

# Become a Safe Sleep Champion

Sharing the importance of Safe Sleep could save a child's life—maybe a child in your own family. In Kentucky, every five days an infant dies from a sleep-related risk factor. Those who are educated on the issue can spread their knowledge about SIDS and what moms, dads, grandparents, neighbors, and friends can do to help prevent SIDS.

Below is the information you will need. This is not about judging what other people do,

only making sure they know the current recommendations for keeping infants safe.

Every baby needs their own Safe Sleep Space. A Safe Sleep Space is a crib (bassinet or pack & play) with a firm mattress designed for that item, covered by a fitted sheet. There should be nothing else in the crib but the baby. The easiest way to teach someone about Safe Sleep is to use the ABC's.



## **ALONE**

Stay Close,  
Sleep Apart



## **BACK**

On their Back for  
Nights and Naps



## **CRIB**

Clean, Clear Crib



## **DANGER**

Be Aware,  
Not Impaired

**A-Alone:** Teach parents and other caregivers to share the room, not the bed. The safest place for a baby to sleep is in the parents' room, but NOT in their bed. Alone also means no crib bumpers, blankets, pillows or toys. The only item permissible in the baby's bed is a pacifier if they use one. Pacifiers should not be attached by strings or clips to the baby or their clothing.

**B-Back:** A baby should always sleep on their back at night and during nap time. Back sleeping on a firm mattress in a crib, bassinet or pack & play decreases the risk of SIDS.

**C-Crib:** Babies should never sleep on soft surfaces such as adult beds, couches, and chairs or baby items not designed for sleep such as car seats, swings, and bouncy seats. Cribs, bassinets and pack & plays with a firm mattresses are the only safe places for babies to sleep. A baby's crib should contain a fitted sheet only: no blankets, toys, pillows, bumpers, or other items that could cover a baby's face and suffocate them.

**D-Danger:** Drinking and drug use impair a person's ability to care for a baby, making bed-sharing and other unsafe sleep even more dangerous.



## Tips on how to reach people with the Safe Sleep message:

**1. Mention the Safe Sleep KY website, Twitter, Facebook or Pinterest accounts.**

It's easy to say, "Hey, look at this website I stumbled upon today." By mentioning these resources, you can ease into talking about what you learned. A conversation about Safe Sleep can begin from there.

**2. Safe Sleep materials are available to print.** These materials provide information from doctors and other experts. They can also provide friends and family with something they can keep and refer to after the conversation ends.

**3. Share, like, retweet, and repin tips.** Sharing the Facebook page and its posts with your friends is an easy way to spread awareness. The same can be done with Safe Sleep Kentucky's Twitter and Pinterest. Retweeting and repinning the posts will help your friends and family become more aware of SIDS and Safe Sleep.

**4. Lead by example.** Follow the Safe Sleep tips and the ABC's. Those around you will be able to see how you keep your child safe. When they see you following the ABC's of Safe Sleep, a conversation about what they can do to keep their baby safe can be started.

**5. Encourage people to talk with the baby's doctor.** The friend or family member you are sharing the ABC's of Safe

Sleep with may be hesitant to take action. Or they may have questions you're not sure how to answer. Encourage them to talk to their baby's doctor about Safe Sleep.

**6. Stay updated.** It's hard enough talking about a tough topic such as SIDS. It's easier to talk to others when you feel confident about the subject, especially Safe Sleep.

**7. Involve community partners.** If you are a member of a community group and would like to give a presentation on Safe Sleep, a PowerPoint is available by emailing us at [SafeSleepKY@ky.gov](mailto:SafeSleepKY@ky.gov). Other information to share with individuals or groups is free and available at our websites.



For more information on Safe Sleep KY, visit our website at [SafeSleepKY.org](http://SafeSleepKY.org) or the National Safe to Sleep Campaign at [safetosleep.nichd.nih.gov](http://safetosleep.nichd.nih.gov).

Or email us at [SafeSleepKY@ky.gov](mailto:SafeSleepKY@ky.gov).



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