

SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER VOLUME 6: 1/28/22

7th National CRIBS FOR KIDS CONFERENCE: MISSION POSSIBLE

[05/03-06/2022]

Now Virtual

WHEN THE SAFE SLEEP COMMUNITY COMES TOGETHER, ANYTHING IS POSSIBLE!

REGISTER TODAY - www.cribsforkids.org/conference

7TH NATIONAL CRIBS FOR KIDS CONFERENCE

Registration is now open for the National Cribs for Kids Conference which will be held virtually this year from May 3rd through May 6th. Join us 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.

Connection - Connect with peers and advocates across the country whose dedication and expertise have helped define safe infant sleep guidelines, programs, and education.

Collaboration - Share your program's successes and setbacks and learn how others overcome the challenges of messaging in our current climate.

Change - Explore ways that we as a movement can adapt and adjust to foster lower rates of infant mortality in our communities. Together we **can** change the culture surrounding safe infant sleep.

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

REGISTER TODAY FOR EARLY BIRD PRICING



SPOTLIGHT ON HOSPITAL CERTIFICATION

Congratulations to our Hospital Certification Program team for their accomplishments in 2021! While the challenges were great for all last year, those faced by hospitals were and remain greater still. In spite of this, Cribs for Kids received a record number of certification applications. In 2021, we completed the review of 115 applications (compared to 72 in 2020). These applications included four system-level certifications that represented 24 hospitals, our first hospital from the state of Arizona, and our first international proxy certification to Shaare Zedek Medical Center-Wilf Children's Hospital in Jerusalem. April 2021 also marked the completion of Maine's statewide effort to certify all 26 of their birthing hospitals. Successfully reviewed safe sleep applications for the year represent:

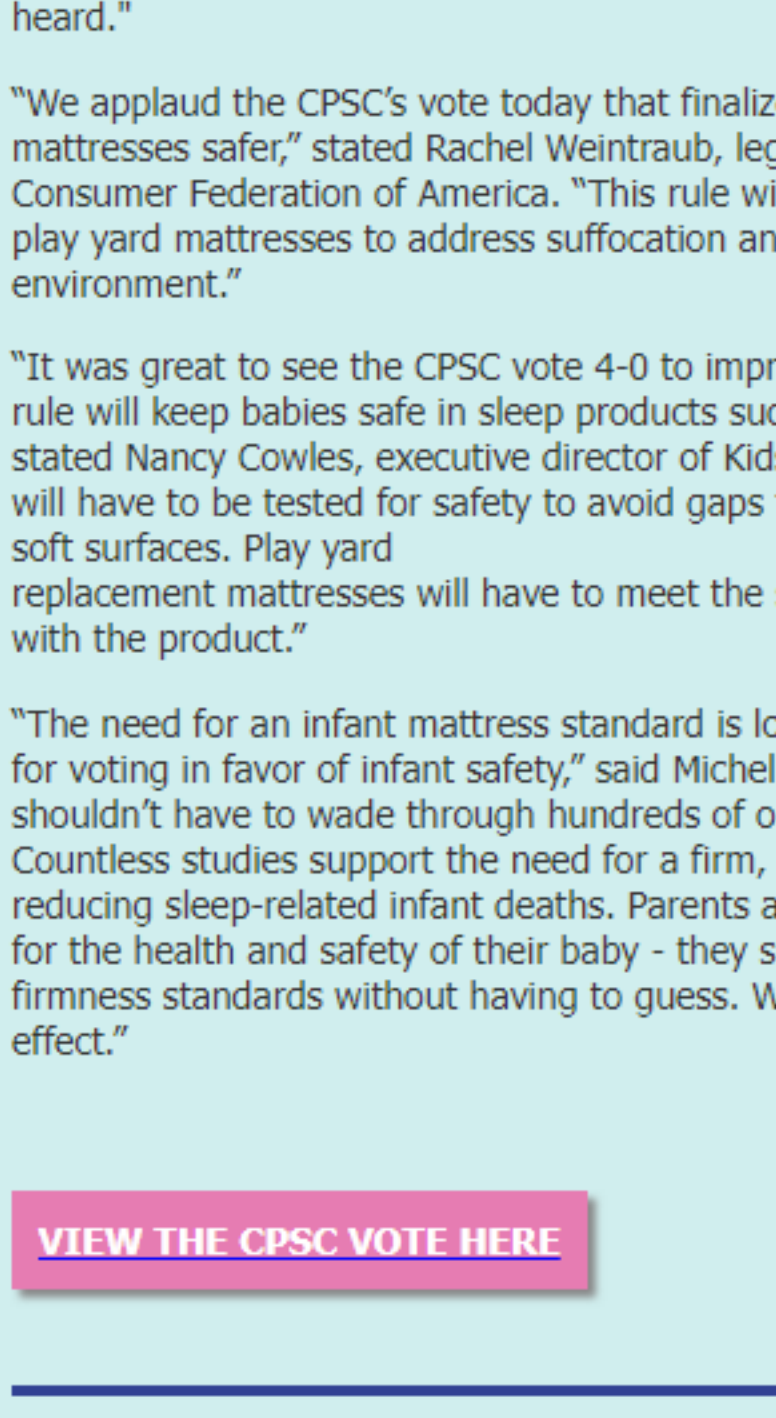
65 Hospitals Newly Earning Designation (20 Gold, 19 Silver, 26 Bronze)
45 Hospitals Earning a Redesignation (30 Gold, 12 Silver, 3 Bronze)
5 Hospitals Upgrading their Original Designation to Gold.

As we start the new year, Cribs for Kids counts 456 hospitals as Safe Sleep Certified. There are 60 active applications under review for hospitals seeking initial or recertification.

Cribs for Kids programs focus on prevention. Are your community hospitals certified?

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



SAFE SLEEP IN THE NEWS

U.S. Consumer Product Safety Commission Votes to Finalize Important Safety Rule for Crib Mattresses

From a joint press release issued by the [Consumer Federation of America \(CFA\)](http://www.consumerfed.org), [Keeping Babies Safe](http://www.keepingbabies.org), [Kids in Danger \(KID\)](http://www.kidsindanger.org), and [Safe Infant Sleep](http://www.safeinfantsleep.org), we learned that the CPSC has voted unanimously (4-0) to publish a final rule for crib mattresses. By including aftermarket mattresses in the rule, it will eliminate supplemental mattresses that are intended to be added to mesh play yards in addition to non-full size rigid cribs. All aftermarket mattresses will have to be essentially the same as the original mattress that is sold with the play yard. Replacement mattresses are to be sold to replace a previous mattress; not sold as an additional mattress. The proposed rule will cover all mattresses sold for full-size cribs and requires a firmness test. Soft surfaces have been linked to infant deaths.

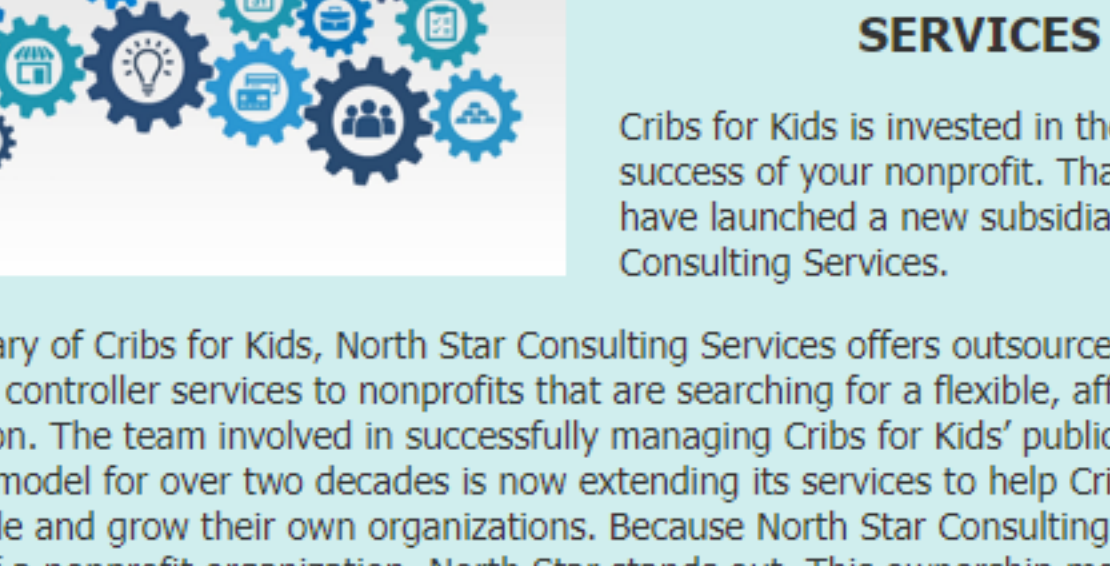
Joyce Davis, president of the non-profit Keeping Babies Safe, said her organization members are "tremendously pleased and relieved" that the U.S. Consumer Product Safety Commission recognizes supplemental mattresses can be fatal in portable cribs and play yards. "We filed this petition in 2015 to ban dangerous after-market and supplemental mattresses and have worked tirelessly to educate regulators, lawmakers and consumers about its dangerous misuse, as a clear and evident safety hazard," Davis said. "Fortunately, our voices have been heard."

"We applaud the CPSC's vote today that finalized a critically important rule to make crib mattresses safer," stated Rachel Weintraub, legislative director and general counsel with Consumer Federation of America. "This rule will establish a strong standard for all crib and play yard mattresses to address suffocation and entrapment to provide a safe sleep environment."

"It was great to see the CPSC vote 4-0 to improve the safety of crib mattresses. This new rule will keep babies safe in sleep products such as cribs, play yards, and portable cribs," stated Nancy Cowles, executive director of Kids In Danger. For the first time, crib mattresses will have to be tested for safety to avoid gaps that might lead to suffocation and dangerously soft surfaces. Play yard replacement mattresses will have to meet the same safety standard as the mattresses sold with the product."

"The need for an infant mattress standard is long overdue, and we commend the Commission for voting in favor of infant safety," said Michelle Barry of Safe Infant Sleep. "Caregivers shouldn't have to wade through hundreds of options to find a mattress that is firm enough. Countless studies support the need for a firm, flat sleep space as a critical element in reducing sleep-related infant deaths. Parents and caregivers have to make enough choices for the health and safety of their baby - they should be able to know that a mattress meets firmness standards without having to guess. We look forward to the day the standard is in effect."

VIEW THE CPSC VOTE HERE



COMPANY REFUSES TO VOLUNTARILY RECALL THIS RISKY INFANT PRODUCT

After the deaths of two infants, [federal regulators have asked Leachco](http://www.federalregulators.gov) to recall its infant loungers - but the company is refusing. The Consumer Product Safety Commission is warning that Leachco's Podster, Podster Plush, Bummzie, and Podster Playtime Infant Loungers pose a suffocation hazard to babies.

With more than 180,000 of these products already sold, countless infants are at risk. Consumer Reports is requesting help to pressure the company CEO, Clyde Leach, by sending him an email to do the right thing and issue a recall.

SIGN THE PETITION TO HAVE YOUR VOICE HEARD

PARTNER OPPORTUNITY

NORTH STAR CONSULTING SERVICES

Cribs for Kids is invested in the growth and success of your nonprofit. That's why we have launched a new subsidiary, North Star Consulting Services.

As a subsidiary of Cribs for Kids, North Star Consulting Services offers outsourced bookkeeping and controller services to nonprofits that are searching for a flexible, affordable, outside option. The team involved in successfully managing Cribs for Kids' public-private partnership model for over two decades is now extending its services to help Cribs for Kids partners scale and grow their own organizations. Because North Star Consulting is a subsidiary of a nonprofit organization, North Star stands out. This ownership model allows for the company to focus exclusively on helping clients succeed rather than on profit motivation.

North Star offers bookkeeping, controller, and human resources services. They also take on special projects, such as grant writing. North Star offers a flexible affordable option for long or short-term solutions.

Chart the right course for your organization. Let North Star help navigate.

Questions about North Star Consulting Services? Email **Brian Deighan**- Controller and Co-Founder at bdeighan@northstarpgh.com

EXPLORE NORTH STAR CONSULTING SERVICES

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.



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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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[Cribs for Kids®](mailto:info@cribsforkids.org)

5450 Second Avenue Pittsburgh, PA 15207