



Helping every baby sleep safer

**PAPQC Annual Meeting**  
**May 22<sup>nd</sup>, 2024**  
**Devon George, MSN RN**  
**Chief Program Officer**



# Disclosures Before We Begin

- Cribs for Kids is a nationwide 501c3 non-profit agency.
- Our free programs are supported through the sale of our educational infant safe sleep products to other non-profit partners.
- There is no financial gain to Cribs for Kids with the sale or purchase of these products.
- Free programs include our Safe Sleep Ambassador, our National Infant Safe Sleep Hospital Certification program, along with our electronic and downloadable education including our webinars and lullaby, along with donating over \$100,000 worth of Cribettes in 2023 alone.
- No purchase is required of our products for any program participation, but any products used must meet JPMA and ASTM standards and be absent of CPSC recalls.

# Learning Objectives

- Understand Care and Product Updates Related to the AAP Updated 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment and The Safe Sleep for Babies Act, and latest news on Weighted Infant Products.
- Review 12 Steps for 12 Months of Infant Safe Sleep
- Identify Programs, Resources, and Products that May Be Appropriate to Implement to Reduce Infant Mortality including Cribs for Kids Infant Safe Sleep Hospital Certification Program.
- Discuss Hospital Options to Connect with their Community to Support Infant Safe Sleep, Preventing Suffocation and Sleep Injuries.

# About Cribs for Kids

- Founded in 1998 in Pittsburgh, Pennsylvania, USA
- Operates through a network of over 2000 partners nationwide.
  - Our partners consist of: Health Departments, Hospitals, Social Service Agencies, Government Agencies, Public Safety Departments, Non-Profits, and more.
- Since 1998, Cribs for Kids has provided over one million safe sleeping environments to families in need.



Over  
**2000**

Partners Nationwide



Over  
**1 Million**

Cribs Distributed



Over  
**500**

Hospitals Certified



Over  
**53,000**

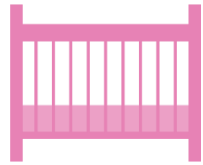
Safe Sleep Ambassadors



# AAP Safe Sleep Recommendations – *12 Steps for 12 Months*



**Step 1:**  
Back to  
Sleep for  
Every Sleep



**Step 2:**  
Firm, Flat,  
Non-Inclined,  
Safe Sleep  
Surface



**Step 3:**  
Feed  
Breastmilk



**Step 4:**  
Share the  
Room Not  
the Bed



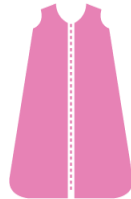
**Step 5:**  
Place Baby in  
a Bare Crib



**Step 6:**  
Sleep with a  
Pacifier



**Step 7:**  
Avoid Smoking,  
Vaping &  
Impairment



**Step 8:**  
Dress Baby for  
Sleep  
Environment &  
Safely Swaddle



**Step 9:**  
Keep Up with  
Regular  
Medical Visits  
& Vaccines



**Step 10:**  
Research Baby  
Products &  
Devices



**Step 11:**  
Practice  
Tummy Time



**Step 12:**  
Spread the Safe  
Sleep Message

# What's New?

## 2022 American Academy of Pediatrics Recommendations:

- Emergent safe sleep options
- No hats indoors after the first few hours of life
- No inclined sleep surfaces
- No weighted products

## More:

- Safe Sleep for Babies Act (2022)
  - Bumpers, inclined products, products without stand or proper height
- CPSC (Consumer Product Safety Commission)
  - Crib, Bassinet, or Play Yard
  - *Sign up to receive CPSC product recalls:*
    - [www.cpsc.gov/newsroom/subscribe](http://www.cpsc.gov/newsroom/subscribe)



# Positional Asphyxiation – Entrapment – Overlay

## Positional Asphyxiation Can Occur In:

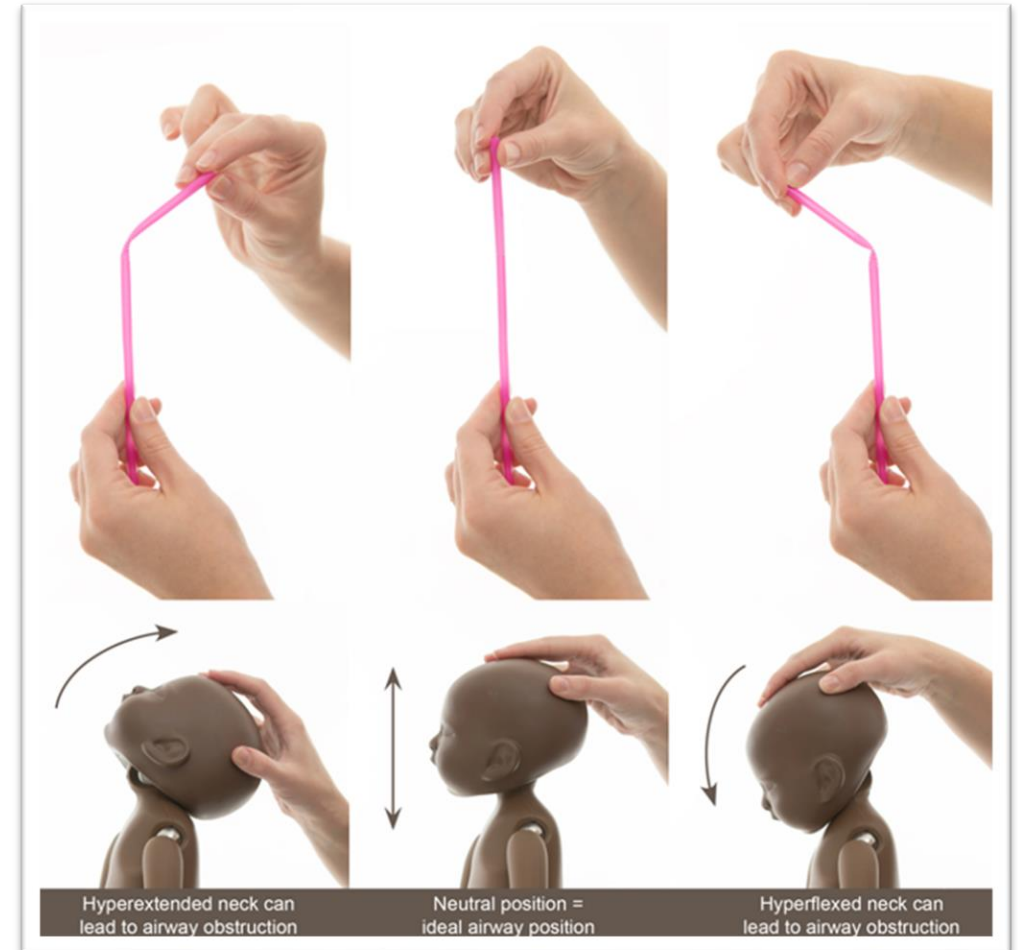
- Slings & Wraps
- Bouncers & Swings
- Strollers & Car Seats

## Entrapment & Overlay & Suffocation

- Couches & Chairs
- Dock-a-Tots & Boppies
- Blanket & Pillow Nests

*There is no way for an infant to sleep safely in an American style adult bed – alone OR with someone else.*

**If it has a strap, it's not for sleeping**



# Use Protective Factors and Fixed & Variable Risk Factors to Guide Education to Narrow the Gap & Reduce Disparities

## Protective Factors of Safe Sleep Basics



### **Alone**

No toys, blankets, people, or pets should be with them



### **Back**

Back to sleep for every sleeps until they're 1 year old.



### **Crib**

Crib, bassinette, or pack 'n play/play yard only with the manufacturer's mattress and a tight fitted sheet.



### **Danger**

Be aware, not impaired



### **Every Sleep!**



# Other Protective Factors

**Breast Milk**

**Pacifier**

**Room Sharing**

**Don't Overdress**

No hat, one more layer than you

**Tummy Time**

Awake & Supervised

**Immunizations**



# Risk Factors for SUID & SIDS

## For Baby: FIXED RISKS

**Premature birth**

**Low birthweight**

**Inconsistent or no prenatal care**

**Prenatal Exposure**

to illegal drugs, THC (pens), Alcohol, Nicotine (vapes),  
or prescribed medications

**Age & Race**

Highest risk 2-4 months  
Collinearity of other risks with race

# Risk Factors for SUID & SIDS

## For Parent/Caregiver: VARIABLE RISKS

### **Continued Exposure**

to illegal drugs, THC (pens), Alcohol, Nicotine (vapes),  
or prescribed medications

### **Maternal behavioral health diagnoses**

### **Unsafe Sleep Practices**

Sleeping on a bed, couch, chair, swing, car seat  
or any other product not designed for sleep.

Sharing a sleep surface with anyone, adult or child  
(obesity is an added risk)

Prone/belly sleeping

# Support From Cribs for Kids Our Four Pillars

## Research

- National Cribs for Kids Conference –October ‘26
- UPMC Children’s Hospital Safe Sleep Injury Qualitative Study
- State Perinatal Quality Initiatives
- Child Protective Services Grant

## Products

- Cribs for Kids Partner Catalog – Cribs for Kids
- Direct to Consumer [www.ettecetera.com](http://www.ettecetera.com)
- Core Products
- Spring 2024 – Expansion

## Education

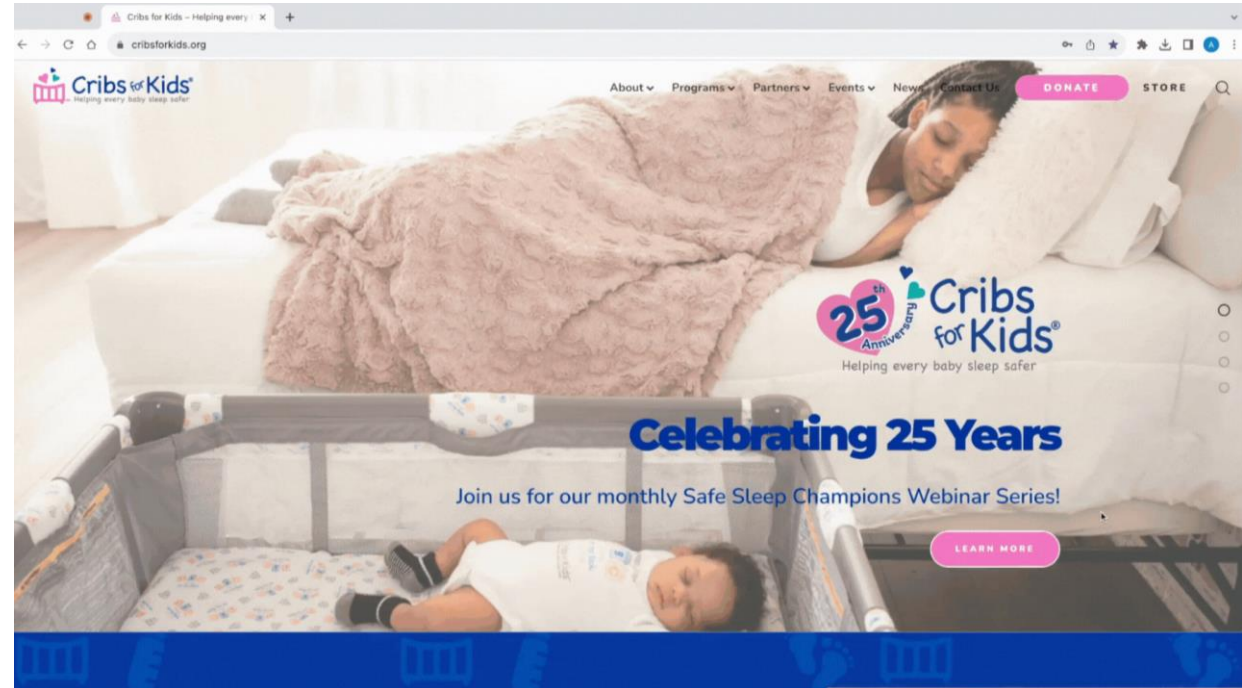
- Safe Sleep Academy includes video library
- All Employee Hospital Training
- Printed Materials
- 25<sup>th</sup> Anniversary Webinars
- Safe Sleep Ambassador

## Programs

- National Public Safety Initiative
- Managed Care Organization
- \* Cribs for Kids @Home
- \* National Infant Safe Sleep Hospital Certification

# Safe Sleep Products

- Our Cribs for Kids Products are both functional and educational.
- All of our Safe Sleep Products are embossed with the ABCs of Safe Sleep (Alone, on the Back, in a Crib).
  - *This creates a constant educational reminder for the caregiver.*
- All products are available in English and Spanish.
- Offer wearable blankets, swaddles, onesies, pacifiers, carriers, and more.



<https://cribsforkids.org/partner-product-catalog/>

# Our Cribette

- Exclusive unit of Cribs for Kids
- Functional and educational, available in English or Spanish
- Meets all the safety standards of the JPMA, ASTM, and CPSC while being absent of recalls.
- Can be safely used in the clinical environment and easily cleaned as per infection prevention.



# Sasha & Sammi Toy Kit

- Developed to change the culture of safe sleep
- **Includes:**
  - Miniature Cribette, Doll, Pacifier, Onesie, Wearable Blanket, and Safe Sleep Education
- Used for:
  - For Bedside Education
  - For Community Education/Events
  - Social Media Awareness Campaigns



# Safe Sleep Education & Resources

- Follows the American Academy of Pediatrics Safe Sleep Recommendations.
- With the release of the 2022 AAP Updates:
  - Create Accessible and Digestible Safe Sleep Messaging
    - ABCs of Safe Sleep
    - 12 Steps for Safe Sleep
  - Focus on “Do This” Action Drivers
  - Expand Channels of Distribution/Use including poster, flier, door hanger, crib card, badge buddy, video
- Purchase and/or Download







# Safe Sleep AMBASSADOR

- Free, Online Safe Sleep Educational Training launched in 2018 & Updated in 2023.
- Self-Paced, access via any online enabled device.
- Designed for anyone who is practicing, advocating for, or supporting families in a commitment to safe sleep.
- Awards a personalized certificate of completion when the final quiz is passed with at least 90%.
- ***Coming in 2024 – Advanced Modules for those working in Childcare, Protective Services, In-Home Providers, NICU, First Responders.***

Learn more:

<https://cribsforkids.org/safe-sleep-ambassador/>





- A free, Infant Safe Sleep educational website for parents and caregivers.
- Includes free video library of safe sleep education videos and ***Just Baby: A Safe Sleep Lullaby***
- **October 2024 Expansion & Release**
  - Including Support Resources
- Scan the QR code to visit the Safe Sleep Academy.

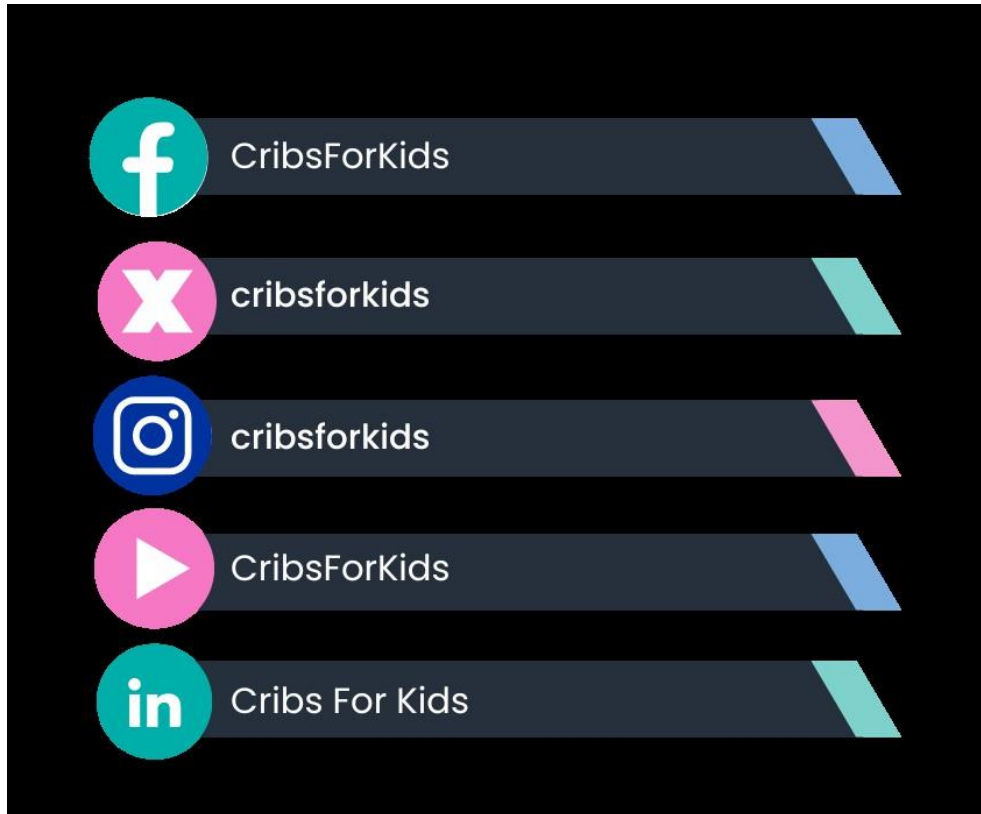


<https://www.safesleepacademy.org/>

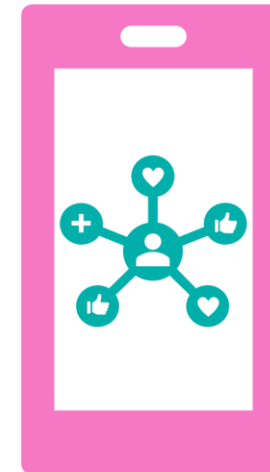


# Spread the Safe Sleep Message – Images & Social Media

**Flickr Album -<https://flic.kr/s/aHBqjzRJTe>**



- #Cribsforkids
- #SafeSleep
- #SafeSleepSolutions
- #NormalizeSafeSleep
- #CleartheCrib
- #SafeSleepAwarenessMonth



A close-up, soft-focus photograph of a pregnant woman with long blonde hair, wearing a white tank top. She is smiling warmly and looking down at a small, light-brown teddy bear she is holding in her hands. Her belly is prominent in the foreground. The background is bright and out of focus, suggesting an indoor setting with natural light.

# Safe Sleep Programs

- **Managed Care Organization Program**
- **Cribs for Kids @home**
- **National Public Safety Initiative**
- **National Infant Safe Sleep Hospital Certification**

# Infant Safe Sleep Hospital Certification

*Free Program to recognize hospitals for a commitment to infant safe sleep to reduce Sudden Unexpected Infant Death (SUID), Accidental Suffocation and Strangulation in Bed (ASSB), SIDS, as well as unsafe sleep injuries.*

*Anchored by the AAP Recommendations for a Safe Infant Sleeping Environment and rooted in research demonstrating at home modeling of in-patient care.*

*Based upon the safe sleep efforts of each hospital, a bronze, silver, or gold designation is conferred for a five-year period, requiring annual reports.*

# Certification Program Status - As of March 2024



**Actively Certified: 513**

Any hospital caring for infants is eligible

**Including:**

- Children's Hospitals
- Community Hospitals
- Health Systems
- Military Hospitals
- OB Hospitals
- Tribal Hospitals
- Special Care Hospitals
- Women's Hospitals



**Collaborative Growth**

**Systemwide Certification**

**Departments of Health – perinatal quality initiatives**

**Agency Alignment**

**Hospital Association Outreach**

**International Expansion**



**Across Pennsylvania**

**33 Hospitals**

UPMC – Systemwide

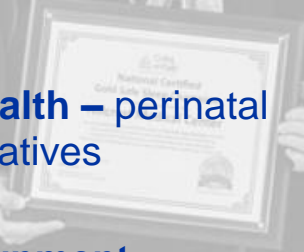
Allegheny Health Network – Systemwide

WellSpan Health - Systemwide

Along with Hospitals Serving:

Abington, Bethlehem, Greensburg, Hershey, Johnstown, Pittsburgh, Warren, and West Reading

**Aligns with PA Safe Sleep Program Initiative**



# Program Design and Requirements

## BRONZE

- Infant Safe Sleep Policy
- Healthcare Team Member Training
- Family & Caregiver Education



## SILVER

- Safe Sleep Audits & Quality Initiative
- Use of or Distribution of Wearable Blankets OR
- Hospital-wide All Employee Safe Sleep Module



## GOLD

- Community Outreach for Safe Sleep Education
- Assessment for an Providing Safe Sleep Space



## Hospital Infant Safe Sleep Policy – Foundation of Certification

- Commitment to Safe Sleep Images
- Inclusion of Safe Sleep Education on Hospital Website
- Safe Sleep Space Assessment & Referral



# Earning & Supporting Certification

## Safe Sleep Hospital Designation Resources

Quick Guide

Hospital Certification Manual

Policy Guide

Training & Education Guide

## Safe Sleep Hospital Designation Tool Kit Support

- Turn-Key Resources for Certification
- All Employee Hospital Wide Education
  - 36 Slides (2 optional/customizable) & Post-Test
  - Quick and Far-Reaching Impact

### CERTIFICATION NAVIGATION

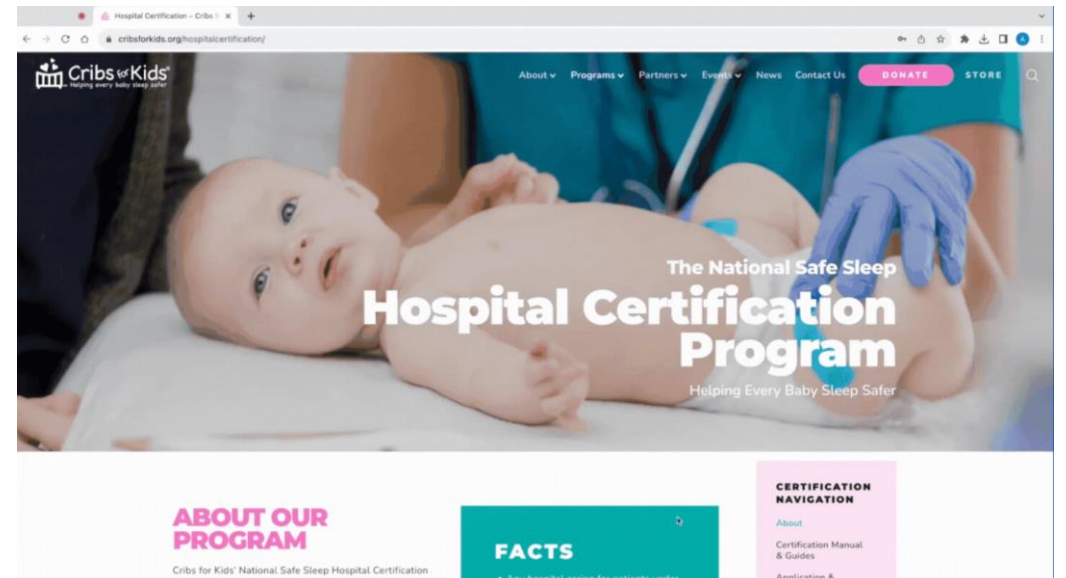
[About](#)

Certification Manual & Guides

Application & Management

Toolkit & Resources

Contact Us





# Supporting Certification

## Safe Sleep Hospital Designation Resources

- Product Catalog
  - Clinically Appropriate Items
  - Hospital Exclusive Items

**Recommended for Certified Hospitals**

**Recommended for Use On Unit**

- Certification Plaques**  
Certified hospitals can order additional plaques to display their achievement throughout their hospital.  
SKU: 10002
- Photo Exception Placards**  
These placards can be placed under artistic photos to comply with the photography guidelines. The placards are silver with black text and are 4 x 2 inches in size.  
SKU: 99900
- Crib Card**  
4x6 inch Crib Card. Available in English and Spanish. Denotes if the infant is ready for safe sleep or if they are working towards safe sleep.  
Coming Soon
- Badge Buddy & Reel**  
Designed to wear with your ID badge. English on one side and Spanish on the other, it allows hospital and other health care professionals to easily introduce safe sleep discussions. Badge & reel sold separately.  
Badge SKU: 98654  
Reel SKU: 98655
- 12 Steps 11x17 Poster**  
Large poster with 12 Steps for Safe Sleep based upon the 2022 AAP Recommendations. Double sided English and Spanish.  
SKU: 99923
- Safe Sleep Message Pen**  
Cribs for Kids branded pen with safe sleep message window showcasing rotating tips to keep babies sleeping safely as you click the pen.  
English SKU: 70386  
Spanish SKU: 27748

**Recommended for Caregiver Education**

- Sasha & Sammi Toy Kit**  
Perfect for providing safe sleep demonstrations to caregivers without needing a full-size portable crib.  
Sasha SKU: 16353  
Sammi SKU: 16352
- 12 Steps 8.5x11 Poster**  
Poster with 12 Steps for Safe Sleep based upon the 2022 AAP Recommendations. Double sided English and Spanish.  
SKU: 99922
- 12 Steps Doorhanger**  
Doorhanger with 12 Steps for Safe Sleep based upon the 2022 AAP Recommendations. Double sided English and Spanish.  
SKU: 99921

**Recommended for Certified Hospitals**

- Photo Magnet**  
Display baby's photo inside a magnet border with the ABCs of Safe Sleep. The center magnet section can be removed and baby's name, birthday, and birth weight can be recorded.  
English SKU: 53267  
Spanish SKU: 79782
- Sleep Baby Safe & Snug**  
A classic bedtime ritual experienced through a baby's eyes, this book conveys safe sleep practices in a gentle, rhythmic way. A perfect gift for new families, it was created for Charlie's Kids Foundation, whose mission is educating families about SIDS prevention.  
SKU: 65870 (English)  
SKU: 44663 (Spanish)

**Safe Sleep Product**

- Cribette**  
A playard designed for both safety and fun, the Cribette™ promotes safe sleep habits by providing a cozy, solo space for your little one. The Safe Sleep Message Fabric - Alone, on my Back, in a Crib - makes the Cribette a constant safe sleep educational reminder.  
English SKU: 92024  
Spanish SKU: 83208
- Snoozzette**  
The Cribs for Kids Snoozzette™ is a wearable blanket available in premium microfleece or cotton that provides an alternative to loose blankets that could pose a safety hazard to your baby. Available in various sizes and colors.  
View page 5 for SKUs
- Swaddlette**  
The Cribs for Kids Snoozzette™ is a wearable blanket available in cotton that provides an alternative to loose blankets that could pose a safety hazard to your baby. Available in one size. ABC Splash Print.  
SKU: 39424
- Snapette**  
The Cribs for Kids Snoozzette™ is a wearable blanket available in cotton that provides an alternative to loose blankets that could pose a safety hazard to your baby.  
English SKU: 61295  
Spanish SKU: 99880
- Safe Sleep Survival Kit**  
Cribs for Kids® has designed the perfect kit to equip parents and caregivers with everything they need for practicing infant safe sleep.  
View page 10 for SKUs

\*All Products Subject to Availability

# Applying, Earning & Managing Certification

[www.cribsforkids.org/apply-manage/](http://www.cribsforkids.org/apply-manage/)

- **Cribs for Kids Reviews within 30 Days**
- **Applications Expected to Close within 90 days**
- **Congratulations & Compliance**
  - Award Plaque
  - Map of Certified Hospitals
  - Electronic Bronze, Silver, or Gold Seal
  - Sample Press Release
  - First Friday E-Newsletter
  - Annual Compliance Report & Current Contacts
    - *Upgrade with Annual Report thru end of Year 2*



# Connecting with Your Community

## Within the Hospital, Beyond the Units

- **Safe Sleep Display & Materials**
  - Lobby, Gift Shop, Cafeteria
  - Outpatient or Medical Building Lobbies
  - Provider Offices
- **Post-Clinical Student Rotations**
  - Assign Safe Sleep Ambassador in Advance
- **All Employee Hospital Wide Non-Clinical Module**
- **Hospital Produced Publications & Community Education**
- **Social Media including Clear the Crib**



# Connecting with Your Community

## Outside the Hospital: Associated Professionals & Agencies

- **Associated Professionals - Education Outreach**
  - Doulas, Home Visiting Nurses, Midwives
  - First Responders Coming to Your ED
- **Outreach to Childcare Providers**
  - Promote Safe Sleep Ambassador (Advanced Module on Deck)
- **Collaborate with Like-Minded Agencies**
  - WIC, Healthy Start, Healthy Mothers/Healthy Babies, Nurture PA
  - Diaper, Formula, and Food Banks, Immigrant Resources, Foster Care Agencies
- **Connect with Your Area's Managed Care Organization**
  - Strong Participation Across Pennsylvania



# Connecting with Your Community

## Outside the Hospital: Community Gathering Spots & Events

- Presence in Municipal Buildings, Rec Centers, Public & School Libraries, and Houses of Worship
- Connect with Shopping Centers & Family Restaurants
  - Rest Room QR Code Signage
- Attend Scout Meeting, Community & Sporting Events
  - Tabling or Teaching
- Contact Chambers of Commerce and Rotary
  - Learn of Events
  - Fundraising Opportunity



# Take Advantage of Local Media

- **Free Public Service Announcements & Outdoor**
  - Radio, Television, Cable Community Channel
- **Free Local Podcast & Influencers**
- **Free News Feature**
  - October Safe Sleep Month
  - When Tragedy Strikes
  - TV, Radio, Print
- **Targeted Media Buy with Hospital or Other Support**
  - Electronic (TV, Radio, Cable)
  - Print (Newspaper, Magazine)
  - Outdoor (Billboards, Bus Boards & Shelters)



GOOD MORNING LAS VEGAS

ABC'S OF SAFE SLEEP

- A stands for ALONE
- B stands for BACK
- C stands for CRIB



6:40 84° 13 ACTION NEWS

U.S. NEWS WHITE HOUSE FORMS NEW TASK FORCE TO COMBAT O

**BABY SLEEP GUIDELINES**  
SOURCE: AAP

- Sleep on their backs
- Firm, flat surface
- Do not add soft items to crib
- Same room as parents for first 6 months
- No sleep products with more than a 10-degree incline



9:46 67° FOX 8

SAFE SLEEP GUIDELINES

# Sample Creative Available



Thank you!

**Questions?**

**We'll See You in the Breakout Session!**

or

via email

[dgeorge@cribsforkids.org](mailto:dgeorge@cribsforkids.org)

[hospitalcertification@cribsforkids.org](mailto:hospitalcertification@cribsforkids.org)

[info@cribsforkids.org](mailto:info@cribsforkids.org)



**Cribs  
for Kids®**

Helping every baby sleep safer





# See You Soon – Until Then: Resource Reminder

## Cribs for Kids Safe Sleep Ambassador

A free, non-clinical online  
Infant Safe Sleep Training



## Cribs for Kids Safe Sleep Academy

A free Infant Safe Sleep  
educational website for  
parents



## Cribs for Kids Safe Sleep Video Library

A free library of Infant Safe  
Sleep educational videos  
for parents

