

# 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](http://www.michigan.gov/safesleep).
- **“Like” the MDHHS Facebook** page and share our Infant Safe Sleep posts: [www.facebook.com/michiganhhs](http://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](http://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](http://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](http://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](http://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](http://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](http://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](mailto: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/](http://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](mailto: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](mailto: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@deroitmi.gov](mailto:johnsonmil@deroitmi.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; [hahnl@oakgov.com](mailto:hahnl@oakgov.com); 248-941-5829  
Berrien County Health Department (movie theatre PSA):  
Cheryl Bury; [cbury@bchdmi.org](mailto:cbury@bchdmi.org); 269-927-5631



**For more information, contact Colleen Nelson,  
MDHHS, Infant Safe Sleep Program Coordinator at [nelsonc7@michigan.gov](mailto: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](http://www.michigan.gov/SafeSleep)