

Infant Safe Sleep Awareness Month

How YOU Can Make a Difference

A baby dies nearly every other day in Michigan due to an unsafe sleep environment.
Please join us to prevent these deaths.

September is Infant Safe Sleep Awareness month in Michigan.
It's the perfect time to spread the word about the number of unsafe sleep deaths and talk about how they can be prevented.

Join us and commit to helping spread the message.

Listed below are some ideas on how to get involved—including some contact information of partners who have done these activities before or who can provide additional information.

If You Have A Few Minutes:

- **Share information** and resources from the Infant Safe Sleep website through email, Facebook or Twitter—Michigan Department of Health and Human Services Infant Safe Sleep website: www.michigan.gov/safesleep.
- **“Like” the MDHHS Facebook** page and share our Infant Safe Sleep posts: www.facebook.com/michiganhhs.
- **Follow @michiganhhs on Twitter** and share the post: #SafeSleep starts w/ placing your baby on his or her back for all sleep times. michigan.gov/safesleep
- **Send an email** to your network about how to get involved with Infant Safe Sleep Awareness Month and why it's important – because unsafe sleep related deaths are 100% preventable!
- **Support a family with a new baby** by offering information and soothing tips—**Soothing a Crying Baby**: www.michigan.gov/documents/mdhhs/e7d2fSoothing_A_Crying_Baby_final_Nov.2016_546975_7.pdf
- **Separating Facts from Myths about Infant Sleeping**. Learn and help dispel these common myths to parents. www.michigan.gov/mdhhs/0,5885,7-339-71548_57836-391916--,00.html
- **Check the safety of any crib** for your baby, especially motel & hotel cribs, when traveling or visiting others—CPSC Crib Safety Guidelines: www.cpsc.gov/cpscpub/pubs/5030.html
- **Talk to a store manager** about safe sleep if you notice crib displays that show heavy quilts, pillows & stuffed animals—explain what safe sleep is and ask them not to display cribs in this way.



If You Have A Few Hours:

- **Monitor the media.** When you see an ad or a picture in the paper that shows a baby sleeping on her tummy, write a letter to the editor. Letter to the Editor Tips: www.michigan.gov/mdhhs/0,5885,7-339-71548_57836-391896--,00.html
- **Reach out to local media contacts** about Infant Safe Sleep Awareness Month highlighting local data, community programs and how people can learn more. Sample Press Releases: www.michigan.gov/mdhhs/0,5885,7-339-71548_57836-391885--,00.html. County level data can be obtained through Katie Parker, MPH, kparker@mphi.org or 517-324-8397.
- **Order and distribute FREE promotional materials** about infant safe sleep to all those who care for babies, including child care providers, babysitters, family and friends. MDHHS Free Publications & Materials: www.healthymichigan.com/
- **Host a brown bag lunch with your staff or coworkers** during the month of September and help them understand the importance of infant safe sleep and how they can help.
- **Talk to your doctor.** Bring safe sleep brochures with you to your next OB or pediatrician appointment and ask the office to share them with other patients.

If You Have More Time:

- **Partner with your local hospital** to offer goodie bags to parents who give birth during the month of September that include infant safe sleep information and materials. Contact our partner to learn more: Berrien County Health Department, Cheryl Bury; cbury@bchdmi.org or 269-927-5631.
- **Partner with your local library** to host a reading of the “Sleep Baby Safe and Snug” board book and give away an Infant Safe Sleep book mark. Contact our partner to learn more: Berrien County Health Department, Cheryl Bury; cbury@bchdmi.org; 269-927-5631
- **Set up a display of a safe sleep environment** and provide educational materials in the lobby of your local health department, community agencies or other local events such as Baby Fairs.
- **Partner with your local faith-based community** and set up a safe sleep environment display; conduct a training for nursery staff on infant safe sleep; or place an article in the weekly bulletin. Contact our partner to learn more: Detroit Health Department, Mildred Johnson; johnsonmil@detroitmi.gov or 313-870-0036.
- **Promote infant safe sleep on a billboard, PSA, movie ad or bus ad** throughout your county during the month of September. MDHHS Infant Safe Sleep PSA Options: <https://www.youtube.com/watch?v=9s6l9hnVEo0>
<https://www.youtube.com/watch?v=xunlS7AKRfU>
Contact our partners to learn more about a bus or movie theatre ad:
Oakland County Health Department (bus ad): Lisa Hahn; hahn@oakgov.com; 248-941-5829
Berrien County Health Department (movie theatre PSA):
Cheryl Bury; cbury@bchdmi.org; 269-927-5631



For more information, contact Colleen Nelson,
MDHHS, Infant Safe Sleep Program Coordinator at nelsonc7@michigan.gov.

The death of any infant is tragic, but it's especially tragic when it is largely preventable. Between 2010 and 2015, 871 babies in Michigan died from a sleep-related death. Help spread the message and decrease this number to zero.

www.michigan.gov/SafeSleep

