

Safe Sleep Champions

A Recognition Toolkit



*Powered by
Generate Health*

FLOURISH
STL

www.flourishstlouis.org

THIS TOOLKIT WAS DEVELOPED BY :

*Powered by
Generate Health*



This toolkit was adapted from the 'National Safe Sleep Hospital Certification Program' developed by Cribs For Kids, which is available at:

<https://cribsforkids.org/safe-sleep-hospital-certification/>

For more information about Safe Sleep Recognition and the FLOURISH Initiative, please contact:

Aja Welch, MPH
Coordinator of Strategic Initiatives
Generate Health

1300 Hampton Ave. Suite 111
St. Louis, MO 63139
Phone: (314) 880-5712
Email: awelch@generatehealthstl.org

CONTENTS

Section 1: Safe Sleep Background and Resources	1
SUID, SIDS & Safe Sleep: What is the issue?	2
Important Definitions	3
SUID, SIDS, & Safe Sleep: What is the Issue?.....	4
American Academy of Pediatrics Recommendations.....	5
Racial Disparities in SUID– United States.....	6
Racial Disparities in Infant Mortality– St. Louis.....	7
Section 2: Becoming a Safe Sleep Certified Hospital	8
Overview.....	9
Resources.....	10
Recognition.....	11
Section 3: Becoming a Safe Sleep Recognized Organization	12
Overview.....	13
Develop & Maintain a Safe Sleep Policy.....	15
Provide Organizational Staff with Training on Infant Safe Sleep	19
Provide Infant Safe Sleep Education to Caregivers/Parents of Infants.....	20
Promote the use of safe sleep materials, specifically wearable blankets.....	21
Conduct Outreach Activity Related to Safe Sleep	22
Use Stock Photos and Clip Art that Promote Safe Sleep.....	24
Recognition.....	25
Section 4: Becoming a Safe Sleep Champion (Individuals)	26
Overview	27
Resources	28
Recognition	29
Section 5: Annual Recognition Evaluation Tools	
(for organizations)	30
Overview	31
Checklist.....	32
Evaluation Materials.....	33
Section 6: Additional Resources	39

Powered by
Generate Health

FLOURISH

STL



Section 1: Safe Sleep Background and Resources

www.flourishstlouis.org

SAFE SLEEP BACKGROUND AND RESOURCES

A death which leaves unanswered questions is a source of intense grief for parents, families, and communities. Even though there is no certain way to prevent Sudden Unexplained Infant Death (SUID) or to predict which infants may die of SUID, there are ways to reduce an infant’s risk for SUID.

Organizations who actively educate parents, families, and caregivers about safe sleep practices and promote appropriate risk reducing strategies against all sleep-related deaths can be recognized as a FLOURISH Safe Sleep Champion.

The materials in this toolkit are provided to inform hospitals, organizations and individuals about the requirements for FLOURISH’s safe sleep recognition program. These materials are adapted from trusted sources, including the Cribs for Kids® National Infant Safe Sleep Hospital Certification program, Infant Loss Resources, and the National Institute of Health.



Use of the Materials in this Section:

1. To raise awareness about the racial disparities in SUID nationally.
2. To raise awareness about the racial disparities in sleep related deaths in Missouri and St. Louis.
3. To provide a set of standard statistics for all organizations to use .

IMPORTANT DEFINITIONS

Infant Mortality Rate: Number of deaths in infants aged under 1 year of life per 1,000 live births in a given geographic location.

Neonatal Mortality Rate: Number of deaths in infants aged under 29 days of life per 1,000 live births in a given geographic location.

Post-neonatal Mortality Rate: Number of deaths in infants aged 29 to 364 days of life per 1,000 live births in a given geographic location.

SIDS (Sudden Infant Death Syndrome): The sudden death of an infant less than one year of age that remains unexplained after a complete investigation, including autopsy and death scene investigation, and medical history review.

SUID (Sudden Unexpected Infant Death): The death of an infant younger than one year of age that occurs suddenly and unexpectedly, and whose cause of death is not immediately obvious before the investigation. Most SUID are reported as one of three types:

- SIDS
- Accidental suffocation or strangulation in bed
- Unknown cause

SUPC (Sudden Unexpected Postnatal Collapse): Any condition resulting in temporary or permanent cessation of breathing or cardiorespiratory failure in a well-appearing, full-term newborn with Apgar scores of eight or more, occurring during the first week of life. Many, but not all, of these events are related to suffocation or entrapment.

Reference:

Wellspan Health-York Hospital

SUID, SIDS, & SAFE SLEEP: WHAT IS THE ISSUE?

In 2017, there were **3,600** sudden, unexplained infant deaths in the United States. While some of these deaths result from unknown causes, others are from known causes, including other sleep-related causes of infant death. Sudden Unexpected Infant Death (or SUID) is the umbrella term for all unexpected, sleep-related infant deaths.

What is SIDS?

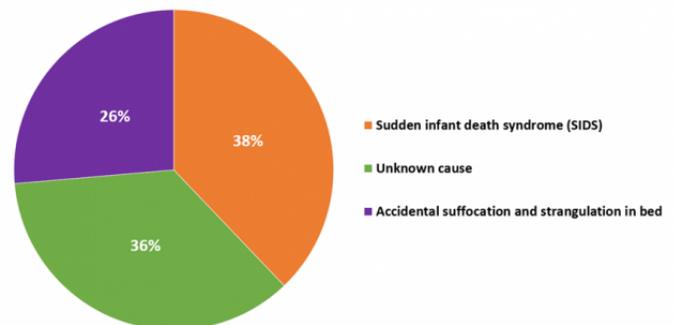
- SIDS is the term used to describe sudden, unexpected death that remains unexplained even after a full investigation (medical history review, death scene investigation, and autopsy) of an infant younger than one year of age.
- In 2017, about 38% of the sudden, unexpected infant deaths that occur in the United States each year were from SIDS.

What are other sleep-related causes of infant death?

Other sleep-related causes of infant death are those related to how or where a baby slept. These may include accidental:

- **Suffocation:** when something, such as a pillow, or someone covers the baby's face and nose, blocking the ability to breathe
- **Entrapment:** when the baby gets trapped between two objects, such as a mattress and a wall, and can't breathe
- **Strangulation:** when something presses on or wraps around the baby's neck, blocking baby's airway

Breakdown of Sudden Unexpected Infant Death by Cause, 2017



SOURCE: CDC/NCHS, National Vital Statistics System, Mortality Files

Fast facts about SIDS

- SIDS is the leading cause of death among babies 1 month to 1 year of age.

AMERICAN ACADEMY OF PEDIATRICS SAFE SLEEP RECOMMENDATIONS

The recommendations are based on epidemiologic studies that include infants up to 1 year of age. Therefore, recommendations for sleep position and the sleep environment, unless otherwise specified, are for the first year after birth. The evidence-based recommendations that follow are provided to guide health care providers in conversations with parents and others who care for infants. Health care providers are encouraged to have open and nonjudgmental conversations with families about their sleep practices. Individual medical conditions may warrant that a health care provider recommend otherwise after weighing the relative risks and benefits.

A-level recommendations

1. Back to sleep for every sleep.
2. Use a firm sleep surface.
3. Breastfeeding is recommended.
4. Room-sharing with the infant on a separate sleep surface is recommended.
5. Keep soft objects and loose bedding away from the infant's sleep area.
6. Consider offering a pacifier at naptime and bedtime.
7. Avoid smoke exposure during pregnancy and after birth.
8. Avoid alcohol and illicit drug use during pregnancy and after birth.
9. Avoid overheating.
10. Pregnant women should seek and obtain regular prenatal care.
11. Infants should be immunized in accordance with AAP and CDC recommendations.
12. Do not use home cardiorespiratory monitors as a strategy to reduce the risk of SIDS.
13. Health care providers, staff in newborn nurseries and NICUs, and child care providers should
14. endorse and model the SIDS risk-reduction recommendations from birth.
15. Media and manufacturers should follow safe sleep guidelines in their messaging and advertising.
16. Continue the "Safe to Sleep" campaign, focusing on ways to reduce the risk of all sleep-related infant deaths, including SIDS, suffocation, and other unintentional deaths. Pediatricians and other primary care providers should actively participate in this campaign.

B-level recommendations

1. Avoid the use of commercial devices that are inconsistent with safe sleep recommendations.
2. Supervised, awake tummy time is recommended to facilitate development and to minimize development of positional plagiocephaly.

C-level recommendations

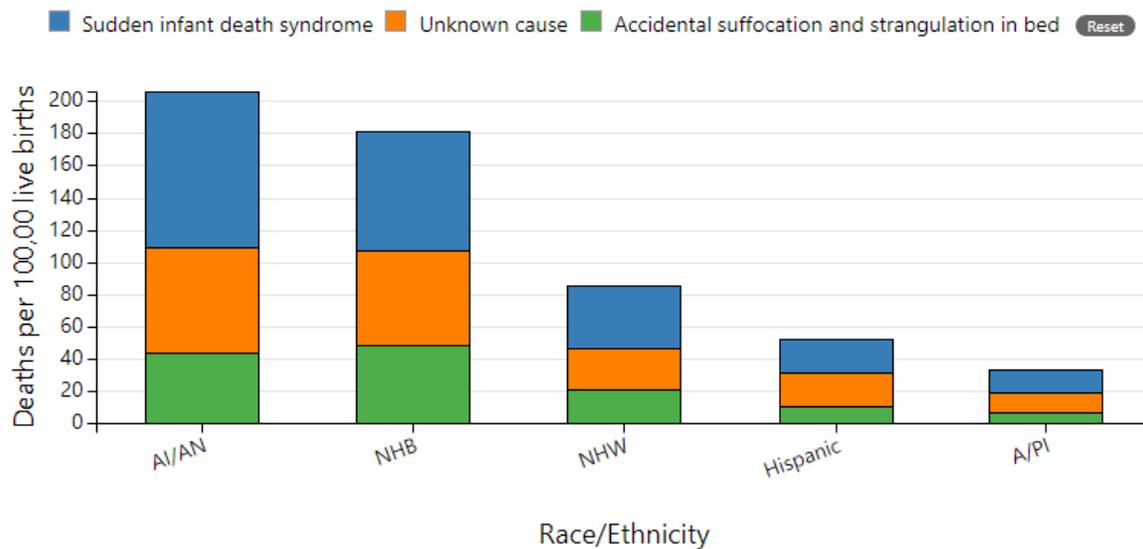
1. Continue research and surveillance on the risk factors, causes, and pathophysiologic mechanisms of SIDS and other sleep-related infant deaths, with the ultimate goal of eliminating these deaths entirely.
2. There is no evidence to recommend swaddling as a strategy to reduce the risk of SIDS.

RACIAL DISPARITIES IN SUID - UNITED STATES

A critical component to providing comprehensive safe sleep education in the community is understanding the significant racial disparities in SUID.

SUID rates per 100,000 live births for American Indian/Alaska Native (205.8) and non-Hispanic black infants (181.0) were more than twice those of non-Hispanic white infants (85.0). SUID rates per 100,000 live births were lowest among Hispanic (52.2) and Asian/Pacific Islander infants (33.5).

Sudden Unexpected Infant Death by Race/Ethnicity, 2013-2016



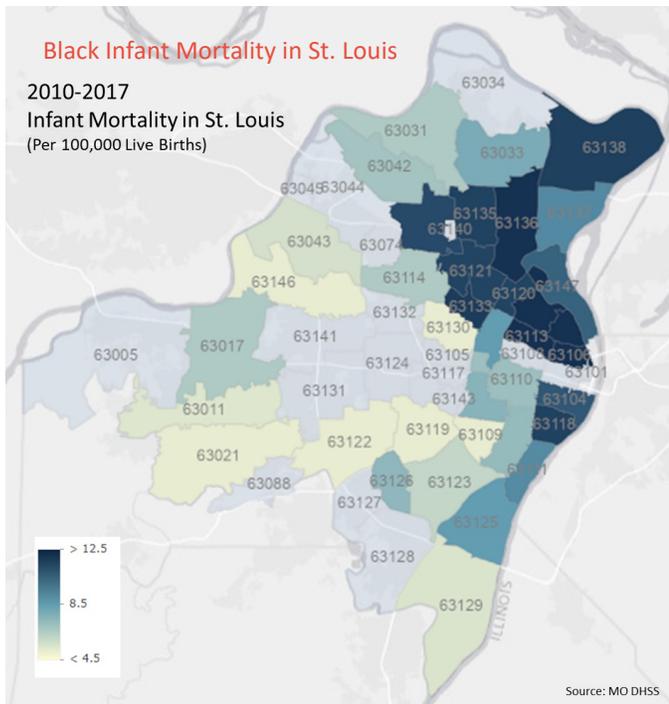
AI/AN = American Indian/Alaska Native; NHB = Non-Hispanic Black; NHW = Non-Hispanic White; A/PI = Asian/Pacific Islander

Source: CDC/NCHS, National Vital Statistics System, Period Linked Birth/Infant Death Data

Reference:

<https://www.cdc.gov/sids/data.htm>

RACIAL DISPARITIES IN INFANT MORTALITY - ST. LOUIS



Here in parts of St. Louis, we have infant mortality rates higher than the national average. In some cases, the infant mortality rates compare to underdeveloped countries. Learn more about infant mortality in St. Louis at www.flourishstlouis.org.

These high infant mortality rates also yield very large racial disparity gap. **Black babies in St. Louis are more than 3x times as likely to die before age one than White babies in St. Louis.** Although the overall rate of infant mortality has decreased in the region, the disparity gap between Black and White infants has widened. This racial disparity in infant deaths is higher than it was in 1850, before the end of slavery. This disparity persists even when controlling for economic class, wealth, and education.

FLOURISH St. Louis set its North Star to eliminate racial disparities in infant mortality by 2033. This is in alignment with Forward Through Ferguson's goal of creating a racially equitable St. Louis by 2039. In order for a racially equitable community to exist, there needs to be equity in infant mortality, the leading indicator for the overall health of the community.

Reference:

Data from Missouri Department of Health & Senior Services, 2012-2016.

<https://www.nytimes.com/2018/04/11/magazine/black-mothers-babies-death-maternal-mortality.html>

RACIAL DISPARITIES IN SLEEP-RELATED DEATHS - MISSOURI & ST. LOUIS

- According to the 2017 Missouri Child Fatality Report , **94 infants died of sleep-related deaths** in Missouri.
- According to the MO DSS, in 2017, **Black infants are 7x more likely to die of sleep related deaths** than White infants in St. Louis.

Powered by
Generate Health



Section 2: Becoming a Safe Sleep Certified Hospital

www.flourishstlouis.org

FLOURISH SAFE SLEEP RECOGNITION HOSPITALS - OVERVIEW

FLOURISH Safe Sleep Hospitals will:

- Implement a safe sleep policy for the hospital
- Train staff on AAP safe sleep guidelines
- Educate patients on safe sleep products and protocols
- Commit to ending racial disparities in infant mortality



Use of the Materials in this Section:

1. To obtain information on how to become a certified as a Safe Sleep Hospital.
2. To learn about local resources available to assist hospitals to become certified in Safe Sleep.
3. To learn how FLOURISH (locally) & Cribs for Kids (nationally) will recognize hospitals that become certified in Safe Sleep.

FLOURISH SAFE SLEEP RECOGNITION

HOSPITALS - RESOURCES

Cribs for Kids Hospital Certification Program

The National Safe Sleep Hospital Certification Program was created by Cribs for Kids and is endorsed by leading health and safety organizations. Its goal is to award recognition to hospitals that demonstrate a commitment to community leadership for best practices and education in infant sleep safety. By becoming certified, a hospital is demonstrating that it is committed to the mission of making babies as safe as possible in their sleep environments and eliminating as many sleep related deaths as possible.

For more information on the Cribs for Kids Hospital Certification Program, visit:

<https://cribsforkids.org/hospitalcertification/>

Local Support

Infant Loss Resources is available to help hospitals across the state become safe sleep certified through Cribs for Kids. Infant Loss Resources is available to train staff, provide resources and act as a local advisor throughout the process. Contact Infant Loss Resources for more information:

Infant Loss Resources

<http://infantlossresources.org/>

Eastern Region

1120 South Sixth Street, Suite 500
St. Louis, MO 63104
314-241-SIDS (7437)

Western Region

1734 E. 63rd Street, Suite 301
Kansas City, MO 64110
1-800-421-3511

South Central Region

573-364-5900

Goal

The goal is to become the second state in the nation to certify all of its maternity and children's hospitals in the state. Cribs for Kids and Missouri Department of Health & Senior Services have all partnered to recognize each hospital that gets certified in Missouri. FLOURISH will recognize all hospitals in the St. Louis area that get certified.

FLOURISH SAFE SLEEP RECOGNITION

HOSPITALS - RECOGNITION



NAME ON OUR WALL OF CHAMPIONS ON FLOURISH WEBSITE & SOCIAL MEDIA

NAME ON THE CRIBS FOR KIDS WEBSITE

RECOGNITION FROM MO DHSS

CERTIFICATE OF COMPLETION

CERTIFICATE OF COMPLETION FROM CRIBS FOR KIDS

NAME ON THE WALL OF CHAMPIONS AT GENERATE HEALTH

RECOGNITION AT A SAFE SLEEP SUMMIT

Powered by
Generate Health

FLOURISH
STL



Section 3: Becoming a Safe Sleep Recognized Organization

www.flourishstlouis.org

FLOURISH SAFE SLEEP RECOGNITION ORGANIZATIONS - OVERVIEW

FLOURISH Safe Sleep Organizations will:

- Implement a safe sleep policy for their organization.
- Train their staff on AAP safe sleep guidelines
- Educate caregivers/parents on safe sleep products and protocols
- Commit to ending racial disparities in infant mortality.

Use of the Materials in this Section:

1. To obtain information on how to become a FLOURISH Safe Sleep organization.
2. To learn about local resources available to assist organizations to become recognized as a FLOURISH Safe Sleep organization .
3. To learn how FLOURISH (locally) & Cribs for Kids (nationally) will recognize organizations that become FLOURISH Safe Sleep organizations.

FLOURISH SAFE SLEEP RECOGNITION ORGANIZATIONS - OVERVIEW

FLOURISH's Goal:

To get all St. Louis organizations that work with mothers, infants and families to align with the existing portable crib network and teach a standard safe sleep message according to the AAP guidelines.

Requirements:

- a. Develop and maintain a Safe Sleep Policy
- b. Provide organizational staff with training on infant safe sleep
- c. Provide infant safe sleep education to caregivers/parents of infants
- d. Promote the use of safe sleep materials, specifically wearable blankets
- e. Conduct outreach activities related to infant safe sleep
- f. Use stock photos and clip art that promote safe sleep
- g. Enter data into the regional safe sleep shared measurement system (optional)

Infant Loss Resources Assistance:

- ◆ Safe Sleep Train the Trainer Course
- ◆ Standard Educational Materials for Parents
- ◆ Information about Joining the Portable Crib Network
- ◆ Safe Sleep Resources for Parents



1120 S 6th St
St. Louis, MO 63104
(314) 241-7437

Generate Health Assistance:

- Standard enrollment forms and follow up surveys
- Access and training for the regional safe sleep shared measurement system.



1300 Hampton Ave., Ste. 111
St. Louis, MO 63139
(314) 880-5712

A. DEVELOP AND MAINTAIN A SAFE SLEEP POLICY

FLOURISH and its partners are committed to the mission of making babies as safe as possible in their sleep environments, reducing sleep-related deaths, and eliminating racial disparities.

Organizations should develop a safe sleep policy statement for staff training, parent/caregiver training and the organization safe sleep practices according to the most recent 2016 American Academy of Pediatrics (AAP) guidelines. Listed below are aspects of a policy statement that may be considered for inclusion.

Components of a Safe Sleep Policy Statement:

1. Purpose, including objectives and relevant guidelines for the organization and its safe sleep initiative.
2. Key terminology defined.
3. Formal statement that provides a comprehensive introduction to infant mortality in the context of safe sleep, identifies current practices, and incorporates AAP recommendations.
4. Description of equipment utilized for safe sleep practices.
5. Specific procedures that are to be adopted by the organization and utilized to teach staff members and affiliated providers.
6. Protocols for documentation of compliance, caregiver education, data collection, evaluation mechanisms and efforts, and other pertinent considerations.

SAMPLE SAFE SLEEP POLICY

Purpose: The purpose of the Safe Sleep Policy is to maintain a safe sleep environment that reduces the risk of sudden infant death syndrome (SIDS) and sudden unexpected infant death (SUID) in children less than one year of age. Providing a standardized policy ensures all agency staff are caring for children served by this agency in accordance with the American Academy of Pediatrics' (AAP) recommendations and are educating caregivers about safe sleep best practices.

Background: The infant mortality rate is a widely-used indicator of the nation's health. In 2010, the United States ranked 26th in infant mortality among industrialized nations with about 5.96 deaths per 1000 live births in 2015. The rate of infant mortality in St. Louis County is 6.3 per 1000 and the rate of infant mortality in St. Louis City is 9.5 per 1000 live births (MO DHSS, 2012-2016). Although the rates of infant mortality have decreased in the St. Louis region, the racial disparity gap has widened. Black babies are 3.5 times more likely to die before their first birthday than White babies. If the disparity gap was closed, 81 more Black babies would thrive each year (MO DHSS, 2012-2016). SUID is the leading cause of death for infants between the age of 1 month and 1 year resulting in about 3500 deaths nationwide every year. Native American and Non-Latino Black babies are at greatest risk of dying from SUID (AAP, 2017) . In St. Louis, Black babies are 4 times more likely to die from sleep related issues than White babies (PPOR, 2014, P. Xaverius).

Safe Sleep Staff Training:

1. All direct service staff working with children or caregivers or any staff who may potentially work with children or caregivers will receive training on our Infant Safe Sleep Policy. A training will be arranged with Infant Loss Resources. Trainings must take place within 3 months of hire. Infant Loss Resources will be contacted to provide training for new hires. *(The policy should specify how and when staff will be identified and trained and what materials will be used.)*

SAMPLE SAFE SLEEP POLICY CONTINUED

Safe Sleep Practices:

1. Infants will always be placed on their backs to sleep while in the care of agency staff following the American Academy of Pediatrics guidelines.
 - Note: If infant requires special sleeping arrangements, staff must have on file written instructions, signed by the infant's licensed health care provider, detailing the special sleeping arrangements.
 - Note: when infants can easily turn over from the back to tummy AND tummy to back, they can be allowed to choose own position in which they prefer to sleep after being placed on their back by staff.
2. Infants will be placed in a crib, bassinet, or Pack 'n Play alone, on their backs, with no excess bedding (including pillows, blankets, crib bumpers, etc). Only a firm mattress with a fitted sheet will be allowed in the crib.
3. No toys or extra items should be placed or left in the infant sleeping space while the infant is sleeping.
4. Infants should be dressed appropriately for the weather but not over-dressed; a sleep sack may be used to keep the infant warm.

Caregiver/Parent Education:

1. Staff who work with caregivers should educate caregivers about the AAP safe sleep guidelines during visits or meetings. *(The policy should specifically identify when and how caregivers are educated and what materials are used.)*
2. If a staff members learns that a participant caregiver does NOT have a safe sleep environment for their infant or cannot afford one, staff should make every effort to connect the caregiver with a local Pack-N-Play partner such as Infant Loss Resources in order to help the caregiver obtain a safe sleep environment for free or low-cost.
3. This policy will be reviewed verbally with participant parents and guardians and a written copy of this policy will be provided.

Other:

1. [Organization] will only use stock photos featuring safe sleep when showing a sleeping infant.
2. Safe sleep will be included in two community outreach events per year.

SAFE SLEEP POLICY TEMPLATE

[POLICY #]

[NAME OF ORGANIZATION]

SAFE SLEEP POLICY AND PROCEDURE

DATES: Original Issue

[MONTH/DAY/YEAR]

Annual Review

[MONTH/DAY/YEAR]

Revised:

[MONTH/DAY/YEAR]

Executive Director: [NAME OF EXECUTIVE DIRECTOR]

Approved by: [leave blank]

Approval date: [leave blank]

TITLE: INFANT SAFE SLEEP POLICY

I. Purpose

[LIST PURPOSES, BACKGROUND]

II. Policy Statement

[STAFF TRAINING, STAFF PRACTICE, PARENT/CAREGIVER EDUCATION]

III. Equipment

IV. Other

B. PROVIDE ORGANIZATIONAL STAFF WITH TRAINING ON INFANT SAFE SLEEP

In addition, the following is required to be designated a Certified Safe Sleep Community Organization:

Criteria:

- Provide staff members with training on infant safe sleep based on the AAP guidelines. (*Check with Infant Loss Resources or FLOURISH for any scheduled trainings.*)
- Identify a Safe Sleep Champion staff member who will identify who needs to be trained and ensure continuity across staff changes.
- Provide new staff with training on infant safe sleep within 3 months of hire.
- Provide staff with annual trainings on infant safe sleep and/or updated information on the most current data and practice standards.
- Develop and maintain evaluation forms for staff training sessions.

Documentation:

- Provide a training log (or similar document) including a description of the training and the date of the training.

Resources:

- Check with FLOURISH or Infant Loss Resources for any scheduled trainings
- Training materials and curriculum are also available from Cribs for Kids®. The training materials and curriculum can be accessed via the Safe Sleep Academy at: <https://www.safesleepacademy.org/professional-training/professional-healthcareresources/hospital-certification/staff-training/>.

C. PROVIDE INFANT SAFE SLEEP EDUCATION TO CAREGIVERS/PARENTS OF INFANTS

In addition, the following is required to be designated a Certified Safe Sleep Community Organization:

Criteria:

- Provide infant safe sleep education to the parents of infants. Provision of parental education must be documented. Education can be provided by an educational video or DVD or educational material(s), but it must be supplemented by direct dialogue by a certified trainer. If your organization does not directly communicate or serve parents of infants, documentation of promotional educational materials for safe sleep practices and safe sleep materials (i.e. portable cribs, wearable blankets) must be developed, maintained, and made available to families and caregivers.
- Model and/or promote appropriate safe sleep behavior [per the recommendations American Academy of Pediatrics (AAP)].

Documentation:

- Provide a statement indicating how caregivers/parents are informed about safe sleep at your organization.

Resources:

- Materials (including Safe Sleep for Your Baby Right from the Start, an educational DVD) are also available from Cribs for Kids®. The materials can be accessed via The Safe Sleep Academy at: <https://www.safesleepacademy.org/parents/abcs-of-safesleep/>.
- Materials are available from the Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Public Education Campaign. The materials can be accessed at <http://www.nichd.nih.gov/sts/Pages/default.aspx>.
- Safe Sleep bi-lingual handouts and door hangers available through the Cribs for Kids® Store at: <https://www.cribsforkidsstore.org/collections/hospital-certification-program> and <http://www.halosleep.com/halo-in-hospitals/>

D. PROMOTE THE USE OF SAFE SLEEP MATERIALS, SPECIFICALLY WEARABLE BLANKETS

In addition, the following is required to be designated a Recognized Safe Sleep Champion:

Criteria:

- Model and/or promote the use of wearable blankets (replacing traditional blankets) and portable cribs* for infants.
- Demonstrate how to set-up and take down portable cribs for participant parents and guardians.
- Continue to teach how to correctly swaddle infants for times when a wearable blanket is not available.

**Note: the American Academy of Pediatrics currently discourages the use of “baby boxes” as there is insufficient research on their role and impact in infant sleep-related health and mortality. The American Academy of Pediatrics recommends infant sleep in cribs, bassinets or portable cribs.*

Documentation:

- If requested, please provide a document describing the organization’s efforts to model and/or promote the use of wearable blankets and portable cribs.

Resource:

- Information on the HALO® In-Hospital SleepSack® Program is available [at http://www.halosleep.com/in-hospital-sleepsack-program/](http://www.halosleep.com/in-hospital-sleepsack-program/).
- Information on the Cribs for Kids is available at <https://cribsforkids.org>
- Contact FLOURISH or Infant Loss Resources for local resources on free portable cribs for qualifying parents or guardians.

E. CONDUCT OUTREACH ACTIVITIES RELATED TO INFANT SAFE SLEEP

In addition, the following is required to be designated a Recognized Safe Sleep Champion:

Criteria:

- Conduct outreach activities related to infant safe sleep. The organization must conduct at least two outreach (must be out in the community and available to anyone) activities per year. Example ideas for outreach activities can be found on page 24.

Documentation:

- Please provide a document describing the outreach activities including the type of activity, the date of the activity, the location of the activity, and the number of people who participated in the activity.
- If desired, please send photographs taken at the outreach activity to FLOURISH. Printed material (e.g., press release) can also be sent.

Resource:

- Sample outreach materials are available from the Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Public Education Campaign. The outreach materials can be accessed at <http://www.nichd.nih.gov/sts/Pages/default.aspx>.

EXAMPLE COMMUNITY OUTREACH ACTIVITES

FLOURISH's Infant Health Action Team researched infant safe sleep projects throughout the country and developed the #SafeSleepSTL guide. This guide is meant to build a movement around infant safe sleep in the community. This guide was developed in alignment with the Missouri Safe Sleep Coaliton's strategic plan. It outlines strategies and activities various entities and sectors can implement to promote infant safe sleep. It also includes information about whether or not the strategy will promote Black infant vitality, the level of anticipated impact and the level of anticipated feasibility.

The guide will be available on the FLOURISH St. Louis website starting in Spring 2020.

For more information about the Safe Sleep City's project, visit: <https://www.nichq.org/insight/creating-safe-sleep-city>.



Photo Source: <http://www.100resilientcities.org/cities/st-louis/>

F. USE STOCK PHOTOS AND CLIP ART THAT PROMOTE SAFE SLEEP

Criteria:

- All materials that are distributed from your organization with a sleeping baby should depict safe sleep.
- Train all staff members that develop/design communications in safe sleep.

Documentation:

- Include the use of safe sleep imagery in the policy statement.

Resources:

Safe Sleep Stock Images are Available from:

- GENERATE HEALTH– Contact Aja Welch at awelch@generatehealthstl.org or (314) 880-5712
- INFANT LOSS RESOURCES– Contact by phone at (314) 241-7437
- ST. LOUIS SAFE SLEEP TASKFORCE– Facebook Page

G. ENTER DATA INTO THE REGIONAL SAFE SLEEP SHARED MEASUREMENT SYSTEM (OPTIONAL*)

Contact Sarah Kennedy (skennedy@generatehealthstl.org) at Generate Health to gain access to:

- Standard Enrollment Forms
- Standard Follow Up Forms
- Business Associates Agreement for data entry into REDCap
- Access to REDCap profile
- REDCap, data analysis and data visualization trainings
- Regional aggregate data
- REDCap/Shared Measurement Technical Assistance

*This is optional unless the organization has received a FLOURISH Aligned Activities grant for Safe Sleep or the organization receives their portable cribs from Infant Loss Resources.

FLOURISH SAFE SLEEP RECOGNITION ORGANIZATIONS



NAME ON OUR WALL OF CHAMPIONS ON FLOURISH WEBSITE & SOCIAL MEDIA

CERTIFICATE OF COMPLETION

NAME ON THE WALL OF CHAMPIONS AT GENERATE HEALTH

RECOGNITION AT A SAFE SLEEP SUMMIT

SAFE SLEEP CHAMPION BUTTON(S)

Complete Safe Sleep Ambassador Program: for National Recognition:
<https://cribsforkids.org/safe-sleep-ambassador/>

NAME ON THE CRIBS FOR KIDS WEBSITE

CERTIFICATE OF COMPLETION FROM CRIBS FOR KIDS

Powered by
Generate Health

FLOURISH
STL



**Section 4:
Becoming a
Safe Sleep Recognized
Champion (Individual)**

www.flourishstlouis.org

FLOURISH SAFE SLEEP RECOGNITION INDIVIDUALS - OVERVIEW

St. Louis area Safe Sleep Champions will:

- Learn the AAP safe sleep guidelines
- Educate others on safe sleep products and guidelines
- Commit to ending racial disparities in infant mortality.

Use of the Materials in this Section:

1. To obtain information on how to become a FLOURISH Safe Sleep Champion as an individual.
2. To learn about local resources available to assist individuals to become FLOURISH Safe Sleep Champions.
3. To learn how FLOURISH (locally) & Cribs for Kids (nationally) will recognize individuals that become FLOURISH Safe Sleep champions.

FLOURISH SAFE SLEEP RECOGNITION INDIVIDUALS - RESOURCES

FLOURISH's Goal:

To train safe sleep champions in neighborhoods throughout the St. Louis area.

Requirements:

1. Attend a Safe Sleep Training
2. Pledge to teach at least one person about safe sleep.
3. Learn how to connect families to a Portable Crib Network Partner.

Infant Loss Resources Offers Assistance:

- ◆ Safe Sleep Training
- ◆ Ability to connect families to Safe Sleep Education & Portable Cribs
- ◆ Safe sleep resources for parents



1120 S 6th St, St. Louis, MO 63104

(314) 241-7437

FLOURISH SAFE SLEEP RECOGNITION

INDIVIDUALS - RECOGNITION



NAME ON OUR WALL OF CHAMPIONS ON FLOURISH WEBSITE & SOCIAL MEDIA

CERTIFICATE OF COMPLETION

NAME ON THE WALL OF CHAMPIONS AT GENERATE HEALTH

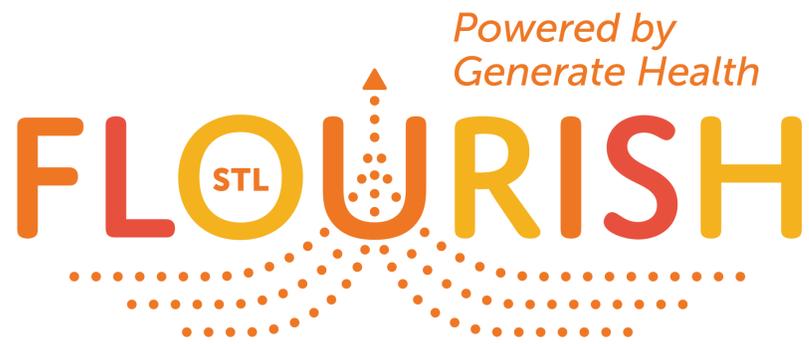
RECOGNITION AT A SAFE SLEEP SUMMIT

SAFE SLEEP CHAMPION BUTTON(S)

Complete Safe Sleep Ambassador Program: for National Recognition:
<https://cribsforkids.org/safe-sleep-ambassador/>

NAME ON THE CRIBS FOR KIDS WEBSITE

CERTIFICATE OF COMPLETION FROM CRIBS FOR KIDS



**Section 5:
Application &
Annual Renewal
(for Organizations)**

www.flourishstlouis.org

APPLICATION & ANNUAL RENEWAL

Materials in this Section:

1. Tools to track progress to become recognized as a FLOURISH safe sleep organization.
2. Instructions about how to complete and submit the application.
3. Application materials to complete to become recognized as a FLOURISH safe sleep organization.

SAFE SLEEP RECOGNITION

CRITERIA FOR RECOGNITION (ORGANIZATIONS)

To be recognized as a FLOURISH Safe Sleep organization, your organization must:

- Develop and maintain a Safe Sleep Policy (see POLICY);
- Provide organizational staff with training on infant safe sleep (see STAFF TRAINING);
- Provide infant safe sleep education to parents of infants (see PARENT EDUCATION);
- Promote the use of safe sleep materials, specifically wearable blankets (see WEARABLE BLANKETS AND PORTABLE CRIBS);
- Conduct outreach activities related to infant safe sleep (see COMMUNITY OUTREACH);
- Use stock photos and clip art that promote safe sleep. (Some stock photos are available on the Safe Sleep Taskforce Facebook Page)

Application

The following application forms will need to be completed by organizations to be recognized as a FLOURISH safe sleep champion. After the first year of recognition, FLOURISH will send the organization a brief renewal asking about staff training and how the organization is promoting safe sleep.

If you are an organization receiving portable cribs from Infant Loss Resources, you will be asked to sign an annual commitment form and required to attend an annual refresher course.

Online Application:

An online evaluation form is available at:

<https://www.flourishstlouis.org/what-we-are-doing/infant-health/>

Paper Application:

Paper application can be printed and submitted to Aja Welch by email at awelch@generatehealthstl.org or by mail at 1300 Hampton Ave., Ste. 111, St. Louis, MO 63139.



Safe Sleep Recognition Application

(For Organizations)

Section 1. General Information

Name of Organization: _____

Safe Sleep Contact (first & last name): _____

Safe Sleep Contact Job Title: _____

Safe Sleep Contact Phone Number: _____

Safe Sleep Contact Email: _____

Section 2. Safe Sleep Policy

Attach your organizations safe sleep policy.

Attach safe sleep training rosters and/or a list of trained employees & the date of training.

a. Briefly describe how your employees are trained in safe sleep.



b. Briefly describe how new employees are trained in safe sleep.

c. Briefly describe how you train caregivers/parents in safe sleep.

d. Has the organization been trained by Infant Loss Resources?

Yes No

e. Do you use Infant Loss Resources' standard curriculum, application & follow-up survey?

Yes No

f. Do you want to partner with Infant Loss Resources to distribute portable cribs?

Yes No



Section 3.	Community Outreach
-------------------	---------------------------

Please describe the two safe sleep outreach activity that have been held or are being planned. These events help raise awareness of safe sleep in the community.

Community Outreach Activity 1

Title: _____

Date of Activity: _____ Location of Activity: _____

Activity Contact Name: _____

Activity Contact Phone: _____

Activity Contact Email: _____

a. Brief description of the activity:

b. Number of individuals reached by the activity: _____



Community Outreach Activity 2

Title: _____

Date of Activity: _____ Location of Activity: _____

Activity Contact Name: _____

Activity Contact Phone: _____

Activity Contact Email: _____

a. Brief description of the activity:

b. Number of individuals reached by the activity: _____

Section 4. Other

a. The organization pledges to:

- Teach safe sleep according to the AAP guidelines.
- Practice safe sleep according to the AAP guidelines.
- Implement the safe sleep policy that was written for the organization.
- Use safe sleep images.
- Use standard applications and follow up materials.
- Contribute data to the regional database.
- Commit to eliminating racial disparities in infant mortality.

b. Any additional information or comments:

Powered by
Generate Health

FLOURISH
STL



Section 6: Additional Resources

www.flourishstlouis.org

OUTREACH MATERIALS

The Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Public Education Campaign offers a variety of materials to help share safe infant sleep messages with different audiences. Many of these items are available for download and order from their website at: <https://www1.nichd.nih.gov/sts/materials/Pages/default.aspx>

Materials for Parents and Caregivers

- **Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death.** This 12-page brochure explains ways to reduce the risk of SIDS and other sleep-related causes of infant death. Available for A) General Outreach, B) African American Outreach, C) American Indian/Alaska Native Outreach, D) En Español
- **What does a safe sleep environment look like? Reduce the Risk of SIDS and Other Sleep-Related Causes of Infant Death.** This single-page handout shows a safe sleep environment for infants and explains ways parents and caregivers can reduce the risks of SIDS and other sleep-related causes of infant death. Available in English or Spanish, and for order in packets of 25.
- **Safe Sleep for Your Grandbaby: Reduce the Risk of SIDS and Other Sleep-Related Causes of Infant Death.** This 20-page booklet explains how grandparents and other trusted caregivers can help reduce the risk of SIDS and other sleep-related causes of infant death when caring for grandchildren. Available in English or Spanish.

OUTREACH MATERIALS – DOOR HANGERS

Safe to Sleep Doorhanger for General Outreach

Safe Sleep For Your Baby



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



For more information about SIDS, contact the Safe to Sleep® campaign at 1-800-505-2742 (1-800-505-CRIB) or at <http://www.nichd.nih.gov/SIDS>.

U.S. Department of Health and Human Services • National Institutes of Health
Eunice Kennedy Shriver National Institute of Child Health and Human Development

Safe Sleep For Your Baby

Reduce the Risk of SIDS and Other Sleep-Related Causes of Infant Death

- Always place your baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.
- Use a firm sleep surface, covered by a fitted sheet, to reduce the risk of SIDS and other sleep-related causes of infant death.
- Your baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.
- Keep soft objects, toys, and loose bedding out of your baby's sleep area to reduce the risk of SIDS and other sleep-related causes of infant death.
- To reduce the risk of SIDS, women should:
 - Get regular health care during pregnancy, and
 - Not smoke, drink alcohol, or use illegal drugs during pregnancy or after the baby is born.
- To reduce the risk of SIDS, do not smoke during pregnancy, and do not smoke or allow smoking around your baby.
- Breastfeed your baby to reduce the risk of SIDS.
- Give your baby a dry pacifier that is not attached to a string for naps and at night to reduce the risk of SIDS.
- Do not let your baby get too hot during sleep.
- Follow health care provider guidance on your baby's vaccines and regular health checkups.
- Avoid products that claim to reduce the risk of SIDS and other sleep-related causes of infant death.
- Do not use home heart or breathing monitors to reduce the risk of SIDS.
- Give your baby plenty of Tummy Time when he or she is awake and when someone is watching.

OUTREACH MATERIALS – DOOR HANGERS

Safe to Sleep Doorhanger for African-American Audiences

Safe Sleep For Your Baby



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



For more information about SIDS, contact the Safe to Sleep® campaign at 1-800-505-2742 (1-800-505-CRIB) or at <http://www.nichd.nih.gov/SIDS>.

U.S. Department of Health and Human Services • National Institutes of Health
Eunice Kennedy Shriver National Institute of Child Health and Human Development

Safe Sleep For Your Baby

Reduce the Risk of SIDS and Other Sleep-Related Causes of Infant Death

- Always place your baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.
- Use a firm sleep surface, covered by a fitted sheet, to reduce the risk of SIDS and other sleep-related causes of infant death.
- Your baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.
- Keep soft objects, toys, and loose bedding out of your baby's sleep area to reduce the risk of SIDS and other sleep-related causes of infant death.
- To reduce the risk of SIDS, women should:
 - Get regular health care during pregnancy, and
 - Not smoke, drink alcohol, or use illegal drugs during pregnancy or after the baby is born.
- To reduce the risk of SIDS, do not smoke during pregnancy, and do not smoke or allow smoking around your baby.
- Breastfeed your baby to reduce the risk of SIDS.
- Give your baby a dry pacifier that is not attached to a string for naps and at night to reduce the risk of SIDS.
- Do not let your baby get too hot during sleep.
- Follow health care provider guidance on your baby's vaccines and regular health checkups.
- Avoid products that claim to reduce the risk of SIDS and other sleep-related causes of infant death.
- Do not use home heart or breathing monitors to reduce the risk of SIDS.
- Give your baby plenty of Tummy Time when he or she is awake and when someone is watching.

OUTREACH MATERIALS – DOOR HANGERS

Safe to Sleep Doorhanger En Español

Sueño seguro para su bebé



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



Para más Información sobre el síndrome de muerte súbita del bebé, por favor comuníquese con la campaña "Seguro al dormir" al 1-800-505-2742 (1-800-505-CRIB) o visite su sitio web en <http://www.nichd.nih.gov/SIDS>.

Departamento de Salud y Servicios Humanos de los Estados Unidos
Institutos Nacionales de la Salud • El Instituto Nacional de Salud Infantil y Desarrollo Humano Eunice Kennedy Shriver

Sueño seguro para su bebé

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

- 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 su bebé a dormir y cúbrala 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.
- Su bebé no debe dormir solo ni acompañado en una cama de adultos, un sofá o una silla. Mantenga los objetos suaves, juguetes o ropa de cama suelta fuera del área donde duerme su hijo 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.

OUTREACH MATERIALS – HANDOUTS

Illustrates a sleep environment for infants and explains ways parents/caregivers can reduce the risks of SIDS and other sleep-related causes of infant death.

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>.

OUTREACH MATERIALS — HANDOUTS

Illustrates a sleep environment en Español

¿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

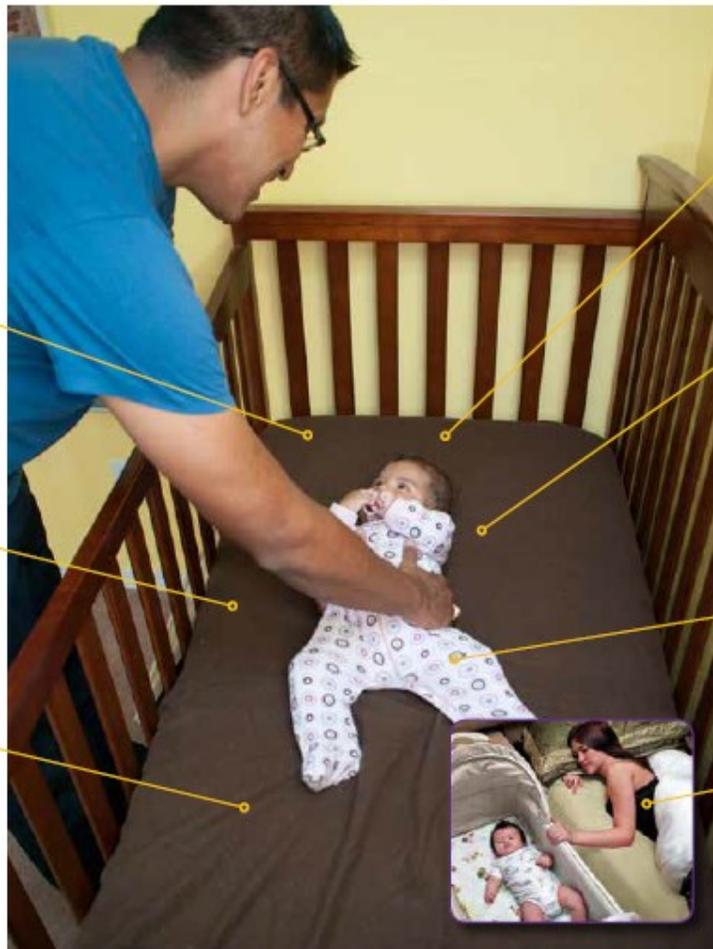


Use una superficie firme para dormir como un colchón en una cuna que cumpla con las normas de seguridad aprobadas* y cubra el colchón con una sábana ajustable.

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>.



Eunice Kennedy Shriver National Institute of Child Health and Human Development



OUTREACH MATERIALS — HANDOUTS

Lists ways to reduce the risk for SIDS and other sleep-related causes of infant death among American Indian/Alaska Native babies.

Honor the Past, Learn for the Future

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



SIDS is the leading cause of death in infants between 1 month and 1 year of age. American Indian/Alaska Native babies are nearly three times as likely to die from SIDS as white babies are.

Health care providers don't know exactly what causes SIDS, but they do know that:

Babies sleep safer on their backs. Babies who sleep on their backs are much less likely to die of SIDS than are babies who sleep on their stomachs or sides. Always place your baby on his or her back to sleep.

Every sleep time counts. Babies who usually sleep on their backs but who are then placed on their stomachs to sleep, like for a nap, are at very high risk for SIDS. It's important that everyone who cares for your baby use the back sleep position for all sleep times, for naps and at night.

Sleep surface matters. Babies who sleep on a soft surface or under a soft covering are more likely to die of SIDS. Place your baby on a firm sleep surface, such as a mattress in a safety-approved* crib, covered by a fitted sheet.

Other ways to reduce the risk of SIDS and other sleep-related causes of infant death:

- Keep soft objects, toys, and loose bedding (including crib bumpers and quilts) out of baby's sleep area.
- Keep items away from baby's face, and make sure baby's face and head stay uncovered during sleep.
- Breastfeed your baby to reduce the risk of SIDS.
- Don't let your baby get too warm during sleep.
- Don't smoke during pregnancy, and do not smoke or allow smoking around your baby.
- Don't drink alcohol while you are pregnant or breastfeeding.

* For more information on crib safety, contact the Consumer Product Safety Commission at 1-800-638-2772 or <http://www.cpsc.gov>.



For more information about reducing the risk of SIDS and other sleep-related causes of infant death, or the Healthy Native Babies Project, contact the Safe to Sleep® campaign at: 1-800-505-CRIB (2742) or <http://www.nichd.nih.gov/SIDS>



Eunice Kennedy Shriver National Institute of Child Health and Human Development
NATIONAL INSTITUTES OF HEALTH
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

October 2013
NIH Pub No. 13-74628

OUTREACH MATERIALS ORDER FORM

Available at: <https://www1.nichd.nih.gov/publications/pubs/Documents/SafetoSleepMaterials2017.pdf>



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/nursecourse/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.

The Safe to Sleep® campaign is led by the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), part of the National Institutes of Health, within the U.S. Department of Health and Human Services. Safe to Sleep® is a registered trademark of the U.S. Department of Health and Human Services. December 2017

OUTREACH MATERIALS

The Eunice Kennedy Shriver National Institute of Child Health and Human Development Safe to Sleep® Public Education Campaign offers a variety of materials to help share safe infant sleep messages with different audiences. Many of these items are available for download and order from their website at: <https://www1.nichd.nih.gov/sts/materials/Pages/default.aspx>

Materials for Organizations, Providers, and Health Workers:

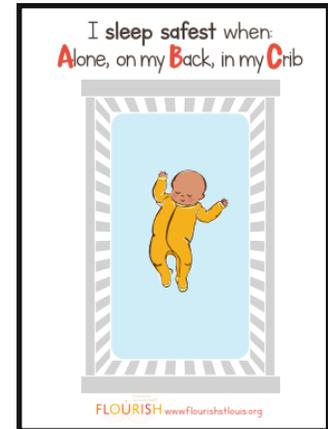
- Questions and Answers for Health Care Providers: SIDS and Other Sleep-Related Causes of Infant Death. This 32-page booklet for health care providers provides answers to common questions about SIDS and other sleep-related causes of infant death and includes references to scientific articles that describe the evidence on which the answers are based.
- Continuing Education Activity on Risk Reduction for Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death: Curriculum for Nurses. This learner-led or instructor-led CE program enables nurses to receive CE credits by completing a module about reducing the risk of SIDS and other sleep-related causes of infant death.
- Healthy Native Babies Project Workbook Packet (includes Workbook, Handout, Toolkit Disk, and Toolkit User Guide). This packet, which includes the 75-page Healthy Native Babies Project Workbook, Healthy Actions for Native Babies Handout, Toolkit disk, and Toolkit User Guide, describes ways to reduce the risk for SIDS among American Indian/Alaska Native babies.
- Healthy Native Babies Project Facilitator's Packet (Includes Training Guides, Resources Disk, and Activity Materials). This packet, which includes 1-day and 2-hour training guides and presentations, a Resources Disk, and materials for training activities, helps facilitators train others about ways to reduce the risk for SIDS and other sleep-related causes of infant death among American Indian/Alaska Native babies.
- Babies Sleep Safest on Their Backs: A Resource Kit to Reduce the Risk for SIDS in African American Communities (Includes Training Guides, 10 Brochures, 10 Doorhangers). This information kit includes materials and resources for conducting community-based training sessions on ways to reduce the risks of SIDS and other sleep-related causes of infant death in African American communities. The kit provides training guides for conducting 15-minute, 30-minute, and 60-minute outreach sessions as well as resources and outreach information and a limited number of outreach materials.

ADDITIONAL RESOURCES

LOCAL RESOURCES

FLOURISH St. Louis — www.flourishstlouis.org

Safe Sleep Magnets & Stickers are available for pick up. The design can also be shared for others to print and/or co-brand. Contact Aja Welch (awelch@generatehealthstl.org).



FLOURISH Videos About Racial Inequities—

https://www.youtube.com/channel/UCjABoY_R7TI_Ffi1CAm5K0A

Infant Loss Resources—

www.infantlossresources.org

SSM Health Cardinal Glennon Safe Kids St Louis—

<https://www.safekids.org/coalition/safe-kids-st-louis>

BJC St. Louis Children's Hospital Safety Stop—

<https://www.stlouischildrens.org/health-resources/community-education/safety-stop>

Other St. Louis Portable Crib Network Partners—

<https://www.flourishstlouis.org/wp-content/uploads/St.-Louis-Pack-N-Play-Programs-Rev.-12.20.19.pdf>

ADDITIONAL RESOURCES

STATEWIDE RESOURCES

Missouri Safe Sleep Flyer—

- English Version: <https://ctf4kids.org/wp-content/uploads/2019/08/Safe-Sleep-Flyer.-Final-Version.pdf>
- Spanish Version: <https://ctf4kids.org/wp-content/uploads/2019/09/Safe-Sleep-Flyer-v3-002-Spanish.pdf>

Missouri Safe Sleep Brochure—

- https://ctf4kids.org/wp-content/uploads/2020/01/194048_Page_1-SS-RC-FINAL-11-19-scaled.jpg

Missouri Safe Sleep Video—

- <https://ctf4kids.org/public-awareness/videos/>
- Copies of the DVD can be picked up at Generate Health. Contact Aja Welch (awelch@generatehealthstl.org).

Order Free Safe Sleep Materials from Children’s Trust Fund—

- <https://www.formstack.com/forms/?56162-sErF5cr3mq>



ADDITIONAL RESOURCES

NATIONAL RESOURCES

American Academy of Pediatrics (AAP)

www.aap.org

Centers for Disease Control and Prevention (CDC)

www.cdc.gov

Cribs for Kids

www.cribsforkids.org

National Institutes of Health (NIH)

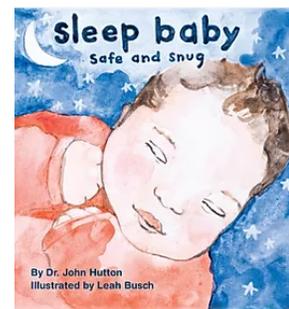
<https://www.nih.gov/>

Today's Baby

- A series of infant safe sleep videos that can be texted or emailed to caregivers. Contact Lisa Crowell (lcrowell@bu.edu) for permission and access to the videos.

Charlie's Kids Foundation

- Board Books & Other Safe Sleep Resources
- \$60 for 120 books
- <https://www.charlieskids.org/become-a-partner>



Authors and Editors: Rebecca Rohde, Sarah Kennedy, Rachel Bean, Noble Salwan, Lori Behrens, Marisha Frazier, Aja Welch

Date: February 2020

Recommended Citation (APA format): Generate Health. (2018). *Safe Sleep: A Recognition Toolkit*. St. Louis, MO.