

# Infant Safe Sleep Awareness Month

## How YOU Can Make a Difference

A baby dies nearly every other day in Michigan due to an unsafe sleep environment.  
**Join us to prevent these deaths.**

**October is Infant Safe Sleep Awareness month in Michigan.**  
It's the perfect time to spread the word about the number of unsafe sleep deaths and talk about how they can be prevented.

**Join us and commit to helping spread the message.**  
Listed below are some ideas on how to get involved.

### If You Have A Few Minutes:

- Learn more about the safe sleep guidelines and [why they are recommended](#).
- Check out the [Safe Sleep Communications Toolkit](#) and promote safe sleep online and on social media.
- Sign up for our Infant Safe Sleep email list. There is a list for [families](#) and one for [professionals working with families](#).
- Send an email to your network about Infant Safe Sleep Awareness Month and why it is important.
- Support a new parent. Ask what you can do to help, be encouraging, drop off a meal, listen, give a break when you can, give them information on [normal eating and sleeping](#) and [soothing tips](#), and help connect the parent to [resources](#).
- Learn how [smoking increases the risk of sleep-related infant death](#) and encourage smokers to visit the free [Michigan Tobacco Quitline](#).
- Learn how [vaccines decrease the risk of sleep-related infant death](#).
- Talk to a store manager if you notice crib displays that show bumper pads, quilts, blankets, pillows, and stuffed animals—explain what safe sleep is and ask them not to display cribs in this way. Help them determine what products are [safe for sleep](#).



## If You Have A Few Hours:

- Monitor the media. When you see an ad or a picture online that shows a baby sleeping in an unsafe way, notify the editor or original poster and share [Modeling Safe Practices: A Checklist for Infant Safe Sleep & Breastfeeding Images](#).
- Reach out to local media contacts and highlight the data, community programs and how people can learn more. Use the [Sleep-Related Infant Death Infographic](#) or obtain county level data through Katie Hubbard, MPH, [khubbard@mphi.org](mailto:khubbard@mphi.org).



- Order and distribute free promotional materials about infant safe sleep to all those who care for babies, including child care providers, babysitters, family, and friends. Order from the [MDHHS Clearinghouse](#).
- Host a brown bag lunch with your staff or coworkers during the month of October and help them understand the importance of infant safe sleep and how they can help.
- Talk to your health care provider. Bring safe sleep brochures with you to your next OB or pediatrician appointment and ask the office to share them with other patients.
- Use a [bulletin board kit](#) on breastfeeding, smoking and vaccines to display in your office.

## If You Have More Time:

- Partner with your local library to host a reading of the “Sleep Baby Safe and Snug” board book and give away an Infant Safe Sleep book mark.
- Gather “Six Word Stories” from families about why they practice safe sleep. Share their stories on social media. Contact Colleen Nelson at [nelsonc7@michigan.gov](mailto:nelsonc7@michigan.gov) for more information.
- Partner with your local faith-based community and set up a safe sleep environment display, conduct a training on infant safe sleep or place an article in the weekly bulletin.
- Promote infant safe sleep on a billboard, PSA, movie ad, or bus ad throughout your county during the month of October. View [Infant Safe Sleep PSA Options](#).

For more information, contact Colleen Nelson,  
MDHHS, Infant Safe Sleep Program Coordinator at [nelsonc7@michigan.gov](mailto:nelsonc7@michigan.gov)

**Michigan.gov/SafeSleep**