

# October 2022 Infant Safe Sleep Month


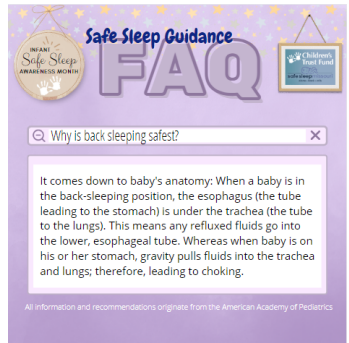
Suggested Hashtags:

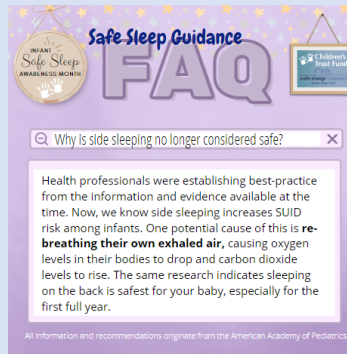
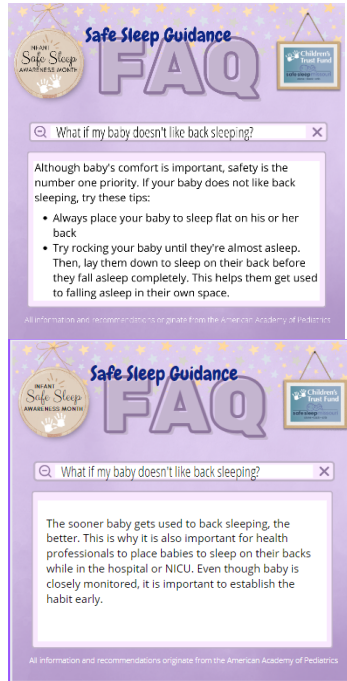
#SafeSleepSnap #ClearTheCrib #MOSafeSleep #KeepingKidsSafe

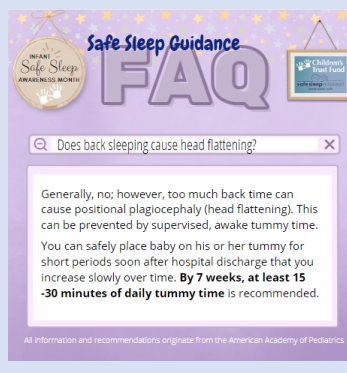

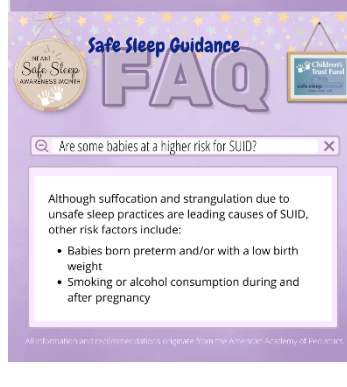
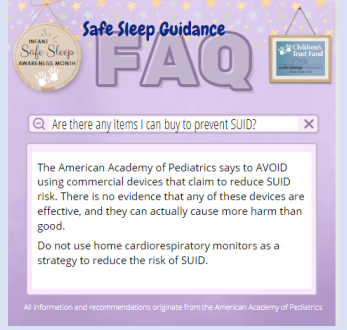
#InfantSafeSleepMonth

Suggested Calendar with posts and graphics

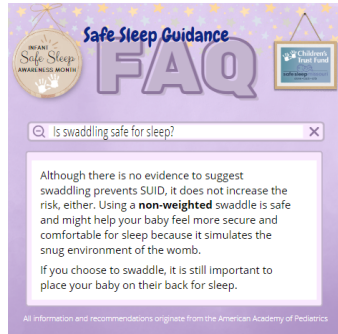



(The following schedule is merely a suggestion. We encourage modification to fit your entity's needs, strategy and audience.)

DATE	POST	MEDIA
1	<p>Thank you to ( @GovParsonMO (Twitter) or @GovernorMikeParson (Facebook)) for declaring October to be Infant Safe Sleep Month in Missouri. While infant mortality rates have decreased in recent decades, sleep-related infant deaths remain persistently high. Each year, about 100 infant deaths are related to unsafe sleep practices. This is equivalent to a preventable infant death every 3 to 4 days or 3 to 4 full kindergarten classrooms per year.</p> <p>Help us normalize safe sleep practices by sharing your #SafeSleepSnap and #ClearTheCrib Challenge photos!</p> <p>This month, we will share the new 2022 recommendations from the American Academy of Pediatrics and answer common questions from new parents, grandparents, and alternative caregivers. Check back tomorrow for our first FAQ!</p>	
2	<p>The AAP still recommends back sleeping for each and every sleep in its new recommendations. Back sleeping prevents choking, asphyxiation, suffocation, and rebreathing exhaled air (carbon dioxide).</p>	

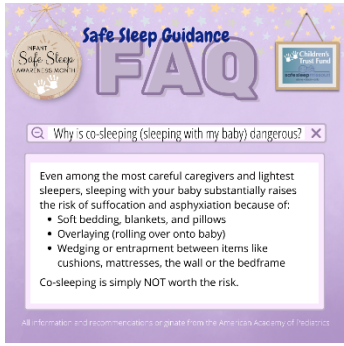
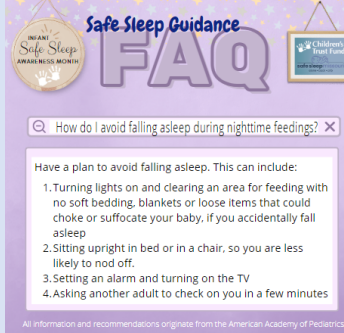
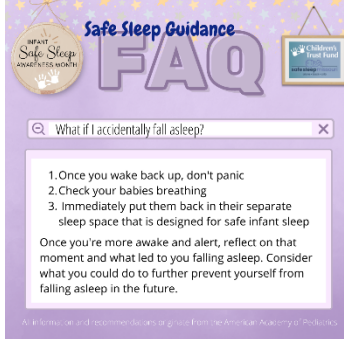
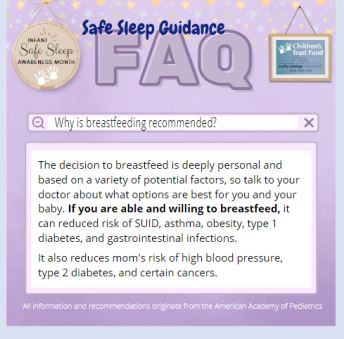
<p>3</p>	<p>Many grandparents may remember a time when side sleeping was considered safe for babies; however, we have since learned side sleeping increases risk for sleep-related infant death.</p> <p>One potential cause is rebreathing exhaled air, causing oxygen levels in babies' bodies to drop and carbon dioxide levels to rise, which ultimately leads to suffocation.</p>	 <p><b>Safe Sleep Guidance</b></p> <p><b>FAQ</b></p> <p>Why is side sleeping no longer considered safe?</p> <p>Health professionals were establishing best-practice from the information and evidence available at the time. Now, we know side sleeping increases SUID risk among infants. One potential cause of this is <b>rebreathing their own exhaled air</b>, causing oxygen levels in their bodies to drop and carbon dioxide levels to rise. The same research indicates sleeping on the back is safest for your baby, especially for the first full year.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
<p>4</p>	<p><b>Message for parents &amp; caregivers:</b></p> <p>It is so important to establish back sleeping as a habit for your baby as soon as they're born, so they do not become accustomed to other positions for sleep. If your baby does not like back sleeping, try these tips.</p> <p><b>Message for providers:</b></p> <p>It is critically important for providers to model safe sleep, even when baby is closely monitored in the hospital or NICU, and here is why:</p> <p>Even though baby is being monitored in a health facility, they are establishing sleeping habits based on this experience. If baby is allowed to belly sleep while in the hospital, they are more likely to prefer this position when they are at home.</p> <p>It's not just baby who is learning from this experience, either: Parents are, too. If parents see knowledgeable health care professionals allowing baby to sleep on their belly or side, then they might reasonably assume this practice is safe at home.</p> <p>Model safe sleep in your facilities for the benefit of baby and caregiver!</p>	 <p><b>Safe Sleep Guidance</b></p> <p><b>FAQ</b></p> <p>What if my baby doesn't like back sleeping?</p> <p>Although baby's comfort is important, safety is the number one priority. If your baby does not like back sleeping, try these tips:</p> <ul style="list-style-type: none"> <li>• Always place your baby to sleep flat on his or her back</li> <li>• Try rocking your baby until they're almost asleep. Then, lay them down to sleep on their back before they fall asleep completely. This helps them get used to falling asleep in their own space.</li> </ul> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p> <p><b>Safe Sleep Guidance</b></p> <p><b>FAQ</b></p> <p>What if my baby doesn't like back sleeping?</p> <p>The sooner baby gets used to back sleeping, the better. This is why it is also important for health professionals to place babies to sleep on their backs while in the hospital or NICU. Even though baby is closely monitored, it is important to establish the habit early.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>

<p>5</p>	<p>Positional plagiocephaly is a mouthful. All it means is when the back of baby's head starts to flatten from lying on their back too much. This is NOT caused by back sleep, but from being on their backs too much while awake.</p> <p>You can safely place baby on his or her tummy for short periods soon after hospital discharge that you increase slowly over time. By 7 weeks, the AAP recommends at least 15-30 minutes of daily tummy time broken up into short intervals.</p>	 <p>Safe Sleep Guidance FAQ</p> <p>Does back sleeping cause head flattening?</p> <p>Generally, no; however, too much back time can cause positional plagiocephaly (head flattening). This can be prevented by supervised, awake tummy time. You can safely place baby on his or her tummy for short periods soon after hospital discharge that you increase slowly over time. <b>By 7 weeks, at least 15-30 minutes of daily tummy time</b> is recommended.</p> <p>All information and recommendations originate from the American Academy of Pediatrics</p>
<p>6</p>	<p>Although the leading cause of SUID is unsafe sleep, there are other measures parents should take to reduce risk and risk factors they should be aware of:</p> <p>Risk factors include:</p> <ul style="list-style-type: none"> <li>• Babies born preterm and/or with a low birth weight are at heightened risk</li> <li>• Smoking and/or alcohol consumption during and AFTER pregnancy put baby at heightened risk</li> </ul> <p>You can reduce risk by:</p> <ul style="list-style-type: none"> <li>• Not smoking or consuming alcohol during and after pregnancy</li> <li>• Staying up-to-date on recommended immunizations</li> <li>• Breastfeeding or human-milk feeding (if able and willing)</li> <li>• Letting baby use a pacifier</li> <li>• Keeping a smoke-free environment for your baby at all times</li> </ul>	 <p>Safe Sleep Guidance FAQ</p> <p>Is there anything else I can do to prevent SUID?</p> <p>The single-best thing you can do is create a safe sleep environment and practice safe sleep for every sleep. But, other prevention measures include:</p> <ul style="list-style-type: none"> <li>• Staying up-to-date on recommended <b>immunizations</b></li> <li>• <b>Breastfeeding</b> or human-milk feeding (if able &amp; willing)</li> <li>• Letting baby use a <b>pacifier</b></li> <li>• Keeping a <b>smoke-free</b> environment for your baby</li> </ul> <p>Learn more at <a href="https://www.HealthyChildren.org">HealthyChildren.org</a></p> <p>All information and recommendations originate from the American Academy of Pediatrics</p>  <p>Safe Sleep Guidance FAQ</p> <p>Are some babies at a higher risk for SUID?</p> <p>Although suffocation and strangulation due to unsafe sleep practices are leading causes of SUID, other risk factors include:</p> <ul style="list-style-type: none"> <li>• Babies born preterm and/or with a low birth weight</li> <li>• Smoking or alcohol consumption during and after pregnancy</li> </ul> <p>All information and recommendations originate from the American Academy of Pediatrics</p>
<p>7</p>	<p>The AAP says to AVOID any commercial items that claim to reduce SUID risk. There is no evidence that any of these devices are effective, and they might actually cause more harm than good.</p> <p>The AAP also says to NOT use home cardiorespiratory monitors as a strategy to reduce the risk of SUID or noise machines to help baby sleep.</p>	 <p>Safe Sleep Guidance FAQ</p> <p>Are there any items I can buy to prevent SUID?</p> <p>The American Academy of Pediatrics says to AVOID using commercial devices that claim to reduce SUID risk. There is no evidence that any of these devices are effective, and they can actually cause more harm than good. Do not use home cardiorespiratory monitors as a strategy to reduce the risk of SUID.</p> <p>All information and recommendations originate from the American Academy of Pediatrics</p>

8	<p>Although noise devices can be soothing, they are often too loud and can damage baby's sensitive ears. However, pacifiers are actually associated with reduced risk of SUID and are recommended for sleep. They are often soothing for baby, too!</p>	<p>It's not yet clear why, but pacifier use is actually associated with reduced risk of SUID and is recommended for sleep.</p> <p>The American Academy of Pediatrics advises AGAINST noise devices for sleep due to the damaging effects it can cause to baby's sensitive ears.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
9	<p>Getting babies to sleep on their own can often feel like an impossible hurdle, especially when you are exhausted yourself. So, the earlier baby gets used to sleeping alone on his or her back, the better.</p> <p>Try these tips to help baby get used to sleeping alone!</p>	<p>The earlier you can get your baby used to sleeping alone, the better. But, there are a few things you can do to help a particularly fussy baby like:</p> <ul style="list-style-type: none"> <li>• Establishing a bedtime routine</li> <li>• Providing a comfortable and soothing sleep environment</li> <li>• Putting your baby to sleep on their back while sleepy but before they've fallen asleep. This helps them get used to falling asleep in their own space.</li> </ul> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
10	<p>Many grandparents and alternative caregivers may remember a time when putting baby to sleep in a swing was considered okay. However, we have since learned this practice is VERY unsafe because of babies' large heads and weak necks. If your baby's head rolls forward during the swinging motion, it can cause severe injury or even death.</p>	<p>Although the rocking motion can be soothing, it is dangerous for your baby to sleep in a swing because their heads are too big and their necks are too weak to safely support them. If your baby's head rolls forward during the swinging motion, it can cause severe injury and, in some cases, death.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
11	<p>The AAP still recommends that babies sleep absolutely alone in their crib with nothing more than a soft, fitted sheet. No blankets, no pillows, no toys.</p> <p>Despite popular belief, babies are actually pretty good at regulating their body temperature. If your baby <i>does</i> get cold, you can try dressing them in a thicker onesie or a sleep sack.</p>	<p>Babies are actually pretty good at regulating body temperature. They are generally comfortable in whatever you are comfortable in, and over bundling can cause overheating, which is also dangerous.</p> <p>If your baby is cold, you can try putting him or her in a sleep sack or a thicker onesie. But, be sure to check baby's cheeks to make sure they're not getting too warm.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>

12	<p>Although there is no evidence to suggest swaddling prevents SUID risk, it does not <i>increase</i> the risk, either. It might help baby sleep because the swaddle simulates the secure environment of the womb.</p> <p>If you chose to swaddle, it is important to use a <b>NON-WEIGHTED</b> swaddle and to place your baby on his or her back to sleep.</p>	 <p>Safe Sleep Guidance FAQ</p> <p>Is swaddling safe for sleep?</p> <p>Although there is no evidence to suggest swaddling prevents SUID, it does not increase the risk, either. Using a <b>non-weighted</b> swaddle is safe and might help your baby feel more secure and comfortable for sleep because it simulates the snug environment of the womb.</p> <p>If you choose to swaddle, it is still important to place your baby on their back for sleep.</p> <p>All information and recommendations originate from the American Academy of Pediatrics.</p>
13	<p>Great question!</p> <p>The safest sleep environment for babies is <b>ALONE</b>; on their backs; on a firm, flat surface designed for infant sleep, such as a safety-approved crib or bassinet with a single, fitted sheet and no other loose items in the crib: No blankets, pillows, soft toys, pets or other people.</p> <p>The AAP recommends your baby sleep close to your bed but on a separate sleep surface for at least the first 6 months.</p>	 <p>Safe Sleep Guidance FAQ</p> <p>What is considered a safe sleep environment?</p> <p>Great question — The American Academy of Pediatrics recommends that babies sleep <b>ALONE</b>, on their backs; on a firm, flat surface designed for infant sleep, such as a safety-approved crib or bassinet with a single, fitted sheet and no other loose items in the crib: No blankets, pillows, soft toys, pets or other people.</p> <p>The AAP recommends your baby sleep <b>close</b> to your bed but on a separate sleep surface for at least the first 6 months.</p> <p>All information and recommendations originate from the American Academy of Pediatrics.</p>
14	<p>Some might think we make too big a deal of safe sleep, but it really is <i>that</i> important. It <i>really does</i> make a huge difference and it reduces your baby's risk of SUID.</p> <p>How do we know it matters? Because the data doesn't lie: About 100 infants in Missouri die each year because of a <i>preventable</i> sleep-related cause.</p>	 <p>Safe Sleep Guidance FAQ</p> <p>What's the big deal with safe sleep?</p> <p>We make a big deal out of safe sleep because it <i>really</i> is important, and it <i>really does</i> make a difference. On average, about 100 Missouri babies die each year because of a sleep-related cause.</p> <p><b>This is equivalent to a preventable infant death every 3 to 4 days.</b></p> <p>All information and recommendations originate from the American Academy of Pediatrics.</p>
15	<p>There are many resources available to parents and caregivers who need help getting a safe sleep environment for their baby, including cribs, bassinets and pack-n-plays.</p> <p>Visit <a href="https://safesleep.mo.gov/resources">safesleep.mo.gov/resources</a> to find help near you.</p>	 <p>Safe Sleep Guidance FAQ</p> <p>What if I don't have a safe sleep space for my baby?</p> <p>We believe every infant caregiver should have access to a safe sleep environment for their baby. To find resources and help near you, visit <a href="https://safesleep.mo.gov/resources">safesleep.mo.gov/resources</a>.</p> <p>Here, you will also find the latest information on safe sleep guidance, product recalls and more!</p> <p>All information and recommendations originate from the American Academy of Pediatrics.</p>





<p>16</p>	<p>The desire to be close to your baby is incredibly strong and is perhaps one of the most innate and universal human experiences in the world. And, it is an entirely valid experience.</p> <p>HOWEVER, data consistently shows that it is <i>not</i> safe to co-sleep, even among the most careful caregivers and lightest sleepers. We are all capable of making a devastating mistake, especially during this particularly exhausting period of raising a newborn.</p> <p>Co-sleeping is simply not worth the risk.</p>	 <p><b>Safe Sleep Guidance FAQ</b></p> <p>Why is co-sleeping (sleeping with my baby) dangerous?</p> <p>Even among the most careful caregivers and lightest sleepers, sleeping with your baby substantially raises the risk of suffocation and asphyxiation because of:</p> <ul style="list-style-type: none"> <li>• Soft bedding, blankets, and pillows</li> <li>• Overlaying (rolling over onto baby)</li> <li>• Wedging or entrapment between items like cushions, mattresses, the wall or the bedframe</li> </ul> <p>Co-sleeping is simply NOT worth the risk.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
<p>17</p>	<p>Taking care of a newborn is an exhausting time. Have a plan and be prepared for nighttime feedings.</p>	 <p><b>Safe Sleep Guidance FAQ</b></p> <p>How do I avoid falling asleep during nighttime feedings?</p> <p>Have a plan to avoid falling asleep. This can include:</p> <ol style="list-style-type: none"> <li>1. Turning lights on and clearing an area for feeding with no soft bedding, blankets or loose items that could choke or suffocate your baby, if you accidentally fall asleep</li> <li>2. Sitting upright in bed or in a chair, so you are less likely to nod off.</li> <li>3. Setting an alarm and turning on the TV</li> <li>4. Asking another adult to check on you in a few minutes</li> </ol> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
<p>18</p>	<p>Being diligent, prepared and aware of our limits helps us prevent falling asleep during nighttime feedings. If you accidentally fall asleep, check your baby's breathing and IMMEDIATELY place them back in their separate sleep space when you wake up.</p> <p>Once you're more awake, don't feel ashamed. Instead, reflect on that moment and consider options that might help you stay awake during such a situation in the future.</p>	 <p><b>Safe Sleep Guidance FAQ</b></p> <p>What if I accidentally fall asleep?</p> <ol style="list-style-type: none"> <li>1. Once you wake back up, don't panic</li> <li>2. Check your baby's breathing</li> <li>3. Immediately put them back in their separate sleep space that is designed for safe infant sleep</li> </ol> <p>Once you're more awake and alert, reflect on that moment and what led to you falling asleep. Consider what you could do to further prevent yourself from falling asleep in the future.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>
<p>19</p>	<p>It might seem odd to discuss breastfeeding as an aspect of infant safe sleep, but it turns out breastfeeding can help prevent SUID risk and has numerous health benefits for baby and mother.</p> <p>Despite this, it is important to remember we should NEVER stigmatize someone's decision about breastfeeding. Throughout history and even now, public opinion about breastfeeding has swung sharply back and forth, and this is simply WRONG.</p>	 <p><b>Safe Sleep Guidance FAQ</b></p> <p>Why is breastfeeding recommended?</p> <p>The decision to breastfeed is deeply personal and based on a variety of potential factors, so talk to your doctor about what options are best for you and your baby. <b>If you are able and willing to breastfeed, it can reduce risk of SUID, asthma, obesity, type 1 diabetes, and gastrointestinal infections.</b></p> <p>It also reduces mom's risk of high blood pressure, type 2 diabetes, and certain cancers.</p> <p><small>All information and recommendations originate from the American Academy of Pediatrics</small></p>

	These decisions are deeply personal and often contingent on many factors that are deeply personal, private and based on personal circumstance.	
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## Infographics & Rack Cards

20	<p>The American Academy of Pediatrics is the leading authority on infant safe sleep. These recommendations are data-driven by experts in the fields of pediatrics and science.</p> <p>Here is a quick breakdown of the AAP Safe Sleep Recommendations: Babies sleep safest alone with no other items, soft bedding, or pillows in a safety-approved crib, bassinet or pack-n-play. Babies should be placed on their backs for sleep in their crib with nothing more than a single soft, fitted sheet. Although it is recommended that baby has his or her own sleep space, the AAP does recommend that baby's crib is close to your bed during sleep.</p> <p>These recommendations apply for <i>at least</i> the first 6 months, or better yet, baby's first year.</p> <p>Learn more from the recent AAP news release on updated safe sleep recommendations   <a href="https://www.aap.org/en/news-room/news-releases/aap/2022/american-academy-of-pediatrics-updates-safe-sleep-recommendations-back-is-best/">https://www.aap.org/en/news-room/news-releases/aap/2022/american-academy-of-pediatrics-updates-safe-sleep-recommendations-back-is-best/</a></p>	<p><b>AAP 2022 SAFE SLEEP RECOMMENDATIONS</b></p> <p><b>01. SHARE A ROOM — NOT A BED!</b> The AAP recommends babies sleep in the same room with caregivers, but on their own separate surface designed for infant sleep.</p> <p><b>02. BACK TO SLEEP FOR EVERY SLEEP</b> Babies sleep safest on their backs. Belly sleeping and side sleeping actually pose much greater choking risk than back sleeping.</p> <p><b>03. FIRM, FLAT SLEEP SURFACE</b> AAP recommends babies sleep ALONE on a firm, flat surface designed for infant sleep with ONE Y's soft, fitted sheet in the same room as the caretakers.</p> <p><b>04. BREASTFEEDING IS RECOMMENDED</b> If you're willing and able to breastfeed, it is recommended because it is associated with reduced risk of SIDS.</p> <p><b>05. NO SOFT OBJECTS IN THE CRIB</b> Pillows, plushies, quilts, comforters, loose bedding, and toggers all increase risk of suffocation, entrapment, and strangulation. However, pacifiers are recommended to reduce the risk for SIDS.</p> <p><b>06. AVOID OVERHEATING</b> Babies are comfortable in whatever you're comfortable in. Too much bundling can cause overheating.</p> <p>Children's Trust Fund safe sleep MISSOURI www.aap.org</p>
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21	<p>The decision to breastfeed or not to breastfeed is deeply personal and should not be stigmatized. However, if you are able and willing to breastfeed your baby, studies show that it comes with many health benefits for mom and baby, AND it can reduce your baby's SUID risk.</p>	 <p><b>NIGHTTIME FEEDING FAQ</b> SAFETY TIPS FROM SAFERSLEEP.NICHD.NIH.GOV</p> <p>If you are <b>ABLE &amp; WILLING</b> to breastfeed your baby, it is recommended to do so because it is associated with reduced risk of SUID.</p> <p>The American Academy of Pediatrics, along with CTF and the Safe Sleep Coalition, recognizes the decision to breastfeed is deeply personal and dependent on a variety of factors. The decision to either breastfeed or formula feed your child should NOT be stigmatized.</p> <p><b>Why shouldn't I sleep with my baby?</b> It substantially raises the risk of suffocation and asphyxiation, even among the lightest sleepers &amp; most careful caregivers.</p> <p><b>How do I avoid falling asleep while feeding my baby at night?</b> Many caregivers think they'll wake up before something bad happens, but having a baby is exhausting, and it is better safe than sorry. Try these tips to prevent falling asleep during night time feedings.</p> <p><b>What if I accidentally fall asleep?</b> Once you wake up, check baby's breathing. Put them back in their separate sleep area that is designed for infant sleep. Later, when you're more awake, try reflecting on how to prevent falling asleep in the future.</p> <p><b>1 CLEAR THE AREA</b> Remove all soft items. Blankets &amp; pillows from the feeding area.</p> <p><b>2 SIT UPRIGHT</b> Sit upright in bed or in a chair, so that you're less likely to nod off.</p> <p><b>3 SET AN ALARM</b> Set an alarm or ask another adult to check on you to make sure you stay awake.</p> <p><b>4 BACK TO BED</b> Always put baby back in their own separate sleep area designed for infant sleep when you're done feeding.</p> <p><b>Why breastfeed?</b></p> <p><b>For Baby</b> Infants who are breastfed have reduced risks of:  <ul style="list-style-type: none"> <li>Sudden Unexplained Infant Death (SUID)</li> <li>Asthma</li> <li>Obesity</li> <li>Type 1 diabetes</li> <li>Gastrointestinal infections</li> </ul> </p> <p><b>For Mom</b> Breastfeeding can help lower a mother's risk of:  <ul style="list-style-type: none"> <li>High blood pressure</li> <li>Type 2 diabetes</li> <li>Ovarian cancer</li> <li>Breast cancer</li> </ul> </p>
22	<p>While infant mortality rates have decreased in recent decades, sleep-related infant deaths remain persistently high, especially among Black and American Indian/Alaska Native communities.</p> <p>Black and American Indian/Alaska Native babies die from SUID at a rate 3 TIMES GREATER than that of white babies, and many systemic issues are involved, including how we communicate with families.</p> <p>What do you think we can we do to protect babies and families of color? Comment below.</p>	 <p>Information gathered from the Preventing Child Deaths in Missouri   2020 Annual Report American Academy of Pediatrics   2022 Annual Report</p> <p><b>INFANT SAFE SLEEP</b></p> <p>In 2020, <b>101</b> Missouri infant deaths were deemed sleep-related.</p> <p><b>62%</b> were sharing a sleep surface with another person or pet.</p> <p>This is equivalent to a <b>PREVENTABLE</b> infant death every <b>3-4 days</b></p> <p><b>RACIAL DISPARITIES</b></p> <p><b>Black &amp; American Indian/Alaska Native</b> infants die from SUID at a rate nearly <b>3-4 times</b> greater than that of <b>white</b> infants</p> <p>Risk of SUID is <b>5-10X</b> greater ... when sharing a sleep surface with a baby under 4 months old</p> <p><b>10X</b> greater when a baby sleeps with someone who is impaired from fatigue or substance use.</p>



It's important not to over-simplify the trials and tribulations of taking care of an infant: It's hard! And sometimes, they just won't fall asleep or refuse to fall asleep in an environment that is considered safe for infant sleep.

The single-most important thing parents *AND PROVIDERS* can do is establish safe sleep early, so they get used to it. Here are some tips to help along the way.



## Other Graphics

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Mortality rates for Black and American Indian/Alaska Native infants have decreased more slowly than rates for other infants. There are many potential reasons for this including structural racism and a lack of access to economic, social, and educational resources and support.

Health providers and other systems-level personnel can do their part by working closely with marginalized communities to identify possible risk factors and engage in thoughtful and respectful conversations with families about safe infant sleep. This can help us understand of the most effective ways to promote safe infant sleep practices and meet families where they're at.

Learn more from the American Academy of Pediatrics Updated 2022 Safe Sleep Recommendations.



25

Keeping your baby safe during sleep is as simple as ABC:  
Alone | Back | Crib

The safest sleep environment for your baby is ALONE; on his or her back; on a firm, flat surface designed for infant sleep, such as a safety-approved crib or bassinet with a single, fitted sheet and no other loose items in the crib: No blankets, pillows, soft toys, pets or other people.


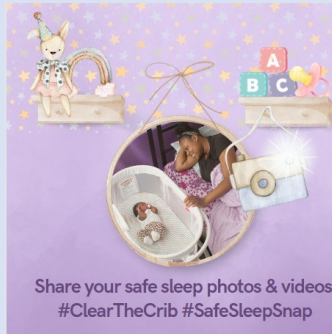
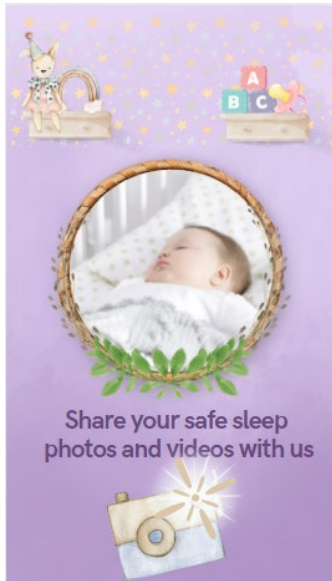
Send us your #SafeSleepSnaps this Infant Safe Sleep Month to help spread the message that safe sleep is best!





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Wedging or entrapment happens when a baby gets stuck between objects that leads to asphyxiation, suffocation or choking. Babies can become wedged between people, cushions, sofas, walls, mattresses or a combination of these things. This is one reason why it is not safe to sleep with your baby. Even among the lightest sleepers or most cautious caregivers, it's simply NOT WORTH THE RISK!



	<p>Even among the most careful caregivers and lightest sleepers, accidents can happen, especially when we're exhausted from caring for a newborn.</p> <p>SUID risk increases between 5-10 times when sharing a sleep surface with your baby and even more when we're impaired from fatigue.</p> <p>Babies sleep safest alone — it's not worth the risk.</p>	
27	<p>As cute and trendy as the baskets, pumpkins, leaves, and blankets are, these eye-catching, social-media-ready photos are simply not safe for your baby, and they perpetuate unsafe sleep practices.</p> <p>Ditch the trendy photos this fall and show us your #SafeSleepSnaps instead!</p> <p>#ClearTheCrib #MOSafeSleep #KeepingKidsSafe</p>	
28	<p>Ditch the trendy (and very unsafe) photoshoots, and send us your #SafeSleepSnaps instead!</p>	<p>Stories &amp; Reels</p> 

29	<p>The American Academy of Pediatrics released updated infant safe sleep recommendations this year. Check out our story for a few highlights!</p> <p>#MOSafeSleep #KeepingKidsSafe</p>	<p>Stories &amp; Reels</p> 
30	<p>Getting babies to sleep safely alone on their backs, in their own crib, can be difficult, especially if the habit is not established shortly after birth.</p> <p>If you're struggling to get baby to sleep or stop crying when you put them down, try the four S's.</p> <ul style="list-style-type: none"> <li>• <b>Swaddling</b> helps baby feel safe and secure.</li> <li>• Give them a pacifier to <b>suck</b> on. Pacifier use is actually associated with reduced SUID risk.</li> <li>• <b>Sway</b> your baby in your arms with a soft, soothing sound, like "<b>shhhhhh</b>," to help sooth overwhelming emotions and over-stimulation.</li> </ul>	
31	<p>The American Academy of Pediatrics still recommends back sleeping as the absolute safest sleeping position for your baby. If you're concerned about positional plagiocephaly (or head flattening), make sure your baby is getting plenty of supervised, awake tummy time!</p> <p>By seven weeks old, the AAP recommends at least 15-30 minutes a day of tummy time broken up into smaller intervals.</p>	