

Now I Lay Me Down to Sleep . . .

Saving Babies in Niagara County



Safe Sleep *Toolkit*

Niagara County Child Fatality Review Team



NOW I LAY ME DOWN TO SLEEP...Safe Sleep Toolkit

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INTRODUCTION

The death of a child is a tragedy for the entire community. The terrible loss is shared by family, friends and the community as a whole.

Child fatality review tries to make sense of this terrible tragedy in two important ways. Understanding why a child died may save the lives of other children in the future. Recognizing the way children are lost in our community can inform effective education and prevention strategies.

The **Niagara County Child Fatality & Serious Injury Review Team** [CFRT] is a multidisciplinary team established under New York State Social Services Law §422-b and approved by the New York State Office of Children and Family Services.

The purpose of the CFRT is to prevent future deaths and promote child safety through confidential, thorough, comprehensive, multidisciplinary examination of the cause, manner and circumstances of a child's death in Niagara County.

The Child Fatality Review Team continues to see a disturbing pattern of infant deaths involving unsafe sleep conditions. Despite ongoing education and awareness activities on national, state and local levels, the occurrence of deaths of infants sleeping on an inappropriate sleep surface, with an adult or other child and in other unsafe conditions persists.

Now I Lay Me Down to Sleep...A campaign to save babies in Niagara County acknowledges that prevention of infant death in unsafe sleep conditions will require the commitment of the entire community. The Child Fatality Review Team is asking every agency, organization and individual in our community to recognize that we can save lives by adopting safe sleep practices for all children under one year of age.

Now I Lay Me Down to Sleep asks that every agency, organization or individual make safe sleep a priority and support parents in making safe sleep choices. This online toolkit is designed to provide resources to assist in reaching that goal.

About the Niagara County Child Fatality Review Team:

The Niagara County Child Fatality Review Team [CFRT] includes law enforcement, social services, medical professionals, coroners and other professionals and service providers. The CFRT reviews sudden, unexplained deaths of minors aged 17 and under in order to identify opportunities for prevention of future tragedies. Niagara County's CFRT is conducted through a partnership between Niagara County Social Services and the Child Advocacy Center of Niagara, a service of Niagara Falls Memorial Medical Center. The activities of the team are coordinated by the Child Advocacy Center and funded by a grant from the New York State Office of Children and Family Services to the Niagara County Department of Social Services.

This Toolkit is provided by the Niagara County Child Fatality Review Team through a grant from the New York State Office of Children and Family Services to the Niagara County Department of Social Services.

KNOW THE FACTS

Sleeping in unsafe conditions place infants at a higher risk of death. These deaths have frequently been labeled as SIDS or Sudden Infant Death Syndrome. A SIDS death is any infant death where the cause of death cannot be determined after an investigation. We know now that many deaths that have been labeled as SIDS are actually related to unsafe sleep conditions.

National, New York State and Niagara County Statistics

- ✓ In 2015, there were about 3,700 sudden unexpected infant deaths (SUID) in the United States. These deaths occur among infants less than 1 year of age and have no immediate cause (*Centers for Disease Control* www.cdc.gov)
- ✓ SIDS is the leading cause of death among babies between 1 month and 1 year of age. (*National Institute of Health* www.nichd.nih.gov)
- ✓ Most SIDS deaths occur in babies between 1 month and 4 months of age and the majority of SIDS deaths occur before a baby reaches 6 months of age. (www.nichd.nih.gov)
- ✓ In 2015, there were about 1,600 deaths due to SIDS, 1,200 deaths due to unknown causes, and **about 900 deaths due to accidental suffocation and strangulation in bed.** (www.cdc.gov)
- ✓ Rates for accidental suffocation and strangulation in bed started to increase in 1997 and **reached the highest rate at 23.1 deaths per 100,000 live births in 2015,** the last year data is available. (www.cdc.gov)
- ✓ More than 90 infants die each year in New York State due to unsafe sleep practices and Sudden Infant Death Syndrome (SIDS). (*New York State Health Department* www.health.ny.gov)
- ✓ From 2013 to 2017, the Niagara County Child Fatality Review Team identified 10 infants who died in unsafe sleep conditions.
 - all were under the age of 6 months
 - 8 were under the age of 3 months
 - 9 were sleeping on an unsafe surface
 - 7 were sleeping with at least one other person.

Sudden Unexpected Infant Death (SUID)

Sudden unexpected infant death (SUID) refers to the sudden, unexpected death of an infant under one year of age where the cause of death is not known before an investigation is conducted. These deaths often occur while a baby is sleeping or in the baby's sleep area.

According to the Centers for Disease Control, approximately 3,500 babies die suddenly and unexpectedly in the United States every year. Each death must be thoroughly investigated in order to determine the cause of death. Sudden unexpected infant deaths include sudden infant death syndrome (SIDS), accidental suffocation in a sleeping environment, and other deaths from unknown causes. When a cause of death be determined even after a thorough investigation, the death will be labeled SIDS or sudden infant death syndrome.

Many cases of SIDS can be prevented by employing safe sleep practices. Since efforts to urge parents to put their babies to sleep on their backs began, the rate of SIDS cases has significantly decreased. Despite these gains, nearly 100 babies die in New York each year due to sleep-related causes. Creating the right sleep environment and putting a baby to sleep using safe sleep methods can prevent many SIDS deaths.

According to the National Institute of Health Safe to Sleep Campaign, babies are at a higher risk of SIDS if they:

- Sleep on their stomachs
- Sleep on soft surfaces, such as an adult mattress, couch or chair, or under soft coverings like a blanket
- Sleep on or under soft or loose bedding
- Get too hot during sleep
- Are exposed to cigarette smoke in the womb or after their birth at home, in a car, in the bedroom or other areas
- Sleep in an adult bed with parents, other children or pets. Sleeping in an adult bed is especially dangerous if:
 - The adult smokes, has recently had alcohol, or is tired.
 - The baby is covered by a blanket or quilt
 - The baby sleeps with more than one bed-sharer
 - The baby is less than 11 to 14 weeks of age.

Source: <https://www1.nichd.nih.gov/sts/about/risk/Pages/factors.aspx>

What Does a Safe Sleep Environment Look Like?

Magazines photos, stores, social media and other media often picture a baby nestled in a crib full of pillows, blankets, toys, crib bumpers, covered with a blanket and lying on their stomachs. THIS IS NOT A SAFE WAY FOR BABIES TO SLEEP. It is no wonder caregivers are confused!

In a safe sleep environment:

- Baby sleeps in a bassinet, a safety approved crib or a playard (“pack and play”) on a firm mattress and a fitted sheet.
- Baby is put to sleep on his or her back.
- There are no blankets, pillows, toys, crib bumpers or other items in the crib.
- Baby sleeps alone - no other children, no pets and no adults.
- Baby’s environment is smoke free – no one smokes around the baby or in the baby’s environment.
- Nothing covers the baby’s head.
- Baby sleeps in a one-piece sleeper and does not use a blanket.



Baby should NOT sleep in an adult bed, on a couch, on an air mattress, or on a chair – alone or with anyone else.

**MAKE SURE EVERYONE WHO CARES FOR YOUR BABY
USES SAFE SLEEP PRACTICES.**

Room Sharing VS. Bed Sharing

Parents staying close to their babies while they sleep helps them to bond and aids in supporting breast feeding. However, experts agree that it is very important that a baby sleeps in his or her own bed. Deaths from accidental suffocation have continually increased over the past 20 years, reaching an all-time high in 2015, the latest year data is available.

The safest place for a baby to sleep is in his or her own bassinet or crib. A playard or “Pack and Play” also offers a safe alternative.

The American Academy of Pediatrics recommends that infants sleep in the parents’ room, close to the parents’ bed, **but on a separate surface designed for infants**, ideally for the first year of life, but at least for the first 6 months. (*American Academy of Pediatrics, SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleep Environment.*)

The March of Dimes recommends that a parent sleep close enough to the baby to “see, hear, touch or smell each other” but not in the same bed. The March of Dimes also points out that some studies show that bed-sharing is the most common cause of death in babies under 3 months of age. (*March of Dimes www.marchofdimes.org*).

The risk of bed sharing increases when a parent is very tired or has consumed alcohol, prescription or over the counter medication and other drugs. In addition, parents often do not sleep well with a baby in the bed and babies who sleep with a parent may have trouble falling asleep by themselves at naptime or at night.



For the first 6 months up to 1 year, room sharing is recommended.

Sleep in the same room with your baby with an appropriate infant sleep surface (crib, bassinet, playard) next to the bed.

Smoking and SIDS

According to the Centers for Disease Control and Prevention, smoking DURING pregnancy results in more than 1,000 infant deaths each year. Infants whose mothers smoked during pregnancy are at increased risk for sudden infant death syndrome (SIDS).

Studies have shown the link between smoking and SIDS. Babies whose mothers smoked during pregnancy have a 5 times greater risk of SIDS. Babies who live in a home with a smoker have a 3 times greater risk of SIDS. An Australian study found that 81% of the babies studied who died from SIDS were exposed to cigarette smoke.

Secondhand smoke can cause serious health problems in infants and children. In addition to increasing the risk of SIDS, secondhand smoke may affect a baby's growing heart and developing brain. Chemicals in secondhand smoke are essentially poisons that deprive a baby of oxygen, making harder for a baby to breathe. These chemicals can interfere with a baby's brain and its regulation of a baby's breathing.

To protect a baby from the effects of smoking:

- ✓ Don't smoke during pregnancy.
- ✓ Don't allow anyone to smoke in or near your home.
- ✓ Don't allow anyone to smoke in your car, even with the window down.

Particles from secondhand smoke remain a danger long after the cigarette, cigar or pipe is gone.

**KEEP A CHILD'S ENVIRONMENT SMOKE FREE
INCLUDING AT CHILD CARE AND HOMES OF RELATIVES AND FRIENDS.**

For assistance to quit smoking, call the New York State Smokers' Quitline at 1-866-NY-QUITS (1-866-697-8487) or visit nysmokefree.com.

Other Tips for Safe Sleep

Use a one-piece sleeper. Don't use blankets.

Be sure baby is not too warm.

Breastfeed your baby.

Try using a pacifier for sleep but don't force baby to take it. Discuss pacifier use with your healthcare provider.

Get your baby immunized.

If your baby is in a front or back carrier, be sure that baby's face is always visible.

Never use a car seat, baby swing, carriage or other carrier without properly fastening all the straps. Babies have been caught in partially fastened straps and died.

Don't use alcohol or drugs while caring for your baby.

Don't rely on home baby monitors.

Source: <https://www.health.ny.gov/publications/0672/>

EDUCATION AND ADVOCACY

Every individual and organization can provide safe sleep education and advocacy. This toolkit contains ideas and resources to help prioritize and support safe sleep for infants in everyday activities. There are many ways to help:

- ✓ Invite a speaker to your church or club.
- ✓ Post safe sleep messages on social media.
- ✓ Share your concerns when you see images or other situations that promote unsafe sleep conditions.
- ✓ Lend a helping hand to a parent who is tired or seems overwhelmed.

In-person training

The Niagara County Child Fatality Review Team will provide training for your organization on safe sleep and how to support safe sleep practices. Training is beneficial for parents, grandparents, babysitters and other caregivers, and any adult who is concerned about protecting babies and supporting families.

The Niagara County Child Fatality Team Coordinator, Jan A. Walkden, BSN, MSN brings many years of experience working with parents, grandparents, professionals and others on issues related to SIDS. To arrange a presentation for your faith center, community organization or other group, contact the Child Advocacy Center of Niagara at (716)285-0045 or visit www.cacofniagara.org and use the contact us link.

Printed materials

This toolkit provides a number of printed materials that can be downloaded and copied. Additional materials are also available from the Child Advocacy Center of Niagara.

Social Media

Social media provides so many opportunities to share information in a wide variety of ways. However, it can also be used to share information or support ideas that undermine safe sleep practices.

They seem to be everywhere – those “cute” photos of babies sleeping with a parent or other kids, photos of sleeping babies curled up on their bellies, photos of babies in their cribs surrounded by blankets, pillows, toys and crib bumpers. The babies are adorable, but the practices can be deadly. Don’t encourage them. Post an adorable baby in a safe sleep setting instead.

This toolkit provides links to several websites and videos that can be included in Facebook or other postings. Looking for a photo that shows safe sleep conditions? The Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Public Education Campaign provides downloadable media on its website. Photographs, infographics and other items are available at <https://www1.nichd.nih.gov/sts/news/downloadable/Pages/default.aspx>.

Other Ways You Can Help

Help a tired parent

In some instances, parents put their babies to sleep on their back, alone, in a safe crib at first, but do not continue safe sleep practices after feeding the baby at night. The baby may be fussy and crying and the parent is probably sleep-deprived and exhausted. Under these circumstances, even a knowledgeable parent may resort to keeping the baby in their bed, fall asleep with the baby on a chair or sofa, or put the baby back to bed on their stomach.

Don’t ignore a baby sleeping in unsafe conditions

Offer to help a tired parent. Watch the baby during the day so they can gain some additional sleep. If you see a parent asleep or falling asleep in bed, on a couch or in chair, offer to put the baby to bed for the parent. This small act may save a baby’s life.

Be an advocate

Everyone can be an advocate. Post safe sleep messages. Talk about safe sleep with friends and parents. Help keep babies safe – every person can make a difference:

- ✓ *Are you a member of a faith community or community organization?* Invite a speaker to address the importance of safe sleep to your group. Call the Child Advocacy Center of Niagara at (716) 285-0045 to request a speaker. Programs are provided free of charge.
- ✓ *Are you a parent with an infant? Or a grandparent, babysitter, family member or friend of someone with an infant?* Make sure you know safe sleep practices. Speak up when you see unsafe sleep conditions. Did your loved one fall asleep with the baby? Gently state you will put the baby to bed for them. Lack of sleep, attending to the needs of other children, working all contribute a parent's exhaustion. Offer to help.
- ✓ *Are you invited to a baby shower?* Skip the crib bumpers, pillows and accessories that are a risk to a sleeping baby. Choose a portable crib or playard, a bassinet, fitted sheets or one-piece sleeper instead.
- ✓ *Do you use social media?* We have all seen the cute photos of babies sleeping in unsafe circumstances...on their stomachs, covered in blankets, surrounded by toys. The babies are adorable, but the practices can be deadly. Don't encourage them. Post an adorable baby in a safe sleep setting instead.
- ✓ *Do you know a new parent or caregiver who doesn't have a safe place for their baby to sleep?* The Niagara County Cribs for Kids program can help. Contact the P3 Center for Teens, Moms and Kids at (716) 278-4423 for more information.
- ✓ *Will you become a safe sleep educator and advocate?* Please join this campaign. Talk about the importance of safe sleep with people you know and members of your family. Write a letter to the editor promoting safe sleep. Help make safe sleep a priority for every baby.

RESOURCES

This toolkit provides a wide variety of resources to promote safe sleep practices for babies. They include talking points, printable brochures and videos that support safe sleep, as well as community partners and referrals for services.

Niagara County Cribs for Kids® Program

Niagara Falls Memorial Medical Center, through the Child Advocacy Center of Niagara, is a Cribs for Kids® partner. Cribs for Kids® is a national program that works to prevent infant deaths due to unsafe sleep environments. The Niagara County Cribs for Kids®

Program is being implemented in collaboration with the P3 Center for Teens, Moms and Kids at Niagara Falls Memorial Medical Center. Program participation is open to all infants and mothers who meet eligibility criteria related to need and who agree to participate in ongoing safe sleep education and follow-up.

Call (716) 278-4423 for more information.



Community Partners and Resources

Child Advocacy Center of Niagara, Niagara Falls Memorial Medical Center,
www.cacofniagara.org

EPIC for Children, www.epicforchildren.org

Healthy Moms, Healthy Babies Coalition

Help Me Grow, Niagara University, www.helpmegrow.org

Hillside Family of Agencies, www.hillside.com

Native American Community Services of Erie and Niagara Counties, www.nacswny.org

New York State Office of Children and Family Services, www.ocfs.ny.gov

Niagara County Department of Health, www.niagaracounty.com/health/

Niagara County Department of Social Services, www.niagaracounty.com/SocialSerivces/

P3 Center for Teens, Moms and Kids, Niagara Falls Memorial Medical Center,
www.facebook.com/p3centerofniagaracounty/

Website Resources

Child Advocacy Center of Niagara, Niagara Falls Memorial Medical Center,
www.cacofniagara.org

American Academy of Pediatrics, <https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/A-Parents-Guide-to-Safe-Sleep.aspx>

Baby Safe Sleep Coalition (Monroe County), www.babysafesleep.org

Centers for Disease Control and Prevention, www.cdc.gov/sids/index.htm

Charlie's Kids Foundation, www.charlieskids.org

Cribs for Kids, www.cribsforkids.org

NIH Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Campaign, <https://www1.nichd.nih.gov/sts/Pages/default.aspx>

New York State Health Department, www.health.ny.gov/publications/0672

March of Dimes, www.marchofdimes.org/baby/co-sleeping.aspx

New York State Office of Children and Family Services,
www.ocfs.ny.gov/main/prevention/infant_sleeping.asp

Safe Babies New York, www.safebabiesny.com

Videos

American Academy of Pediatrics, Safe Sleep for Babies

<https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/Safe-Sleep-for-Babies.aspx>

Safe Sleep for Babies

The American Academy of Pediatrics (AAP) is joining the U.S. Consumer Product Safety Commission (CPSC) and other child safety organizations in the release of "Safe Sleep for Babies," a new crib safety video aimed at helping all new parents avoid suffocation, strangulation and entrapment risks in the sleep environment.



Last Updated 12/19/2015

Source American Academy of Pediatrics (Copyright © 2010)

The information contained on this Web site should not be used as a substitute for the medical care and advice of your pediatrician. There may be variations in treatment that your pediatrician may recommend based on individual facts and circumstances.

Baby Safe Sleep Coalition, www.babysafesleep.org

In Monroe County, an average of 10 babies a year have died in unsafe sleep conditions.

Healthy babies are dying, in Monroe County and across the nation, because unsafe sleeping arrangements leave them vulnerable to unintentional suffocation. The Baby Safe Sleep Coalition was formed to raise awareness about these deaths and advocate for a safer world for babies.

Comprised of health and human services professionals from a dozen Monroe County agencies, the coalition has launched an ambitious program to attack this problem.



New York State Office of Children and Family Services

https://ocfs.ny.gov/main/cps/safe_sleep_video.asp



If the player doesn't play [click here for video...](#)

[Haga clic aquí para mirar el video en español.](#)

NIH Eunice Kennedy Shriver National Institute of Child Health and Human Development
Safe to Sleep® Campaign,

https://www.youtube.com/watch?feature=player_embedded&v=29sLucYtvpA



NIH Eunice Kennedy Shriver National Institute of Child Health and Human Development
Safe to Sleep® Campaign (Spanish)

https://www.youtube.com/watch?v=2KhDr8nM3pc&feature=player_embedded



https://www.youtube.com/watch?v=2KhDr8nM3pc&feature=player_embedded

Printed materials

Several printable materials are included in this toolkit.

Educational brochures for parents, grandparents, other caregivers and professionals are also available, free of charge, from the NIH Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Campaign, <https://www1.nichd.nih.gov/sts/Pages/default.aspx>. An order form is included in this toolkit.

Talking points from the Safe to Sleep® Campaign are also included.

JOIN OUR SAFE SLEEP CAMPAIGN!

Help us spread the word about safe sleep.

Invite a speaker on safe sleep to your organization, club or faith community.

Call (716) 285-0045 or visit www.cacofniagara.org and “Contact us”.

Become an educator and advocate.

Share the materials in our online toolkit with infant caregivers.

Offer support to a tired, busy parent.

Always use safe sleep practices.

Always place baby on his or her back to sleep, for all naps and at night.

Use a firm mattress with a fitted sheet in a safe crib, bassinet or portable crib. Do not place baby to sleep on a coach, chair, adult bed or any other surface not designed for infant sleep.

Keep the crib or bassinet free of any other objects including blankets, pillows, toys or crib bumpers. A one-piece sleeper will keep baby warm.

Room share – keep baby’s crib or bassinet next to where the parents sleep.

For more information, contact the Child Advocacy Center of Niagara at (716) 285-0045 or visit our website at www.cacofniagara.org.





Promoting Safe Sleep Practices in New York State

In 2014, approximately 100 infants died suddenly or unexpectedly in New York State (NYS). The American Academy of Pediatrics recommends the ABCs of Safe Sleep, with infants sleeping alone, on their backs, and in a safe crib for every nap or sleep time. Despite widespread efforts to promote these safe sleep practices, a growing number of NYS mothers say they share beds with their infants or lay them on their stomachs to sleep. These practices put babies at higher risk of sudden unexpected infant death (SUID), which is more likely to occur when an infant is placed on his/her stomach to sleep, shares a bed with a parent or sibling, or sleeps on an unsafe surface or with bumpers, blankets or toys in the crib. SUID is the third leading cause of infant mortality in NYS, after complications from preterm birth and birth defects. Parents and other caregivers need to be reminded about safe sleep to reverse this alarming trend that puts infants at risk.

Figure 1. Percent of Infants Being Placed to Sleep on their Backs by Race/Ethnicity, NYS PRAMS* 2008-2013



*Pregnancy Risk Assessment Monitoring

The Risk of SUID can be greatly reduced by following simple safe sleep guidelines



Follow the
ABCs
of Safe Sleep

Baby should sleep

A **Alone**

On their

B **Back**

In a safe

C **Crib**

Right from the start

health.ny.gov/safesleep

Department of Health | Office of Children and Family Services

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9/15

What does the data show?

- The Healthy People 2020 objective (MCH-20) calls for 75.8 percent of infants to be placed to sleep on their back.
- The percentage of mothers placing their babies on their back to sleep has decreased 12.4 percent from 70 percent in 2011 to 61.3 percent in 2013. (Pregnancy Risk Assessment Monitoring System (PRAMS))
- In 2013, only 46.3 percent of Non-Hispanic Black mothers and 55.4 percent of Hispanic mothers reported placing their baby on their back to sleep (Figure 1).

Unsafe sleep practices in NYS

Table 1 shows:

- More than 1 in 4 mothers (27.1 percent) report sharing a bed with their new infant.
- Non-Hispanic Other race mothers (49.6 percent) followed by Non-Hispanic Black mothers (36.5 percent) were the most likely to share a bed with their new baby.
- Almost 30 percent of mothers between the ages of 20-24 years old report sharing a bed with their new baby.
- Women with less than a high school education were more likely to bed share with their baby (31.4 percent).
- Women who are on Medicaid are more likely to share a bed with their new baby (29.4 percent).

Table 1. Prevalence of Infants Bed Sharing by Maternal Demographics, NYS PRAMS 2013

Maternal Characteristic	Estimated Population Effected	Prevalence (%)	95% CI
Total	55,137	27.1	24.8-29.5
Race/Ethnicity			
Non-Hispanic White	19,246	18.8	15.7-21.9
Non-Hispanic Black	10,803	36.5	29.4-43.7
Non-Hispanic Other	12,049	49.6	42.4-56.9
Hispanic	14,571	28.0	23.2-32.7
Maternal Age			
Less than 20 years old	2,364	27.8	17.2-38.5
20-24 years old	12,085	29.8	23.8-35.8
25-34 years old	31,190	27.3	24.1-30.5
35 years old or more	11,031	24.6	19.7-29.4
Education			
Less than High School	11,064	31.4	25.2-37.6
High School Graduate	13,513	27.4	22.1-32.6
More than High School	32,093	25.9	23.0-28.9
Marital Status			
Married	31,686	25.6	22.7-28.6
Not Married	24,984	29.5	24.4-33.5
Medicaid Status			
Not on Medicaid	29,118	25.4	22.3-28.5
On Medicaid	27,551	29.4	25.7-33.2

Source: PRAMS 2013

Do's and Don'ts for Safe Sleep	
DO put your baby to sleep on his/her back	DON'T put your baby to sleep on his/her side or stomach
DO put your baby in a crib to sleep for naptime and bedtime	DON'T use a couch, recliner, adult bed, car seat, swing, bouncy seat, stroller, infant carrier, or infant sling for routine sleep
DO use a firm crib mattress covered by a fitted sheet designed for specific product	DON'T use blankets, pillows, toys, or bumper pads in the crib
DO put your baby's crib in the same room as your bed (room-sharing)	DON'T sleep in the same bed as your baby (co-sleeping)
DO breastfeed your baby, but put your baby in the crib after feeding	DON'T sleep with your baby in bed after breastfeeding
DO use a pacifier for sleep	DON'T hang the pacifier around your baby's neck
DO keep your baby's immunizations up to date	DON'T smoke around your baby

Taking Action to Promote Safe Sleep in New York State

What is the NYS Department of Health doing?

- Focuses on improving safe sleep practices through promotion of the ABCs of Safe Sleep campaign.
- Facilitates the New York State Perinatal Quality Collaborative, an initiative which has engaged 81 NYS birthing facilities to implement infant safe sleep policies and provide infant caregivers with education to practice safe sleep for every sleep.
- Nurse Family Partnership staff visit homes to help high-risk first-time mothers and their families adopt healthier habits and use health care services during and after pregnancy.
- Supports tools and best-practices in communities for coordinated perinatal risk assessment, referral and follow-up.

What can you do? Families and caregivers

- Remember the ABC's of Safe Sleep: Alone, Back and in a Crib.
- Always put your baby on his or her back to sleep, for naps and at night.
- Do not let your baby sleep in the same bed with you or another adult or child.
- Room share - Put your baby's crib in the same room as your bed.
- Teach other family members or care givers to always practice safe sleep.
- Use a firm mattress or other sleep surface.
- Keep soft objects, toys, crib bumpers and loose bedding out of your baby's sleep area.
- Do not smoke during pregnancy and do not smoke or allow smoking around your baby.

Local health departments and community organizations

- Promote messages such as the ABCs of Safe Sleep to improve knowledge, attitudes and behaviors about safe sleep practices.
- Ensure providers and family members are knowledgeable about safe sleep recommendations.
- Collect input from the community to better understand why some women do not put their babies on their back to sleep or put them in their adult bed to sleep.
- Develop campaigns to support and promote safe sleep practices based on community input.

Health care providers

- Talk to women during pregnancy and after birth about their sleep practices with their baby.
- Model safe sleep practices at all times while the infant is in your care in the hospital.
- Provide parents with educational safe sleep information.
- Encourage women to breastfeed their babies.
- Use materials from the Safe to Sleep Campaign in waiting rooms and exam rooms to reinforce the safe sleep message.

NYS Maternal and Child Health Block Grant 2015-2020 State Action Plan

http://www.health.ny.gov/community/infants_children/maternal_and_child_health_services/docs/2016_application.pdf

The Maternal and Child Health Services Title V Block Grant provides funding to States to improve the health and wellness of women, children and families. New York's Title V State Action Plan focuses on reducing health disparities and improving the health of all New Yorkers across the life span in the areas of maternal and women's health, perinatal and infant health, child health including children with special health care needs, and adolescent health.

And Prevention Agenda 2013-2018: New York State's Health Improvement Plan www.health.ny.gov/prevention/prevention_agenda/2013-2017

The blueprint for state and local action to improve the health of New Yorkers in five to eight priority areas and to reduce health disparities for racial, ethnic, disability, socioeconomic and other groups who experience them. Reducing preterm birth is one of the Department's goals

Additional Resources:

New York State Department of Health

<http://www.health.ny.gov/diseases/conditions/sids/>

Baby Safe Sleep Coalition

<http://www.babysafesleep.org/>

Safe Babies New York

<http://www.safebabiesny.com/>

New York State Perinatal Quality Collaborative (NYSPQC)
Safe Sleep Project

<https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/A-Parents-Guide-to-Safe-Sleep.aspx>

Sudden Unexpected Infant Death and Sudden Infant Death
Syndrome for Parents and Caregivers (CDC)

<http://www.cdc.gov/sids/parents-caregivers.htm>

National Institute of Health Safe to Sleep Campaign

<https://www.nichd.nih.gov/sts/Pages/default.aspx>

NYS Parenting Education Partnership

<http://nyspep.org/>

AAP link: A Parent's Guide to Safe Sleep

<https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/A-Parents-Guide-to-Safe-Sleep.aspx>

Healthy People 2020

www.healthypeople.gov/2020/default.aspx

Centers for Disease Control and Prevention

<http://www.cdc.gov/reproductivehealth/maternalinfanthealth/>
<http://www.cdc.gov/sids/parents-caregivers.htm>

Centers for Disease Control and Prevention

<http://www.cdc.gov/sids/Parents-Caregivers.htm>

Pregnancy Risk Assessment Monitoring System (PRAMS)

<https://www.health.ny.gov/statistics/prams/>

Contact: For more information, please send an email to DFH@health.ny.gov



Basic Talking Points for the Safe to Sleep® Campaign

What is SIDS?

- Sudden Infant Death Syndrome (SIDS) is the sudden, unexpected death of a baby younger than 1 year of age that doesn't have a known cause even after a complete investigation.
- It is the leading cause of death among infants between 1 month and 1 year of age.
- African American and American Indian/Alaska Native babies are at a higher risk of SIDS than infants of other races and ethnicities.
- SIDS is just one type of Sudden Unexpected Infant Death or "SUID," which includes those from no clear reason, such as SIDS, and those from a known reason, such as suffocation, neglect, homicide, or other sleep-related causes.

What is the Safe to Sleep® campaign?

- The Safe to Sleep® campaign is an initiative of the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development. It is an expansion of the previous Back to Sleep campaign to reduce the risk of SIDS.
- Since the launch of the Back to Sleep campaign in 1994, the SIDS rate has dropped by more than 50 percent across all populations. However, the rate has plateaued in recent years.
- The new Safe to Sleep® campaign aims to expand upon the success of the previous Back to Sleep campaign by **reducing the risk of SIDS and other sleep-related causes of infant death.**
 - It incorporates the most up-to-date recommendations from the American Academy of Pediatrics on safe infant sleep practices.
 - It will educate parents and caregivers on ways to help reduce the risk of SIDS and other sleep-related causes of infant death.
 - It continues to spread the messages of safe infant sleep to all communities while also tailoring outreach to those communities most affected by SIDS.

What are the key messages of the campaign on ways to reduce the risk of SIDS and other sleep-related causes of infant death?

- **Always place baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.**
- **Put baby to sleep in a separate sleep area in the same room where you sleep.** If you bring baby into your bed to breastfeed, make sure to put him or her back into a separate sleep area, such as a safety-approved crib, bassinet, or portable play area when you are finished.
- **Use a firm sleep surface, covered by a fitted sheet, to reduce the risk of SIDS and other sleep-related causes of death.** Remove all loose bedding, crib bumpers, soft objects and toys.

For more information on the Safe to Sleep® campaign, go to:
<http://safetosleep.nichd.nih.gov/>

What Does A **Safe Sleep Environment** Look Like?

The image below shows a safe infant sleep environment.

Baby's sleep area is in the same room, next to where parents sleep.

Use a firm and flat sleep surface, such as a mattress in a safety-approved crib*, covered by a fitted sheet.

Baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.

Do not smoke or let anyone else smoke around your baby.



Do not put pillows, blankets, sheepskins, or crib bumpers anywhere in your baby's sleep area.

Keep soft objects, toys, and loose bedding out of your baby's sleep area. Make sure nothing covers the baby's head.

Dress your baby in sleep clothing, such as a wearable blanket. Do not use a loose blanket, and do not overbundle.

Always place your baby on his or her back to sleep, for naps and at night.



Eunice Kennedy Shriver National Institute of Child Health and Human Development



* A crib, bassinet, portable crib, or play yard that follows the safety standards of the Consumer Product Safety Commission (CPSC) is recommended. For information on crib safety, contact the CPSC at 1-800-638-2772 or <http://www.cpsc.gov>.

Safe Sleep For Your Baby

Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death



Always place baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.



Use a firm and flat sleep surface, such as a mattress in a safety-approved crib*, covered by a fitted sheet with no other bedding or soft items in the sleep area.



Share your room with baby. Keep baby in your room close to your bed, but on a separate surface designed for infants, ideally for baby's first year, but at least for the first 6 months.



Do not put soft objects, toys, crib bumpers, or loose bedding under baby, over baby, or anywhere in baby's sleep area.

To reduce the risk of SIDS, women should:



Get regular prenatal care during pregnancy.



Avoid smoking, drinking alcohol, and using marijuana or illegal drugs during pregnancy or after the baby is born.



Do not smoke during pregnancy, and do not smoke or allow smoking around your baby or in your baby's environment.



Think about giving your baby a pacifier for naps and nighttime sleep to reduce the risk of SIDS.



Do not let your baby get too hot during sleep.

For more information about the Safe to Sleep® campaign, contact us:

Phone: 1-800-505-CRIB (2742) | **Fax:** 1-866-760-5947

Email: SafetoSleep@mail.nih.gov

Website: <http://safetosleep.nichd.nih.gov>

Mail: 31 Center Drive, 31/2A32, Bethesda, MD 20892-2425

Federal Relay Service: Dial 7-1-1



Breastfeed your baby to reduce the risk of SIDS.

Breastfeeding has many health benefits for mother and baby. If you fall asleep while feeding or comforting baby in an adult bed, place him or her back in a separate sleep area as soon as you wake up.



Follow guidance from your health care provider on your baby's vaccines and regular health checkups.



Avoid products that go against safe sleep recommendations, especially those that claim to prevent or reduce the risk for SIDS.



Do not use heart or breathing monitors in the home to reduce the risk of SIDS.



Give your baby plenty of tummy time when he or she is awake and someone is watching.

* A crib, bassinet, portable crib, or play yard that follows the safety standards of the Consumer Product Safety Commission (CPSC) is recommended. For information on crib safety, contact the CPSC at 1-800-638-2772 or <http://www.cpsc.gov>.

¿Cuál es la apariencia de un ambiente seguro para dormir?

Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño



Use una superficie firme para dormir como un colchón en una cuna que cumpla con las normas de seguridad aprobadas* y cubra el colchón con una sábana ajustable.

No use almohadas, cobijas, pieles de borrego o protectores de cuna en el lugar donde duerme el bebé.

Mantenga los objetos suaves, juguetes y ropa de cama suelta fuera del área donde duerme su bebé.

No fume ni permita que otros fumen alrededor de su bebé.



Asegúrese de que ningún objeto cubra la cabeza del bebé.

Tanto en las siestas como en la noche, siempre ponga a su bebé a dormir boca arriba.

Póngale a su bebé ropa para dormir, como mamelucos o pijamas de una sola pieza, en lugar de usar una cobija.

El área de dormir del bebé está al lado de donde duermen los padres.

Su bebé no debe dormir solo ni acompañado en una cama de adultos, un sofá o una silla.

*Para obtener más información sobre las normas de seguridad de las cunas, llame gratis a la Comisión de Seguridad de Productos del Consumidor al 1-800-638-2772 (en español o en inglés) o visite su página electrónica en <http://www.cpsc.gov>.



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Sueño seguro para su bebé



- Tanto en las siestas como en la noche, siempre ponga a su bebé a dormir boca arriba para reducir el riesgo del síndrome de muerte súbita del bebé.
- Use una superficie firme para poner a dormir a su bebé, como un colchón en una cuna que cumpla con las normas de seguridad aprobadas*, y cubra el colchón con una sábana ajustable para reducir el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño.
- Compartir la habitación, es decir, tener el área donde duerme el bebé en la misma habitación donde usted duerme, reduce el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño.
- Mantenga los objetos suaves, juguetes, protectores de cuna o ropa de cama suelta fuera del área donde duerme su bebé para reducir el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño.
- Para reducir el riesgo de este síndrome, las mujeres:
 - Deben obtener cuidados de salud regulares durante el embarazo y
 - No deben fumar, tomar alcohol o consumir drogas ilegales durante el embarazo o después de que nazca el bebé.
- Para reducir el riesgo del síndrome de muerte súbita del bebé, no fume durante el embarazo y después no fume ni permita que otros fumen alrededor de su bebé.
- Dele el pecho a su bebé para reducir el riesgo del síndrome de muerte súbita del bebé.
- Para reducir el riesgo de este síndrome, en la hora de la siesta o en la noche puede darle a su bebé un chupete o chupón seco que no tenga un cordón alrededor.
- No deje que su bebé tenga demasiado calor al dormir.
- Siga los consejos de un proveedor de servicios de la salud para las vacunas y las visitas de rutina de su bebé.
- Evite los productos que aseguran reducir el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño.
- Para reducir el riesgo de este síndrome, no use aparatos caseros para monitorear el corazón o la respiración.
- Ponga a su bebé boca abajo sobre su barriguita cuando esté despierto y alguien lo esté vigilando.



¡Su bebé también necesita estar boca abajo!
Ponga a su bebé sobre su barriguita cuando esté despierto y alguien lo esté vigilando. El estar boca abajo ayuda a fortalecer los músculos del cuello, los hombros y la cabeza de su bebé y previene la formación de áreas planas en la cabeza.

Para obtener más información acerca del síndrome de muerte súbita del bebé, comuníquese con la campaña "Seguro al dormir":

Dirección: 31 Center Drive 31/2A32, Bethesda, MD 20892-2425

Teléfono: 1-800-505-2742 (1-800-505-CRIB)

Fax: 1-866-760-5947

Página electrónica: <http://safetosleep.nichd.nih.gov>

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Seguro al dormir® es una marca registrada del Departamento de Salud y Servicios Humanos de los Estados Unidos



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



Safe to Sleep® Campaign Materials Order Form

MATERIALS FOR ALL CAREGIVERS		QTY
Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death Booklet Explains SIDS and describes ways to reduce the risk of SIDS and other sleep-related causes of infant death. (20 pages, Spanish = 24 pages)		General 0548
		African American 0549
		En Español 0550
		American Indian/Alaska Native 0551
		Limit 200 for each
What does a safe sleep environment look like? Single Sheet Shows a safe sleep environment and lists ways to reduce the risk of SIDS and other sleep-related causes of infant death. (In sets of 25 sheets)		English 0482
		En Español 0486
		Out-of-Stock
Safe Sleep for Your Grandbaby Brochure Explains how grandparents can reduce the risk of SIDS and other sleep-related causes of infant death when caring for their grandchildren.		English 0554
		En Español 0555
		Limit 200 for each
Safe Sleep for Your Baby DVD Explains risks for SIDS and other sleep-related causes of infant death and demonstrates ways to reduce risk. English version includes English and Spanish subtitles. Running time = 10 minutes		English 0487
		En Español 0506
		Limit 5 for each
Safe Infant Sleep for Grandparents and Other Trusted Caregivers DVD Explains how grandparents can reduce the risk of SIDS and other sleep-related causes of death while caring for their grandbabies. Includes 4 English and 4 Spanish versions of varying lengths.		0546
		Limit 5
Honor the Past, Learn for the Future: Reduce the Risk of SIDS in Native Communities Flyer Lists ways to reduce the risk of SIDS and other sleep-related causes of infant death among American Indian/Alaska Native babies.		0434
		Limit 25
Safe Sleep for Your Baby Door Hanger Shows safe sleep environment and lists ways to reduce the risk of SIDS and other sleep-related causes of infant death.		0494
		Limit 200
Safe to Sleep Campaign Materials Order Form		0327
		Limit 10

MATERIALS FOR HEALTH CARE PROVIDERS, EDUCATORS, AND COMMUNITY HEALTH WORKERS		QTY
Risk Reduction for Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death: Curriculum for Nurses (ONLINE ONLY) Approved for 1.5 CE credit hours, offers communication strategies for nurses on SIDS, SIDS risks, and risk-reduction recommendations. Available at https://www.nichd.nih.gov/cbt/sids/nursececourse/Welcome.aspx .		
SIDS and Other Sleep-Related Causes of Infant Death: Questions and Answers for Health Care Providers (Booklet) Provides evidence on answers to common questions about sleep position, sleep environment, and SIDS for health care providers.		0524
		Limit 25
Healthy Native Babies Project Facilitator Packet (Facilitator's Guide, Cards, Chart, Flipchart) For leading training sessions for those who work with parents and caregivers in American Indian/Alaska Native communities. Includes training modules and materials for leading 2-hour or 1-day sessions.		0457
		Limit 1
Healthy Native Babies Project Workbook Packet (Workbook, Handouts, and Toolkit Disk) For conducting outreach in American Indian/Alaska Native communities. Toolkit creates custom outreach materials that incorporate Tribal and regional photos, languages, and graphic elements.		0435
		Limit 1

TO ORDER MATERIALS, CONTACT US:

Phone: 1-800-505-CRIB (2742) **Mail:** P.O. Box 3006, Rockville, MD 20847 **Fax:** 1-866-760-5947

Website: <http://safetosleep.nichd.nih.gov> **Email:** NICHDInformationResourceCenter@mail.nih.gov

To access free Telecommunications Relay Services (TRS) for people with hearing or speech impairments, dial 7-1-1 on your telephone.

Name			
Title			
Organization/Business			
Street Address			
City, State, ZIP			
Please Check One	<input type="checkbox"/> Residential Address	<input type="checkbox"/> Business Address	
Telephone			
Email*			

*Optional: If you want confirmation that your order has been placed.

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