

Safe Baby Sleep Council One Sheet

Beginning in October, 2015 The Center for Children's Health led by Cook Children's began a city-wide safe infant sleep awareness campaign in collaboration with Alliance For Children, Baylor Scott & White All Saints Medical Center- Fort Worth, Texas Health Harris Methodist Fort Worth and John Peter Smith Health Network. This has since grown into the Safe Baby Sleep Council led by Cook Children's with new members including Tarrant County Public Health, Tarrant Baptist Association, the City of Fort Worth, the Fort Worth Fire Department, and Lake Granbury Medical Center.

Why is this important?

- Unintentional suffocation is the leading cause of injury-related death among children less than a year old.
- Unsafe sleeping environments for infants are the primary cause of infant suffocation.
- Nationally, accidental suffocation deaths have more than doubled from 2007 to 2010.
- The infant mortality rate for Tarrant County is consistently one of the highest in Texas and higher than national averages.

The American Academy of Pediatrics recommends these safe infant sleep practices to help prevent death by suffocation:

- The safest place for your baby to sleep is in a crib.
- Swaddling is no longer recommended. Use a sleep sack or long-sleeve footed pajamas to keep baby warm.
- Babies should sleep on their back, in a crib all the time. Even during naps.
- No toys, blankets, pillows or bumper pads in the crib.
- You should use a firm mattress with a tight, fitted sheet.

Campaign components:

- 11x17 posters and 8.5x11 posters (English on front/Spanish on back)
- Slim cards (English on front/Spanish on back)
- Crib cards (English on front/Spanish on back)
- Safe Sleep video (Available in English and Spanish)

Hospital implementation components:

Cook Children's and the partnering healthcare organizations have also made changes at their facilities to ensure that everyone is promoting and modeling consistent safe infant sleep practices. These include:

- Policy changes regarding raising the head of bed and swaddling
- Staff education on safe infant sleep practices
- Parent acknowledgment on safe infant sleep policies
- Educational safe sleep video assignment upon admission
- Usage of sleep sacks instead of swaddling
- Educational crib cards and fitted sheets on all cribs

Community components:

- Tarrant Baptist Association distributing pack 'n plays to community partners
- Social media campaign and tool kit- www.safebabysleep.org
- Community trainings through Speakers Bureau- request forms on www.safebabysleep.org