

SLEEP BABY SAFELY

KEY CAMPAIGN MESSAGING

OVERARCHING CAMPAIGN MESSAGES

- There are a million ways to raise babies but only one way to lay them down to sleep safely. Protect babies from suffocation—every night, every nap, every time.
- Every month, a healthy baby in Pinellas County suffocates while sleeping unsafely. 100% of these deaths could have been prevented. Don't risk it! Protect babies from suffocation—every night, every nap, every time.

SAFE SLEEP TIPS

Follow Safe Sleep ABCs: ALONE, BACK, CRIB.

Always put babies to sleep alone on their back in an empty crib, bassinet, or Pack n' Play. Remove all items from crib (i.e. blankets, pillows, stuffed animals, and bumper pads) and use only a firm mattress and tight-fitting sheet. Use a one-piece sleeper or sleep sack to keep baby warm instead of loose blankets.

Share a Room, Not a Bed. Bring crib into parent's room for baby's 1st year – room sharing keeps baby close without the risks. Never put baby to sleep on soft surfaces like adult beds, couches, futons, recliners, or air mattresses.

Stay Alert While Feeding. Set an alarm and always return baby to crib after feeding. Breastfeed if possible – it's best for baby's protection. Do not smoke or allow others to smoke around baby, and avoid misuse of alcohol or drugs.

SAFE SLEEP FACTS

Suffocation from unsafe sleep is the #1 cause of preventable death for children under 18. As many children die from unsafe sleep suffocation before their 1st birthday as die in the next 17 years from all other preventable causes combined. In the past 10 years, 102 babies in Pinellas County have suffocated while sleeping unsafely – that's about 6 kindergarten classrooms of children!

More infants die in adult beds than anywhere else. Two-thirds of infant sleep-related deaths happened when parents shared a bed with their baby (co-sleeping). Infants are 40x more likely to die in adult beds than in their own cribs. Other soft surfaces like couches, futons, recliners, and air mattresses pose suffocation risks as well.

The cause of death is suffocation—not SIDS. The District Six Medical Examiner has not determined a cause of death as SIDS (Sudden Infant Death Syndrome) in over 17 years. SIDS denotes the cause of death is unknown. However, when a healthy baby dies a sleep-related death, we know the cause of death is frequently suffocation or overlay from co-sleeping. Knowing this fact, we can protect babies from suffocation by always practicing safe sleep.

The first year of a baby's life is critical. Sleep-related suffocation deaths generally happen in baby's 1st year – most within the first 8 months. At birth, babies have heavy heads and weak neck muscles; this makes it difficult for them to lift their heads to breathe freely if airways are blocked. While babies develop differently, most can lift their heads at 4 months – and by 5 or 6 months, have mastered head control and can roll over in both directions due to stronger neck and arm muscles.

Sleeping babies on their back is safest. Some parents worry that babies will choke when on their backs but their airway anatomy and gag reflex prevents this. When babies sleep on their backs, the trachea (windpipe) lies on top of the esophagus, so gravity stops spit-up from getting into the windpipe. Babies who sleep on their backs are less likely to choke and less likely to have their airways (breathing) blocked.

What's comfy for adults can be deadly for babies.

Things that adults find comfy for sleeping—such as memory foam, pillow-top mattresses, down comforters, and pillows—can cause babies to suffocate. That's why we stress never to sleep with your baby or lay them down to sleep on an adult bed or other soft surface. We also stress keeping baby's crib empty of blankets, pillows, stuffed animals, and bumper pads, using nothing but a firm mattress and tight-fitting sheet.

We know more today than we ever have. As more information becomes available, we must learn from the past and change old practices and beliefs to keep babies safe while sleeping. We changed our habits about car seats; today they are proven life savers and most parents wouldn't risk driving baby without one – even if they've never had an accident. Using this same logic, let's make safe sleep for infants as common a safety practice as car seats.



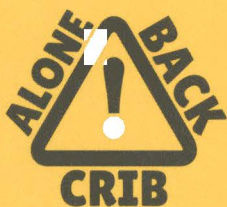
Learn how to SleepBabySafely.com



jwb
Juvenile Welfare Board

MY BABY SLEEPS SAFELY

I protect my baby from suffocation by always following these safe sleep tips:



SAFE SLEEP ABCs: ALONE, BACK, CRIB

Always put babies to sleep alone on their back in an empty crib with only a firm mattress and tight-fitting sheet.



SHARE A ROOM, NOT A BED

Bring baby's crib into parent's room, and never put baby to sleep on a soft surface like an adult bed, couch or air mattress.



STAY ALERT WHILE FEEDING BABY

Set an alarm and always return baby to crib after feeding. Breastfeed, if possible – it's best for baby.

Take the Safe Sleep Pledge and Receive a Free Gift for Baby
WWW.BIT.LY/SLEEPBABYSAFELY



jwb
Juvenile Welfare Board

MI BEBÉ DUERME DE FORMA SEGURA

Yo protejo a mi bebé de la asfixia siempre siguiendo los siguientes consejos para dormir de forma segura:



EL ABC PARA UN SUEÑO SEGURO: A SOLAS, BOCA ARRIBA, CUNA

Siempre pongan a dormir a los bebés solos, boca arriba en una cuna vacía con colchones firmes y sábanas ajustadas.



COMPARTA SU CUARTO, NO SU CAMA

La cuna del bebé puede estar en el cuarto de los padres, pero nunca deben acostar al bebé a dormir en superficies suaves.



MANTÉNGASE ALERTA MIENTRAS ALIMENTA A SU BEBÉ

Ponga una alarma y siempre lléve al bebé a la cuna después de alimentarlo. Si es posible, amamante a su bebé-Es lo mejor para el bebé

Haz un clic aquí y recibirás un regalo para su bebé
WWW.BIT.LY/SLEEPBABYSAFELY-ESPAÑOL

**More infants
die in adult
beds than
anywhere
else.**

**EVERY MONTH, A BABY
IN PINELLAS COUNTY
SUFFOCATES WHILE
SLEEPING UNSAFELY.**

**100% of these deaths
could have been prevented.**

DON'T RISK IT!

**PROTECT BABIES FROM SUFFOCATION.
EVERY NIGHT AND EVERY NAP.**

Babies should always sleep ALONE.

Always on their BACKS.

Only in an empty CRIB.

**ALONE
BACK
CRIB**



Learn how to PreventNeedlessDeaths.com

Más bebés
mueren al dormir
en una cama
de adulto que
en cualquier
otro lugar.

**CADA MES EN EL CONDADO
DE PINELLAS, UN BEBÉ MUERE
ASFIXIADO MIENTRAS DORMÍA
DE FORMA INSEGURA.**

**100% de estas muertes
podrían haberse prevenido.**

NO TE ARRIESGUES!

**PROTEGE A LOS BEBÉS DE LA ASFIXIA.
CADA NOCHE Y CADA SIESTA.**

Los bebés siempre deben dormir **A SOLAS.**

Siempre BOCA ARRIBA

Solo en una **CUNA** vacía.



Aprenda cómo: PreventNeedlessDeaths.com