

Press Release

Contact:

Governor _____ declares October as [_____] Awareness Month

Date

[Location] –Governor _____ has declared October as _____ Awareness Month in [state] to promote awareness of the steps caregivers can take to reduce the risk of SIDS and sudden infant death.

<< Quotes >>

The American Academy of Pediatrics has issued recommendations for infant safe sleep practices. **Steps to reduce the risk of sudden infant death include:**

- Use a firm sleep surface: A firm crib mattress, covered by a sheet, is the recommended sleeping surface.
- Keep soft objects and loose bedding out of the crib: Pillows, quilts, comforters, sheepskins, stuffed toys and other soft objects should be kept out of an infant's sleeping environment.
- A separate but nearby sleeping environment is recommended, such as a separate crib in the parents' bedroom. Bed sharing during sleep is not recommended.
- Consider offering a pacifier at nap time and bedtime. The pacifier should be used when placing the infant down for sleep, and not be reinserted once the infant falls asleep.
- Avoid overheating: The infant should be lightly clothed for sleep, and the bedroom temperature should be kept comfortable for a lightly clothed adult.
- Avoid commercial devices marketed to reduce the risk of SIDS. Although various devices have been developed to maintain sleep position or reduce the risk of rebreathing, none have been tested sufficiently to show efficacy or safety.
- Avoid development of positional plagiocephaly (flat back of head) by giving baby plenty of supervised "tummy time" when he or she is awake.
- Make sure everyone who cares for the baby is aware of these recommendations.

<<Quotes >>

Further information about sleep safety and reducing the risk can be found at www._____.

###