

#### Blast-Communication!

### Public Health, First Lady to Launch Safe Sleep Campaign; Will Provide Bassinets to New Moms & Instruction Before They Return Home

Tomorrow, Georgia First Lady Sandra Deal will announce the Georgia Safe Sleep Campaign developed by the Georgia Department of Public Health, and several partner organizations including the Georgia AAP. The campaign will focus on evidence-based recommendations for Safe Sleep established by the AAP, commonly referred to as the “ABCs of Safe Sleep”: **A**lone, on their own sleep space, on their **B**acks, and in a **C**rib – the surface should be firm and covered with a tight-fitting bottom sheet made specifically for the crib. No blankets, quilts, crib bumpers, toys or any objects should be in baby’s sleeping space.

Each year in the U.S., more than 4,000 infants, without a prior known illness or injury, die suddenly and unexpectedly from causes attributed to the sleep environment. As of 2014, Georgia averaged three infant deaths per week due to sleep-related causes, which are mostly preventable.

The campaign will focus largely on hospitals to educate parents about safe sleep environments and ensure they see proper sleeping practices modeled in hospitals. Hospitals will begin a hospital Safe to Sleep program in their birthing centers; in making this pledge to educate new parents and caregivers on safe sleep practices, hospitals will receive a supply of “This Side Up” infant gowns, board books, and a supply of Fold’n Go™ Travel Bassinets to give away to families deemed at-risk. *See photo below.* The bassinets can be used up until 3-4 months of age or when the child is approximately 15-20 lbs. Caregivers are to discontinue use when the infants begins to push up on their hands and knees – whichever comes first.

As a reminder, the current AAP Bright Futures provides sample questions for parents for the pediatrician’s anticipatory guidance on safe sleep. These include: *What have you heard about how babies should sleep? Where will your baby sleep? What have you heard about bed sharing or room sharing? What type of bassinet or portable crib will you be using? etc.*



If you have any questions or for further information, contact Fozia Khan Eskew at the Georgia AAP at [feskeaw@gaaap.org](mailto:feskeaw@gaaap.org) or by phone at 404-881-5074.