

Safe Sleep

Sudden Unexpected Infant Death, or SUID, is Michigan's leading cause of preventable infant death. Michigan currently ranks 38th among states for overall infant mortality and the state's infant mortality rate, 6.8 deaths per 1,000 live births, remains one of the highest in the nation. In 2015, 159 Michigan babies, one nearly every other day, died of accidental suffocation or strangulation in unsafe sleeping environments.

Michigan babies have suffocated while sleeping in adult beds, sharing a bed with an adult or child, sleeping alone or with a parent on furniture (e.g. sofa, stuffed chair, rocking chairs, etc.), and sleeping with pillows, cushions, and blankets. In accordance with the American Academy of Pediatrics, follow these basic infant safe sleep recommendations to protect babies from suffocation or accidents during nightly sleep and naps:

- For every sleep infants should be placed on their backs in an approved crib or portable crib.
- Use a firm sleep surface and firm mattress covered only with a fitted sheet.
- Breastfeeding is recommended.
- It is recommended that infants sleep in the parents' room, close to the parents' bed, but on a separate and approved crib or portable surface designed for infants, ideally for the first year of life, but at least for the first 6 months.
- Remove soft objects and loose bedding from the crib (no pillows, quilts, comforters, stuffed toys, bumper pads, or other soft objects).
- Consider offering a pacifier at nap time and bedtime.
- Avoid smoke exposure during pregnancy and after birth.
- Avoid alcohol and illicit drug use during pregnancy and after birth.
- Do not share a bed with your baby.
- Avoid allowing your baby to become overheated including head covering.
- Pregnant women should obtain regular prenatal care.
- Infants should be immunized in accordance with recommendations of the AAP and Centers for Disease Control and Prevention.
- Avoid the use of commercial devices that are inconsistent with safe sleep recommendations including, wedges, positioners.
- Do not use home cardiorespiratory monitors as a strategy to reduce the risk of SUID.
- Encourage "Tummy Time;" it's important to practice supervised tummy time while your baby is awake to build strong neck and shoulder muscles.
- There is no evidence to recommend swaddling as a strategy to reduce the risk of SUIDS.
- Make sure everyone caring for your baby knows these guidelines, including babysitters, friends, and family members.

Suggested Activities to Promote Safe Sleep in Your Communities:

Information Distribution:

- Distribute free resource pamphlets, brochures, posters and other materials at fairs, conferences and other applicable venues, including restrooms.
- Distribute written information and other related materials (e.g. sleep sacks, pack and plays, fitted crib sheets, onesies, etc.) to the Health Department, DHHS, hospitals, baby pantries, parent support groups and applicable others.
- Share information links and videos through social media.

Community Outreach:

- Outreach to university and other student education programs for future awareness and learning opportunities.
- Outreach and coordinate services with WIC, GSRP, Parenting Awareness Michigan (PAM) and Head Start.
- Reach out to pediatricians, fatherhood initiatives, other relatives (e.g. grandparents).
- Establish working relationships with retail stores.
- Create and conduct Safe Sleep parent surveys w/self-addressed postcards, coded by township and seek 65% response rate about their knowledge of and compliance with Safe Sleep practices.

Education and Training:

- Conduct awareness sessions at teen mom groups, birthing classes, homeless/transitional housing.
- Provide information and training at local baby pantries.
- Educate day care staff on Safe Sleep principles and practices.
- Provide new mom bags w/Safe Sleep information at a 1 time home visit w/educator.
- Conduct Safe Sleep training at the same time when the hospital does the Period of Purple Crying or other infant head trauma prevention training.
- Provide Safe Sleep training along with infant head trauma prevention training at middle and high school child development or life skills classes.
- Support MIHP (Maternal Infant Health Program) classes to child care providers.
- Add a Safe Sleep component to the Safe Baby (Baby Think it Over) Program.

Equipment and Other Giveaways

- Give away crib sets with education at pregnancy centers.
- Support crib and/or pack and play resource programs.
- Print onesies (with writing that says "If you can read this flip me over", "This side up") and give away with baby bag.

Marketing

- Create and distribute press releases, op-ed pieces, etc.
- Create and utilize Facebook, websites other social media messaging.



Children's Trust Fund
Protecting Michigan's Children

Resources:

American Academy of Pediatrics: <http://www.aap.org/en-us/about-the-aap/aap-press-room/pages/AAP-Expands-Guidelines-for-Infant-Sleep-Safety-and-SIDS-Risk-Reduction.aspx>

A Parent's Guide to Safe Sleep: <http://www.healthychildcare.org/pdf/sidsparentsafesleep.pdf>

Consumer Product Safety Commission: <http://www.cpsc.gov/en/Safety-Education/Safety-Education-Centers/cribs/>

Cribs for Kids: <http://www.cribsforkids.org/educational-materials/>

Halo Company: <https://www.halosleep.com/> (CTF receives no benefit as a result of any business conducted with the Halo Company.)

Healthy Childcare America: <http://www.healthychildcare.org/sids.html>

Keeping Babies Safe: <http://www.keepingbabiesafe.org/>

Safe to Sleep Public Education Campaign:
<http://www.nichd.nih.gov/sts/news/etoolkit/Pages/default.aspx>

State of Michigan Safe Sleep website: www.michigan.gov/safesleep