire Chapter of the American Academy of Pediatrics.

Right: Gail Gettens representing Cribs for Kids in Kentucky at this month's Kentucky Environmental Health Association 53rd Annual Educational Conference.

Books are available in the Cribs for Kids Partner Store. For more information visit cribsforkids.org/lead-free-me/.



THE WINNERS OF ETTECETERA.COM'S NAME OUR BABY WHALE CONTEST ARE ANNOUNCED

Whale-come **Babette!**

Cribs for Kid's new product line has arrived on ettecetera.com and in the Cribs for Kids Partner Store. Our new baby whale mascot finally has a name. Welcome BABETTE to the family!

Congratulations, Shelby Pflugh, on submitting the winning name. We have the Cribette, Snoozzzette, Snapette, Swaddlette, and now we have our very own Babette! Shelby has won a prize package featuring all of the products from our new collection. Our 2 runners-up, Amanda Bowerman and Madyson Love have each received an ette cetera! gift card.

Thank you to everyone who submitted a name to help us name Babette.

Shop the brand-new collection today - <https://www.ettecetera.com/>

SHOP ETTE CETERA

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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