



# Infant Safe Sleep Communications Toolkit

## Michigan Department of Health and Human Services

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*Together, we can become a community of citizenry that supports the prevention of preventable infant deaths, people from all walks of life; parents, caregivers, business and faith leaders, health practitioners, teachers, and neighbors.*

# Infant Safe Sleep Toolkit

## Content

- **Press Releases**
  - Format and Steps
  - Sample Safe Sleep Press Release 1
  - Sample Safe Sleep Press Release 2
  - Sample Safe Sleep Press Release 3
  - Sample Safe Sleep Press Release 4
- **Letter to the Editor**
  - Format and Steps
  - Sample Safe Sleep Letter to the Editor
- **Social Media Posts**
  - Format and Tips
  - Sample Safe Sleep Social Media Posts
- **Talking Points**
- **Fact Sheet**
- **Myths and Facts**
- **Videos**
- **Visual Ads & Resources**
- **Additional Resources**
  - Websites, Trainings, Guidelines
  - Infant Safe Sleep Observances
  - Additional Contact Information

*For additional tools or assistance, contact the MDHHS Infant Safe Sleep Program Coordinator, Patti Kelly at [KellyP2@michigan.gov](mailto:KellyP2@michigan.gov) or 517- 335-5911.*

# Press Release

Newspapers and TV stations receive hundreds of press releases every week. To increase the chances of getting your press release covered, consider the following:

- Keep press releases brief and to the point.
- Write clearly.
- Include contact name and number so that the media can reach you with further questions.

## Format of a Press Release

*FOR IMMEDIATE RELEASE:* Date

*Contact person's name, phone number (can also include: agency name, fax number, email address, web site address)*

*Headline*

*City, State* – Opening paragraph (should contain: who, what when, where, why)

*Body of text* – Should include relevant information, statistics, quotes, etc.

After last paragraph, summarize message one last time. For additional information direct readers/viewers to website, resources, etc.

### (indicates Press Release is finished, should be no longer than one page)

If sending to a newspaper or a TV station (by email or regular mail), send to the reporter or editor who covers the area you are targeting.

## Sample Safe Sleep Press Release 1

FOR IMMEDIATE RELEASE: Date

CONTACT: Name, phone number

### **With Proper Safe Sleep Steps, Preventable Infant Deaths Can Be Avoided**

City, State – Sudden Unexpected Infant Death, or SUID, is Michigan's leading cause of preventable infant death. Michigan currently ranks 37th among states for overall infant mortality and the state's infant mortality rate, 7.1 deaths per 1,000 live births, remains one of the highest in the nation. In 2014, 152 Michigan babies died, or more than two children every week, due to sudden unexpected infant deaths. *[UPDATE STATS ACCORDINGLY]*

Michigan babies have suffocated while sleeping in adult beds, sharing a bed with an adult or child, sleeping on furniture, 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:

- Infants should be placed to sleep on their backs.
- Use a firm sleep surface and firm mattress covered only with a fitted sheet.
- Remove soft objects and loose bedding from the crib (no pillows, quilts, comforters, stuffed toys, bumper pads, or other soft objects).
- Do not share a bed with your baby.
- Avoid allowing your baby to become overheated.
- Encourage "tummy time;" it's important to practice supervised tummy time while your baby is awake to build strong neck and shoulder muscles.
- Make sure everyone caring for your baby knows these guidelines, including babysitters, friends, and family members.

There are many resources available to the general public, parents, families, professionals, and caregivers of infants. Parents, professionals, and more can visit [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep) for more information. Clinics or doctors' offices can order brochures, posters, decals and DVDs about safe sleep at [www.healthymichigan.com](http://www.healthymichigan.com) or call 800-353-8227. Additionally, online training is available FREE at <https://courses.mihealth.org/PUBLIC/home.html> to provide individuals caring for pregnant women, infants, and caregivers with strategies to promote a consistent safe sleep environment.

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## Sample Safe Sleep Press Release 2

FOR IMMEDIATE RELEASE: Date

CONTACT: Name, phone number

### **Infant Safe Sleep Awareness Month Puts Focus on Preventing Infant Deaths**

City, State – September is Infant Safe Sleep Awareness Month and to recognize this important observance, [YOUR ORGANIZATION] is reminding parents and caregivers of techniques that can help to substantially reduce the infant death rate in Michigan.

[QUOTE FROM YOUR ORGANIZATION]

After years of significant decline, Michigan’s infant death rate has held relatively steady since 2003, indicating that not all parents and caregivers are getting the message about safe sleep practices. By eliminating just the unsafe sleep deaths, Michigan’s infant mortality rate could be reduced below the national average.

“Although we have made great strides in reducing the number of preventable infant deaths in Michigan, more work remains,” says [ORGANIZATION SPOKESPERSON]. “In 2014, 152 Michigan infants died in unsafe sleep environments. The loss of these babies to unsafe sleep environments is such a tragedy, particularly since such deaths are 100 percent preventable.”

All babies should always be placed to sleep on their backs, never on their sides or tummies, in their own crib. Other lifesaving steps parents and caregivers can take to protect their baby include:

- Never put the baby to sleep with adults or other children as the practice exponentially increases the chance of a tragedy occurring.
- Put babies in cribs of their own, never on adult beds, pillows or couches.
- Use a firm mattress with a tightly-fitted sheet.
- Ensure that the crib does not contain extraneous items -- including pillows, crib bumpers and stuffed animals – and use a safe sleep sack instead of blankets.
- Place the baby to sleep on his or her back, not on the stomach or side.
- Do not overheat baby.
- Make certain that no one smokes around baby.

For more information please visit [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep).

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## Sample Safe Sleep Press Release 3

FOR IMMEDIATE RELEASE: Date

CONTACT: Name, phone number

### Recent [X County] Infant Deaths were Preventable

[INSERT NUMBER] babies in [COUNTY] didn't live to see their first birthdays due to sleep-related deaths. Had caregivers been educated on safe sleep, those children would be learning to walk, talk and attending preschool today. During September, nationally designated as Infant Safe Sleep Month, [ORGANIZATION] reminds parents and caregivers to protect babies from suffocation and other sleep-related risks.

After years of decline, Michigan's rate is beginning to increase, indicating that not all parents and caregivers are getting the message about safe sleep practices. From 2010 to 2014, [X #] [COUNTY] infants died due to unsafe sleep-related causes, according to CDC SUID Case Registry Project, Michigan Public Health Institute. "With the passage of the Infant Safe Sleep bill into law in 2014, a greater number of parents are receiving the vital information they need about safe sleep practices for their newborns," says [ORGANIZATION SPOKESPERSON]. "But too many parents still need to change their behavior. The loss of these babies is a tragedy, particularly since such deaths are 100 percent preventable."

"We are striving to save babies' lives and make Michigan a place for infants to not only survive but thrive," [ORGANIZATION SPOKESPERSON]. "All babies should always be placed to sleep on their backs, never on their sides or tummies." Other lifesaving steps parents and caregivers can take to protect their baby include:

- Never put the baby to sleep with adults or other children, as the practice exponentially increases the chance of a tragedy occurring.
- Put babies in cribs of their own, never on adult beds, pillows or couches.
- Use a firm mattress with a tightly fitted sheet.
- Ensure that the crib does not contain extraneous items -- including pillows, crib bumpers and stuffed animals -- and use a safe sleep sack instead of blankets.
- Do not overheat the baby's room.
- Make certain that no one smokes around baby.

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## Sample Safe Sleep Press Release 4

FOR IMMEDIATE RELEASE: Date

CONTACT: Name, phone number

### **[ORGANIZATION] Recommends Safest Baby Shower Gifts**

The preferred baby shower gifts are no longer the traditional blanket or crib toy. In light of the high number of infant deaths due to unsafe sleep environments, **[ORGANIZATION]** is urging friends and family of expectant parents to choose safe baby gifts when shopping for showers.

“We’ve all been to baby showers where the expectant parents opened packages that contained many of the items we now know should not be put in the crib with the baby,” explains **[ORGANIZATION SPOKESPERSON]**. “Baby showers are an ideal opportunity to have the conversation about a safe sleep environment. Unfortunately, too many parents and caregivers haven’t heard the message, but they will listen to informed friends and family members.”

In 2014, 152 Michigan infants died due to sleeping in environments that posed some risk. Babies are not able to roll over or even turn their heads until they are older, so they can easily suffocate due to something as innocent as a pillow, blanket or bumper pads in the crib. Instead of blankets, toys or pillows, **[ORGANIZATION]** offers a list of baby shower gifts that will keep babies safer when they sleep and may help reduce the number of infant deaths in Michigan.

- *Sleep sack*
- *Fitted sheets*
- *Bassinet*
- *Crib*
- *Portable crib*
- *Firm mattress to fit crib or bassinet*

A sleep sack is the preferred sleepwear for an infant under the age of one and is recommended in place of covering the infant with a blanket. It is designed to keep the baby’s temperature comfortable for sleep, making blankets or quilts unnecessary.

Babies should always sleep alone in a crib or bassinet that has been cleared of all other items. Babies should only sleep on their backs, never on their tummies. The mattress should be firm with a tight-fitting sheet. The room should be well-ventilated and kept at a comfortable temperature.

“Infant deaths due to unsafe sleep environments are 100% preventable,” **[REPRESENTATIVE FROM ORGANIZATION]** says. “If we can educate grandmothers, aunts, friends and babysitters, they can help carry the message to parents.”

###

## Letter to the Editor

Newspapers receive numerous letters to the editor each week. To increase the chances of having your letter printed, consider the following:

- Keep letters short (250-300 words or less) and concise.
- Write in response to a recent news event or story that was covered.
- Include contact name and number so that you can be reached if there are further questions.

### Format of a Letter to the Editor

Name of publication

Name of contact

Address City,

State, Zip

Dear Editor:

In the opening paragraph, state your reason for writing the letter. Indicate if you are responding to an article, news event or previous letter, if so, reference the name and date of the article or letter.

In the next paragraph, state your case including facts, statistics, quotes, etc.

In the closing paragraph, include a call to action (i.e. learn more about safe sleep, contact legislators, etc.). Sincerely,

Writer's signature

Name and title

Name of organization and contact info

## Sample Safe Sleep Letter to the Editor

Dear Editor:

Our future, our children are our priority. They deserve to be happy and healthy, and live in stable, safe, loving homes. However, in 2014, 152 children died from unsafe sleeping environments, deaths that are 100 percent preventable.

It's true that since the 1990s, when we learned that it was safer for babies to sleep on their backs, the number of unexplained infant deaths decreased significantly. It is also true that recently, those numbers have stopped decreasing and are now once more beginning to creep upwards. This trend is disturbing not only to professionals, but to parents.

We need to take action. All adults, and all communities, can and must play a role in the prevention of infant suffocation due to unsafe sleeping practices. All people, not just new parents, can and should learn about safe sleep practices. This issue can be discussed at houses of worship, civic organizations and in schools. Together, we can become a community of citizenry that supports the prevention of preventable infant deaths, people from all walks of life; parents, caregivers, business and faith leaders, health practitioners, teachers, and neighbors.

We all need to be on the same page and internalize the same message when it comes to infants and families. That message is as simple as ABC. All infants need to sleep Alone, on their Backs and in a Crib. And we need to spread the word. Because if we believe that children truly are our future, then we need to act now, not next month, or next year, but now.

Signed,

[Name and Title]

[Contact information]

# Social Media

## Facebook

- Detroit native and National Champion boxer, LaTonya King, knows a thing or two about fighting. But her infant son should not have to fight for his life. Join her, be your baby's champion. Know the #SafeSleep rules to keep your infant safe at night. <https://www.youtube.com/watch?v=3tpSw8nxK9I>
- Parents and caregivers can reduce unsafe sleep infant deaths in Michigan. Find out how to create a #SafeSleep environment for your baby. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- There are many things parents and caregivers can do to help baby sleep safely. How many can you name? View the complete list of #SafeSleep recommendations to make sure your infant isn't at risk every night. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- A picture is worth a thousand words...here's a photo op that could save a life. Help reduce unsafe sleep deaths by sharing these free safe sleep images on your social media with the hashtag #SafeSleep. <http://bit.ly/1V2sTKW>.
- In 2014, Michigan had 152 infants die as a result of unsafe sleep environments. These deaths were 100 percent preventable. Learn the rules of safe sleep at [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep) before it's too late.
- Parents and caregivers can reduce unsafe sleep deaths in Michigan. Learn how to create a safe infant sleep environment that could save your baby's life. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- You can reduce your baby's risk of suffocation: place on back in their own sleep area, on a firm surface, with no bumpers, pillows, stuffed animals or loose bedding. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- We know that it can be tempting to bring your baby to bed with you, or let your baby sleep in a bouncy seat just so you can get some rest. But the fact is that a baby dies nearly every other day in Michigan. These deaths are 100% preventable. Be educated on how to keep your baby safe at night. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep).
- If you think sleeping with your baby is safe, think again. See why bringing your baby to bed with you could cost them their life. #SafeSleep [www.youtube.com/watch?v=3tpSw8nxK9I](http://www.youtube.com/watch?v=3tpSw8nxK9I)
- From sleeping with parents and siblings, to cribs filled with blankets and toys, infants are put at risk of suffocation when their sleep area is not appropriate for a baby. Babies are most safe when they are placed on their backs in a crib of their own, without any items such as pillows, blankets and toys. Take the risk out of your baby's sleep environment [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep). #SafeSleep

- Getting ready for a new baby? Learn the safest way for your baby to sleep from national champion boxer and Detroit native LaTonya King. #SafeSleep  
<https://www.youtube.com/watch?v=3tpSw8nxK9I>
- Think about how much you move when you sleep at night... do you think that's a safe place for your baby to sleep too? Save your baby's life by creating a #SafeSleep environment.  
[www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- Get involved in #SafeSleep! Order brochures and posters for your patients and community online. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)

## Twitter:

- Be your baby's champion! Don't end the fight, get educated on the rules of #SafeSleep.  
<https://www.youtube.com/watch?v=3tpSw8nxK9I>
- What does a #SafeSleep environment look like? Tour a virtual room to see:  
<http://1.usa.gov/1CSfmHi>
- The American Academy of Pediatrics recommends sharing a room with your baby, not your bed.  
<http://www.youtube.com/watch?v=VSup14CEXUQ> #SafeSleep
- Prevent #suffocation: place baby on back in own sleep area, on firm surface, no bumpers or loose bedding: [michigan.gov/safesleep](http://michigan.gov/safesleep)
- Get involved in #SafeSleep! Order brochures and posters for your patients and community here:  
[www.michigan.gov/safesleep](http://www.michigan.gov/safesleep).
- Show, don't tell. Help reduce unsafe sleep deaths by sharing these free #SafeSleep images in your posts. <http://bit.ly/1V2sTKW>
- A baby dies nearly every other day in Michigan due to unsafe sleep! These deaths are 100% preventable. [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep) #SafeSleep
- In 2014, Michigan had 152 infants die as a result of unsafe sleep environments. Learn the rules of safe sleep at [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- Parents and caregivers can reduce unsafe sleep infant deaths in Michigan. Learn how to create a #SafeSleep environment: <http://1.usa.gov/1CSfmHi>
- Think sleeping with your baby is safe? Think again. Witness the reality of why the safest place for your baby is a crib <http://www.youtube.com/watch?v=VSup14CEXUQ> #SafeSleep
- Detroit native and champion boxer LaTonya King fights for her baby. Why can't you be a champion for yours? <https://www.youtube.com/watch?v=3tpSw8nxK9I> #SafeSleep
- Think about how much you move at night... do you think that's a safe place for your baby to sleep too? <http://www.youtube.com/watch?v=VSup14CEXUQ> #SafeSleep

- 152 infants died due to unsafe sleep in Michigan in 2014. These deaths are 100% preventable. Get educated on how to protect your child's life [michigan.gov/safesleep](http://michigan.gov/safesleep) #SafeSleep
- Babies are most safe when placed on their backs in a crib, without pillows, blankets or toys: [michigan.gov/safesleep](http://michigan.gov/safesleep) #SafeSleep

## Talking Points

- Sleep-related deaths are the third most common type of death for infants in Michigan (behind perinatal conditions and congenital anomalies) and are 100 percent preventable.
- The best way to prevent sleep-related infant deaths is to follow the American Academy of Pediatrics Guidelines for Infant Sleep Safety & SIDS Risk Reduction issued in 2011 which are:
  - Always place your baby on his or her back for every sleep time.
  - Always use a firm sleep surface. Car seats and other sitting devices are not recommended for routine sleep.
  - The baby should sleep in the same room as the parents, but not in the same bed (room-sharing without bed-sharing).
  - Keep soft objects or loose bedding out of the crib. This includes pillows, blankets, bumper pads, stuffed toys and any clutter.
  - Wedges and positioners should not be used.
  - Pregnant women should receive regular prenatal care.
  - Don't smoke during pregnancy or after birth.
  - Breastfeeding is recommended.
  - Offer a pacifier at nap time and bed time.
  - Avoid covering the infant's head or overheating.
  - Do not use home monitors or commercial devices marketed to reduce the risk of SIDS.
  - Infants should receive all recommended vaccinations.
  - Supervised, awake tummy time is recommended daily to facilitate development and minimize the occurrence of positional plagiocephaly (flat heads).
- Most babies that die in a sleep environment, are sleeping in an unsafe setting such as in an adult bed, on a couch, cushion, arm chair or on the floor. Babies should always be placed to sleep on their backs in a crib, bassinet or portable play yard (the U.S. Consumer Product Safety Commission defines this as a framed enclosure with a floor and mesh or fabric side panels; it may be folded for storage or travel) – for naps and night time.
- Make sure everyone taking care of your baby knows this information.
- Find out more about infant sleep safety by visiting the website: [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)

## Fact Sheet

- Since 2010, 712 babies have died in Michigan due to sleep-related deaths<sup>1</sup>. In 2014, 152 infants in Michigan died due to sleep-related deaths<sup>1</sup>.
- A sleep-related infant death is the death of an otherwise healthy infant with no obvious trauma or disease process present, birth to one year of age, where elements of an unsafe sleeping environment were present. This encompasses infant deaths classified as SIDS (Sudden Infant Death Syndrome), ASSB (Accidental Suffocation and Strangulation in Bed) and Undetermined.
- Unsafe sleep environment includes soft bedding, articles in the crib or bed, infant sleeping in an adult bed or on other sleep surfaces such as a couch or chair, infant sleeping with another adult or child, and infant sleeping in a non-supine position (i.e. on the stomach or side).
- Sleep-related infant death is a leading cause of death among infants less than 1 year in Michigan<sup>1</sup>.
- Nearly 50% of infants who died of sleep-related causes were found on their stomach and 15% were found on their side<sup>1</sup>.
- Based on the sleep-related infant deaths that were reviewed in 2014, nearly 50% of infants that died were in an adult bed, 20% were placed on a couch, chair, or floor and 10% were placed in other unsafe sleep locations<sup>1</sup>.
- Of the sleep-related infant deaths that were reviewed in 2014, approximately 60% of the infants that died involved suffocation hazards present in the sleep environment, such as blankets (84 percent), pillows (25 percent), bumper pads (15 percent) and stuffed toys (5 percent). In some cases, more than one of these items was present in the infant's sleep environment at the time of death<sup>3</sup>

<sup>1</sup>

Michigan SUID Case Registry. Contact Lindsay Gross 517-324-7340 for more information.

## Myths & Facts

**MYTH:** Cribs cause “crib death.”

**FACT:** Cribs don’t cause “crib death.” “Crib death” is an old term that was used when the deaths of babies were not well understood. Now, from research, autopsies, death scene investigations and more, we know better.

### *Cribs save lives.*

**MYTH:** Babies will choke if they spit up while lying on their backs.

**FACT:** This is not true – babies are actually safer on their backs. When a baby is on his or her back, the airway (trachea) is on top of the esophagus (the tube that carries food). If a baby spits up while on his or her back, the food and fluid run back into the stomach and not to the lungs. When a baby is on his or her stomach, the esophagus (or food tube) is on top of the trachea and any food or fluid that is regurgitated or refluxed can more easily pool at the opening of the trachea, making it possible for the baby to aspirate or choke.

### *When babies sleep on their backs, their airways are more protected.*

**MYTH:** Babies have slept on their stomachs for generations and they survived.

**FACT:** Many babies have slept on their stomachs and survived, but that doesn’t mean that was the safest way for them to sleep. For reasons that doctors are still trying to understand, some babies who sleep on their stomachs become unable to take a breath when needed. This can cause them to suffocate because of their inability to change position and take a breath. It is also possible that stomach sleeping can increase an infant’s risk of “rebreathing” his or her own exhaled air, especially if the infant is in an environment with soft bedding near the face. As baby breathes the exhaled air, the oxygen level in the body can drop, carbon dioxide can accumulate and the baby can experience a lack of oxygen.

### *Babies are safest sleeping on their back for every sleep – at nap time and at night time.*

**MYTH:** Baby will get cold with no blankets and will be uncomfortable on a firm surface.

**FACT:** Babies should be dressed in as much or as little clothing as an adult would need. If you are worried that your baby may be cold, use a footed sleeper or a sleep sack. Babies don’t need blankets, pillows, comforters or stuffed animals, to feel comfortable. These items tend to get in babies way and can cause suffocation if baby becomes entangled in them. If parents still want these items for baby’s nursery, stuffed animals can be decoration on a shelf, quilts can be hung on the wall and blankets can be used on the floor for supervised “tummy time.”

### *Keep soft objects, loose bedding, pillows and bumper pads out of the crib.*

**MYTH:** Babies will get lonely in the crib.

**FACT:** It is possible to bond and develop strong attachments during “awake” time with baby. Cuddling, holding while feeding, making eye contact, and talking with baby are all ways to develop strong attachments. When baby goes to bed, those feelings don’t go away. If baby cries while in the crib, soothe baby and then lay him or her back to sleep in the crib. Baby will feel comfort and will develop ways to self-soothe and calm on his or her own, which is a critical skill. There are many techniques that parents can use to help when baby is crying. Resources such as the “Period of Purple Crying,” advice from a doctor, nurse or other health provider, and others are available to help teach parents skills to soothe baby.

*The safest place for baby after soothing is on his or her back in the crib.*

**MYTH:** Baby is safe sleeping in an adult bed.

**FACT:** Unfortunately, baby is in danger sleeping in an adult bed, or on couches, armchairs or cushions. An adult can roll over on baby or another person’s arm may cover baby’s head or neck, smothering the baby, making it impossible for the baby to breathe. Also, baby can roll or move on her own and end up in a dangerous place such as stuck between the mattress and the headboard or between the bed and the wall or pressed up against a sofa cushion or other loose bedding. Many parents think that they will hear the baby and wake if this happens, but tragically, this isn’t often the case. Many parents also think that bed-sharing is only risky if they have been drinking or taking drugs. Doing those behaviors does increase the risk, but bed-sharing is dangerous even if the parent is not impaired.

*Babies sleep safest when sleeping in their own crib, bassinet or portable play yard – parents will sleep more soundly too!*

**MYTH:** Breastfeeding can only be done successfully when the mother bed-shares with her infant.

**FACT:** This is not true. Breastfeeding does provide the best nutrition for baby, builds the immune system and promotes bonding, as well as many other health benefits. But breastfeeding can make mother sleepy, so it needs to be done outside of the bed, in a chair, for example, and baby needs to be placed back in the crib once feeding is finished. Some mothers have found it helpful to set a timer or alarm to help wake them after feeding. Partners are also helpful in returning baby to the crib when feeding is done.

*Breastfeeding is encouraged and can be done safely!*

## Videos

Video can be a powerful tool, especially when it includes interviews with parents who know firsthand the heartbreaking loss of an infant to unsafe sleep.

Check out the full playlist of videos you can share on our YouTube channel:

[https://www.youtube.com/playlist?list=PL7n\\_k\\_3drTUt5plcSbUU0bnDFc3ivCfWZ](https://www.youtube.com/playlist?list=PL7n_k_3drTUt5plcSbUU0bnDFc3ivCfWZ).

### Rethink Your Position - :30 PSA



[https://youtu.be/9s6l9hnVEo0?list=PL7n\\_k\\_3drTUt5plcSbUU0bnDFc3ivCfWZ](https://youtu.be/9s6l9hnVEo0?list=PL7n_k_3drTUt5plcSbUU0bnDFc3ivCfWZ)

Sleeping in bed with your baby puts them at risk for suffocation. Make sure your baby sleeps safely. For more information, visit [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep).

## Safe Sleep "Fight" - :30 PSA



<https://www.youtube.com/watch?v=3tpSw8nxK9I>

Your baby should not have to fight to get a good night's sleep. Learn the rules of safe sleep at [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep).

## Safe Sleep: What Every Parent Needs to Know with Introduction by Sue Snyder, first lady of Michigan - 8:50 Video with Interviews



[https://youtu.be/XvlBFzyN6KQ?list=PL7n\\_k\\_3drTUt5plcSbUU0bnDFc3ivCfWZ](https://youtu.be/XvlBFzyN6KQ?list=PL7n_k_3drTUt5plcSbUU0bnDFc3ivCfWZ)

During this video we hear from 3 families who've lost young children to unsafe sleep environments and from medical professionals on ways to keep your child safe.

## Visual Ads & Resources

Visuals have been shown to be much more educational and persuasive in helping parents understand the importance of a proper infant safe sleep environment. Below are a number of guidelines, images and processes for requesting images that can be used by infant safe sleep partners to educate and inform the public about proper infant safe sleep.

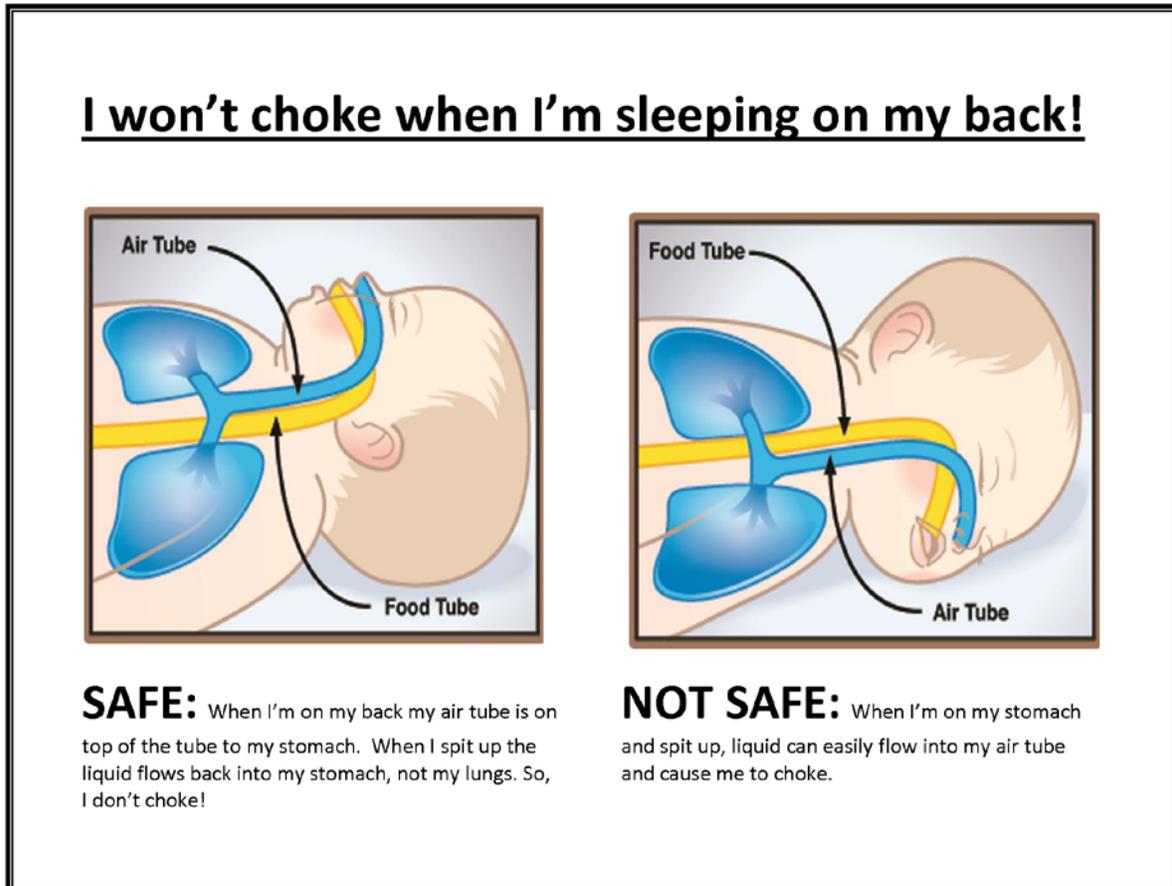
### Digital Ad for Safe Sleep

The following ad is great for sharing on your website, social media or in your email signature line. Simply right click on the image to save it, then it can be uploaded. Be sure to link it to [www.michigan.gov/safesleep](http://www.michigan.gov/safesleep).



## Diagram of Baby

The following diagram is useful for explaining the myth that a baby can choke while sleeping on his or her back. Remember, when babies sleep on their backs, their airways are more protected.



## Safe Sleep Image Guidelines

When using photos of babies, please adhere to the following lifesaving safe sleep image guidelines:

### Always Show:

- Babies being placed to sleep or sleeping on their backs.
- Cribs, portable play yards and bassinets that meet current safety standards and are free from any soft bedding items, i.e., blankets, quilts, bumper pads and stuffed animals or toys. Bassinets should not have padded sides.
- Babies sleeping ALONE; not with a parent, other adult, child or pet.
- Mattresses that fit snugly in the crib, play yard or bassinet, covered with only a fitted sheet.

### Never Show:

- Babies sleeping in positioners or on wedges.

- Babies sleeping on any surface other than a firm mattress, including a parent’s chest, adult bed, sofa, chair, pillow or other unsafe place.
- Babies sleeping in car seats, swings, bouncy seats or similar products.
- Cribs, play yards and bassinets near windows, draperies or blind/shade cords.

**When Possible Show:**

- Room sharing for babies younger than six months, showing the baby’s separate, safe, sleep space in the room with or alongside the adult bed.
- Sleeping babies dressed in a wearable blanket or other sleeper clothing for warmth, without the use of blankets.

## Photo of Proper Infant Safe Sleep Position

Below is a photo of an infant being put to sleep in a proper crib with a firm mattress covered only with a fitted sheet, on his back, without any pillows, quilts, comforters, stuffed toys, bumper pads, or other soft objects. No citation is needed for use of this photo.



To find additional safe sleep images, visit the National Action Partnership to Promote Safe Sleep at <http://www.nappss.org/resources.php#images>

## Scene Photo Letter of Agreement

The Michigan Public Health Institute (MPHI) has created **death scene re-enactment photos** to be used for educational purposes. The scenes are simulations based on actual infant death cases and are true to the circumstances surrounding the deaths. Scene sets and actors are used to maintain confidentiality of the actual scene and safeguard the privacy of the families involved. If you are interested in accessing these photos for educational purposes, please complete the following letter of agreement on the next page and forward it to Rebekah Villarreal at [rvillarr@mphi.org](mailto:rvillarr@mphi.org). If you have any questions, please contact her at 517-324-7330.



## Michigan Public Health Institute

### Agreement on the Use of SUID Scene Re-enactment Photographs

The scene re-enactment photos for which you have requested permission to use are the property of the Michigan Public Health Institute (MPHI) and exist for the sole purpose of informing professionals and the public on the circumstances and risks involved in sudden and unexplained infant deaths. The photos are *facsimile re-enactments* based on actual cases of infant death scenes. They are true to the circumstances of the original infant’s death, including the positions of the infant and caregivers, the type of bedding or place where the infant was found, and the gender and race of the caregivers. To protect the confidentiality of the actual scenes and to safeguard the privacy of the families, actors and scene sets were used. The accompanying case information (or story) provided with each scene is also true to the actual case.

In signing this agreement, you are provided permission to use the photos in question for the sole purpose of research or education in the area of sudden and unexplained infant deaths. You agree not to distribute these photos to any other persons or agencies. In the event that you need to load the photos on a computer used by others, you agree to remove the photos from the computer after you have used them - for example, while presenting or while on an office computer that is used by persons other than yourself.

You agree not to alter the photos or the stories that accompany them. You may make hard copies of the photos for use in your education efforts or research as long as the provisions of this agreement can be adhered to in doing so.

\_\_\_\_\_  
[YOUR NAME HERE]  
[YOUR ORGANIZATION HERE]

\_\_\_\_\_  
Rebekah Villarreal  
Michigan Public Health Institute

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

# Additional Resources

## Websites, Trainings and Guidelines

- Infant Safe Sleep Website for the State of Michigan:  
[www.michigan.gov/safesleep](http://www.michigan.gov/safesleep)
- Order Free Infant Safe Sleep Information and Materials  
[www.healthymichigan.com](http://www.healthymichigan.com)
- On-line Infant Safe Sleep Training (continuing education credits offered):  
<https://courses.mihealth.org/PUBLIC/home.html>
- Children's Safety Network Provider Brief on Sleep Related Deaths:  
<http://www.childrensafetynetwork.org/injury-topics/safe-sleep>
- American Academy of Pediatrics Guidelines for Infant Sleep Safety and SIDS Risk Reduction:  
<http://www.aap.org/en-us/about-the-aap/aap-press-room/Pages/AAP-ExpandsGuidelines-for-Infant-Sleep-Safety-and-SIDS-Risk-Reduction.aspx>
- National Institute of Child Health and Human Development (NICHD) Safe to Sleep Campaign:  
<https://www.nichd.nih.gov/sts/Pages/default.aspx>
- Consumer Product Safety Commission Crib Information Center:  
<http://www.cpsc.gov/en/Safety-Education/Safety-Education-Centers/Cribs/>

## Infant Safe Sleep Observances

**March:** Parenting Awareness Month

**First Full Week of March:** National Sleep Awareness Week

**April:** Child Abuse and Neglect Prevention Month

**May:** Mother's Day

**June:** Father's Day

**June 9:** National Children's Day

**August:** National Breastfeeding Awareness Month

**September:** Safe Sleep Awareness Month, Infant Mortality Awareness Month, Baby Safety Awareness Month

**October:** National Pregnancy & Infant Loss Awareness Month, Healthy Babies Month, National Sudden Infant Death Syndrome (SIDS) Awareness Month

**October 15:** National Day of Remembrance

**November – December:** The Holiday Season is time for education/reminder about safe sleep while traveling

## Additional Contact Information

### Michigan Department of Health and Human Services

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### Michigan Department of Education

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### Inter-Tribal Council of Michigan

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### Michigan Children’s Trust Fund

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### Michigan Public Health Institute

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