

# Infant Safe Sleep Month

*You Can Make a Difference*

Babies sleep safest when following the safe sleep steps for every sleep—nap time and night time. Following the safe sleep steps can help prevent sleep-related infant deaths.

## October is Infant Safe Sleep Month in Michigan.

It's the perfect time to spread the word so families and caregivers know how to keep their baby sleeping safely.

**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](#).



Sign up for our Infant Safe Sleep email list. There is a list for [families](#) and one for [professionals working with families](#).



Check out the [Safe Sleep Communications Toolkit](#) and promote safe sleep online and on social media. It includes information specific to Infant Safe Sleep Month.



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. Don't know what to say? Use our [sample text](#) to get you started.



Do you work with an EMS agency or fire department? Encourage them to become [Infant Safe Sleep Certified](#).



Learn how [smoking and nicotine use increases the risk of sleep-related infant death](#) and encourage smokers/nicotine users to visit the free [Michigan Tobacco Quitlink](#).



Learn how [vaccines decrease the risk of sleep-related infant death](#) and encourage parents to make sure their baby is up-to-date on vaccines.

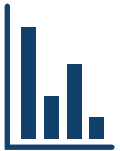


Talk to a store manager if you notice crib displays that show bumper pads, quilts, blankets, pillows and stuffed animals—explain what safe sleep is and ask them not to display cribs in this way. Help them determine what products are [safe for sleep](#).

## If You Have A Few Hours:



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 [safe sleep](#) and help connect the parent to [resources](#).



Reach out to local media contacts and highlight the data and programs in your community. Use the [Sleep-Related Infant Death Infographic](#) or obtain county-level data through Katie Hubbard, MPH, [khubbard@mphi.org](mailto:khubbard@mphi.org).



Participate in the [Virtual 5K Your Way for Infant Safe Sleep Month](#).



[Order](#) and distribute free resource materials about infant safe sleep to all those who care for babies, including childcare providers, babysitters, family and friends.



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.

## If You Have More Time:



- Partner with your local library to host a reading of the “Sleep Baby Safe and Snug” board book.
- 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](#).
- Raise awareness by doing the #ClearTheCrib Challenge or find ready-made social media content. Learn more by viewing the [Safe to Sleep® Campaign SIDS Awareness Month Toolkit](#).

For more information, contact  
[MDHHS-InfantSafeSleep@michigan.gov](mailto:MDHHS-InfantSafeSleep@michigan.gov).

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