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## Press Information Sheet

**Cribs for Kids® National Infant Safe Sleep Initiative**, headquartered in Pittsburgh, PA, is a voluntary health organization whose mission is to provide support to families, friends and communities affected by infant Sleep-Related death due to accidental suffocation.

In 1998, District Attorney Stephen A. Zappala, Jr., the late Mayor Bob O'Connor and Judith A. Bannon, Executive Director of Sudden Infant Death Services of PA, recognized the critical need for safe sleep education and the provision of a safe crib and created the **Cribs for Kids® Infant Safe Sleep Campaign**. **Cribs for Kids®** is a safe-sleep education program that helps to reduce the risk of injury and death of infants due to unsafe sleep environments. **Cribs for Kids®** partners throughout the country provide educational materials regarding 'safe sleeping' for infants as well as other safety tips to protect babies from sleep-related deaths, including asphyxia, suffocation and SIDS. A Graco Pack N Play® portable crib may also be provided to families and caregivers who cannot afford a safe place for their babies to sleep.

**Cribs for Kids®** has partners in more than 58 counties in Pennsylvania and has expanded to more than 600 partners throughout the United States. This program is the exemplary model for a successful safe crib campaign in the United States. Judith Bannon has presented the **Cribs for Kids®** model at numerous national conferences and international conferences in Japan, England, Canada and Australia.

### **Cribs for Kids® Awards:**

- National Sleep Foundation's 2008 Healthy Sleep Community Award for the Campaign to Reduce Infant Mortality by Providing Safe Sleep Environments to Low-Income Families
- National Center for Child Death Review – 2009 National Leadership Award
- Apartment Association of Metropolitan Pittsburgh 2010 Best Charities
- Consumer Product Safe Commission – 2012 Chairman's Commendation Award

### **Cribs for Kids® Resource Center**

The Cribs for Kids® Resource Center, located at 5450 Second Avenue, Pittsburgh, PA is the site of the program's new educational training facility and distribution center. The Resource Center will provide parents with necessary safe sleep education and the provision of a safe crib for babies in need. From the new Resource center, Cribs for Kids® will distribute thousands of Graco® Pack 'n Play®, portable cribs to low income families locally and to families in need around the country through its Cribs for Kids® Partner Programs. Thanks to the generosity of Pitt Ohio Express, all cribs shipped within Pitt Ohio's coverage area are delivered at not cost to the organization.

## Sleep-Related Death due to Accidental Suffocation, Asphyxia, and SUID

**Sudden UNEXPECTED Infant Death (SUID)** The SIDS rate has been declining significantly since the early 1990s. However, CDC research has found that the decline in SIDS since 1999 can be explained by increasing SUID rates (e.g., deaths attributed to overlaying, suffocation, and wedging). This change in reporting or classification of SUID can be explained by changes in how investigations are conducted and how diagnoses of SUID are made. For example, more deaths may be attributed to accidental suffocation based on risk factors that are present.

- African-American babies are twice as likely to die rather than Caucasian babies
- Most deaths occur in the colder months (when heavy blankets are used, or due to overheating)
- Most deaths occur when the baby is between 2-4 months of age
- SUID / SIDS are the leading cause of infant death between 1 month and one year of age

**Sudden Infant Death Syndrome (SIDS)** is the sudden death of a baby under the age of one year that remains unexplained after the performance of an autopsy, an examination of the scene of the death, and a review of the baby's medical history.

### **Risk Factors for SIDS and SUID:**

Include sleeping on the stomach or side, an unsafe sleep environment, smoking, overheating, bed-sharing.

- Sleeping on soft bedding: increased risk by 5X
- Sleeping on the stomach: increased risk by 2.4X
- Sleeping on the stomach on soft bedding: increased risk by 21X
- Victims were 5.4 times more likely to have shared a bed with an adult or other children.

### **Risk of Infant Sleep in an Adult Bed/Bed-sharing:**

- Entrapment between the bed and wall.
- Entrapment involving the bed frame, headboard or footboard.
- Falls from adult beds onto piles of clothing, plastic bags or other soft materials resulting in suffocation.
- Suffocation in soft bedding (such as pillows, thick quilts and comforters).
- Suffocation due to overlay by adult or other children in the bed.

**\*Studies have shown that in up to 90% of these cases, the infant was found in an unsafe sleep environment; 74% of which have been attributed to bed sharing\***

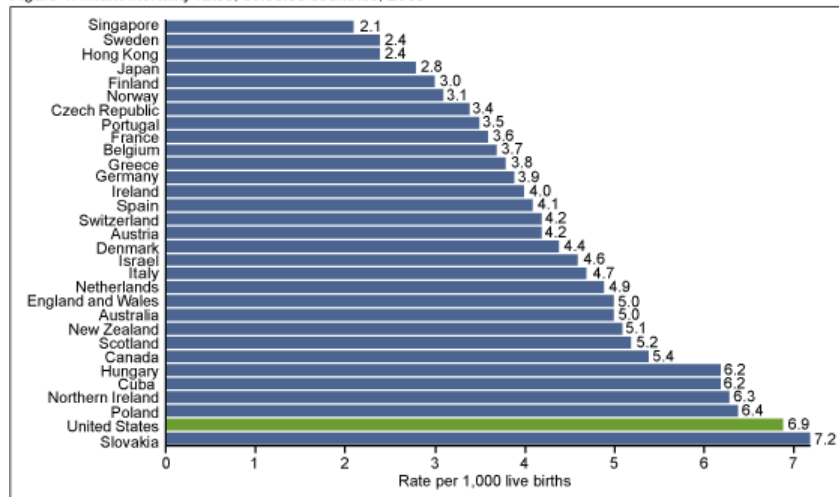
**To reduce the risk of sleep-related infant death, Cribs for Kids®**, the American Academy of Pediatrics, and the Consumer Products Safety Commission recommend that infants sleep on their backs on a firm mattress in a safety-approved crib, with no soft bedding or comforters, with no exposure to cigarette smoke, and with a room temperature that is comfortable to adults.

- The safest way for a baby to sleep is alone, on the back, in a safety-approved crib.
- The baby's crib should have a firm mattress, closely fitted to the sides of the crib, and a tight-fitting sheet.
- Don't over-dress or over-bundle the baby. One light cover, tucked at the bottom and sides of the crib, is enough.
- Have no pillows, bumpers, or toys in crib.
- Never let a baby fall asleep in a bed or chair with someone.
- The baby's home should be smoke-free.

- Breastfeeding has important health benefits for babies so it should be done safely. When finished, return the baby to the crib.
- Keep the baby's sleep area close to, but separate from where the parents sleep.
- Use a clean, dry pacifier when placing the baby down to sleep.

## Infant Mortality Rates in Industrialized Countries, 2005

Figure 1. Infant mortality rates, selected countries, 2005



SOURCE: Health, United States, 2008

## INFANT DEATHS PER 1,000 LIVE BIRTHS: 2010

1	Mississippi	9.62	26	Hawaii	6.21
2	Alabama	8.73	27	Kansas	6.2
3	Tennessee	7.87	28	Texas	6.15
4	Ohio	7.72	29	Montana	5.97
5	Indiana	7.62	30	Arizona	5.94
6	Louisiana	7.55	31	Colorado	5.91
7	Oklahoma	7.49	32	Wisconsin	5.84
8	Delaware	7.48	33	New Mexico	5.6
9	South Carolina	7.34	34	Nevada	5.51
10	West Virginia	7.33	35	Maine	5.4
11	Arkansas	7.24	36	Connecticut	5.3
12	Pennsylvania	7.23	37	Nebraska	5.25
13	Rhode Island	7.16	38	New York	5.08
14	Michigan	7.12	39	Oregon	4.96
15	South Dakota	7.11	40t	Utah	4.86
16	North Carolina	7.09	40t	Iowa	4.86
17	Wyoming	6.88	42	New Jersey	4.8
18	Illinois	6.84	43	Idaho	4.78
19t	Maryland	6.83	44	California	4.74
19t	Virginia	6.83	45	Minnesota	4.55
21t	Kentucky	6.81	46	Washington	4.48
21t	North Dakota	6.81	47	Massachusetts	4.39
23	Missouri	6.58	48	Vermont	4.18
24	Florida	6.51	49	New Hampshire	3.88
25	Georgia	6.34	50	Alaska	3.57
				<b>United States<sup>1</sup></b>	<b>6.14</b>

SOURCE: 2101 Linked Birth/Infant Death Data Set.

<sup>1</sup>Includes data from the District of Columbia, and U.S. territories

## Physician Advocacy

- Srivatsa 1997: HCP education to new families...34% reduction in prone sleeping
- Eron 2009: Study of Central NY state physicians...30% identified incorrect safest sleep position...30% do not discuss with families
- Colson 2009: Only 1/3 mothers advised by MD to use supine position ...3 times more likely to position the baby properly
- **FACT:** Half of the infants in the U.S. who die from Sudden Unexpected Death do so while sleeping with their parents
  - U.S. experience with bedsharing and infant death is very different from other cultures
  - Cultures where babies routinely sleep with their parents:
    - Use firm mats on the floor
    - Have separate mats for the infant
    - Do not use soft bedding