

For Immediate Release

Contact: (Name)  
(Telephone/email)

Date

## **[Group Name] Launches Infant Safe Sleep Campaign**

A Health Education Campaign to Reduce Sudden Infant Deaths

(Enter Location) – [Group name] is taking major steps towards reducing sudden infant deaths related to unsafe sleep environments in [area] by launching the Infant Safe Sleep Campaign, a public health education campaign designed to increase awareness and practice of safe sleep strategies. The campaign will promote simple actions infant caregivers can take to protect the lives of infants in [area].

As in many states, Sudden Infant Death Syndrome (SIDS) rates have dramatically decreased in [state] since the inception of the Back to Sleep Campaign on 1994. Infant deaths caused by other unsafe sleep practices, however, are on the rise. Far too many babies are dying because they are being placed to sleep in unsafe sleep environments.

“The unexpected death of an infant is a devastating tragedy,” stated \_\_\_\_\_. “In 200x, \_\_\_% of the infant deaths in [area] were related to unsafe sleeping environments. With proper education, infant deaths related to unsafe sleeping environments might be prevented,” she/he continued.

[Group name] is a coalition of [list participants}. By launching the Infant Safe Sleep Campaign, [group name] strives to educate all parents and infant caregivers in the \_\_\_\_\_area about safe sleep practices.

The American Academy of Pediatrics has issued recommendations for safe infant sleep practices. The Infant Safe Sleep message is simple: Every baby is placed to sleep in a safe environment for every sleep. Steps to reduce the risk of sudden infant death include:

1. Baby sleeps by him or herself in a crib, portable crib or bassinet.
2. Baby is always put to sleep on his or her back.
3. Nothing but the baby is in the sleep area (no pillows, blankets, comforters, stuffed animals, or other soft items).
4. Baby’s face is uncovered during sleep for easy breathing (use a sleeper instead of a blanket).
5. Don’t let anyone smoke anything around the baby.
6. Keep baby from overheating (baby is dressed in as much or as little clothing as you are wearing).
7. Use a firm mattress with a tightly fitted sheet (no loose bedding).
8. Roomsharing – not bedsharing - is recommended. Keep the baby’s crib in the same room as the parents.

“The Back to Sleep campaign has made great strides in reducing infant deaths but we have learned that our efforts must go beyond Back to Sleep,” said \_\_\_\_\_. “Our efforts to reduce sudden infant deaths must address the entire sleep environment,” (s)he continued.

[Agency or group name] is committed to informing the public about Infant Safe Sleep practices with the goal of reducing preventable infant sleep deaths. [Agency or group] offers trainings and provides written information and resource materials to parents and caregivers, medical providers, retailers, and community leaders.

To learn more about the Infant Safe Sleep Campaign, contact: [name], [contact information].

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