

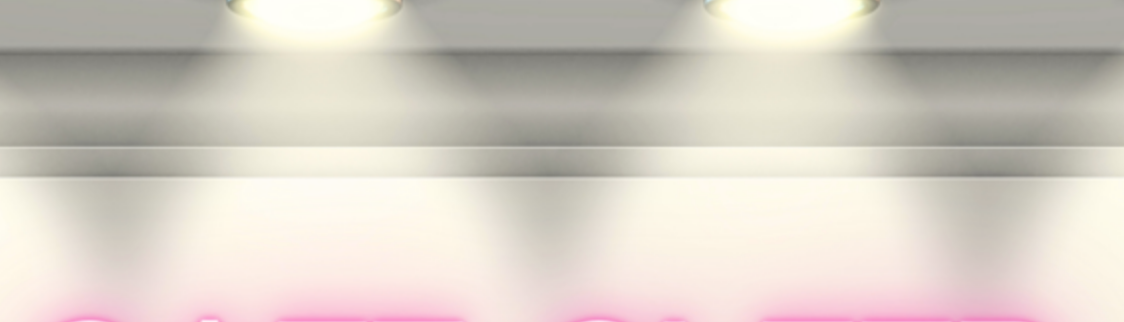


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SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER
VOLUME 31: 3/29/2024



CELEBRATING MAURA HANKE, NATIONAL MAKING A DIFFERENCE AWARD RECIPIENT

On Wednesday, March 27th, Cribs for Kids honored 27 outstanding women and young women at the 17th annual Women of Achievement Awards in Pittsburgh, PA. This year we were thrilled to honor Maura Hanke with the National Making a Difference Award.

Maura, along with her husband Sam, founded Charlie's Kids Foundation in 2011 after the tragic loss of their three-week-old son, Charlie, due to an unsafe sleep environment. Drawing on her background as a kindergarten teacher, Maura introduced the groundbreaking board book "Sleep Baby Safe and Snug" in 2013, offering a beautiful bedtime story that communicates the AAP's safe sleep recommendations to new families.

As the driving force behind the Foundation's grant program, Maura ensures the annual distribution of over 50,000 books across the United States to organizations supporting at-risk families. Celebrating the milestone of distributing 5 million books in December, Maura's unwavering message resonates: every baby, every sleep—back, in a crib or pack-n-play, with nothing but a baby. Charlie's legacy, vividly alive through these efforts, has undoubtedly saved lives.

Congratulations, Maura! We are so grateful to be partnered with Charlie's Kids and so proud of you for shaping Charlie's legacy in such a meaningful way.

LEARN MORE ABOUT CHARLIE'S KIDS FOUNDATION

LEARN MORE ABOUT THE WOMEN OF ACHIEVEMENT CLASS OF 2024

8TH NATIONAL

CRIBS FOR KIDS CONFERENCE

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

VIRTUAL CONFERENCE

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.

PREVIEW THE AGENDA AND REGISTER



LOOKING FOR STAFF OR COMMUNITY TRAINING?

The Cribs for Kids **Safe Sleep Ambassador** online training is the perfect tool to train staff and community members on safe infant sleep. 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.

Help spread the word!

Share this valuable resource on your social media channels to boost community involvement. As a Cribs for Kids partner, this is one of the many valuable tools available to you to encourage reduced infant mortality rates in your area.

LEARN MORE ABOUT THE SAFE SLEEP AMBASSADOR PROGRAM



SPOTLIGHT ON THE 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 being celebrated by staff and leadership, elevating your hospital's reputation in the community.

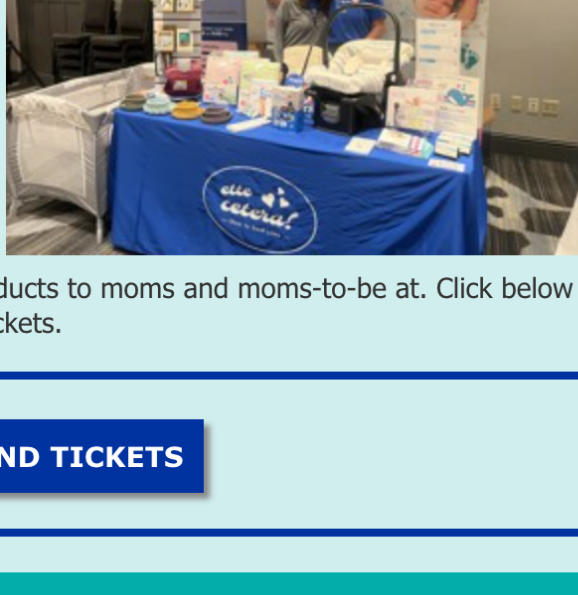
Is your local hospital certified? If not, refer them to this no-cost program to ensure an added layer of safe sleep awareness throughout your community.

Questions about Hospital Certification? Email **Devon George**, MSN, RN - Chief Programs Officer at dgeorge@cribsforkids.org.

LEARN MORE ABOUT OUR HOSPITAL CERTIFICATION PROGRAM

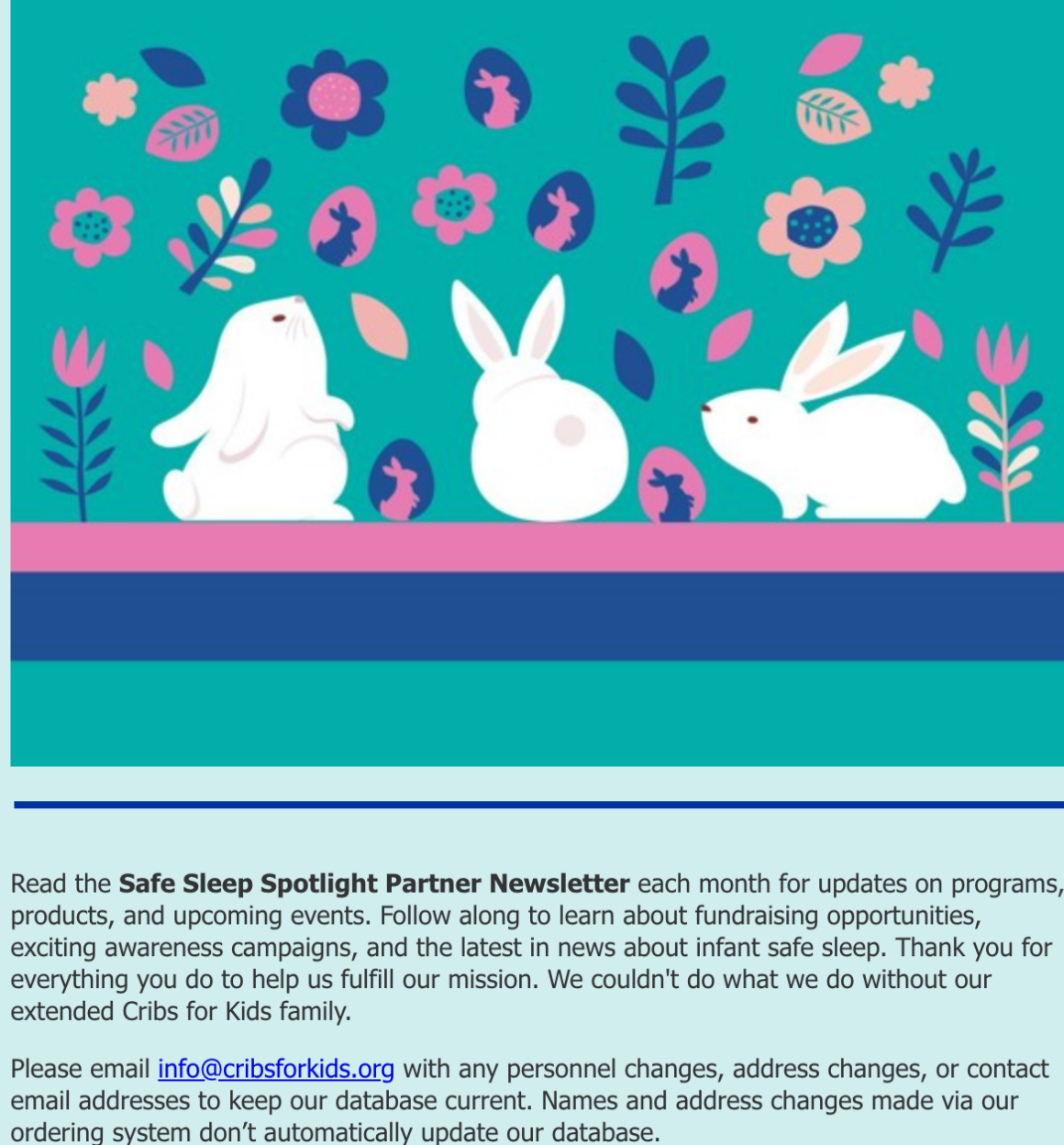
CRIBS FOR KIDS ON TOUR!

Cribs for Kids and **ette cetera!** will be on the road once again this Spring and Summer and may be coming to a city near you! Our own Bridget Gausa and Spencer Gentile will be traveling to spread the safe sleep message at **Babies and Bumps** events across the east coast.



Join us for this year's kick-off event in Columbus, Ohio **on Sunday, April 21st**, as we demonstrate safe sleep practices and introduce the ette cetera line of safe baby products to moms and moms-to-be at. Click below for future dates and locations and to secure tickets.

BABIES AND BUMPS LOCATIONS AND TICKETS



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.

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