

Safe Sleep Certified Hospital Notes

Cribs for Kids 1st Friday Update - April '23 - Vol.3, #9

APRIL FEATURE: INFANT SAFE SLEEP EDUCATION

Free Education - Safe Sleep Ambassador Update Available

Announced during our March Safe Sleep Champion Webinar, we updated our **Safe Sleep Ambassador** education module to align with the **2022 AAP Safe Sleep Recommendations**.

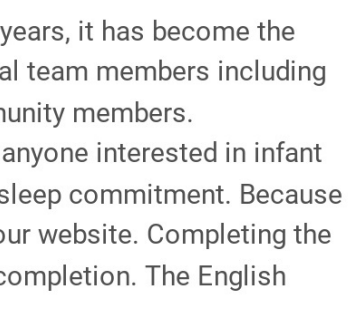
What is Safe Sleep Ambassador?

To provide free safe sleep education to community members everywhere, about five years ago Cribs for Kids developed the **Safe Sleep Ambassador Educational Outreach Program**. Over the past few years, it has become the cornerstone of Cribs for Kids free safe sleep education for non-clinical team members including parents, grandparents, baby sitters, nursing students, and other community members.

Safe Sleep Ambassador is an online, self-paced module designed for anyone interested in infant safe sleep, whether for themselves or to support others in their safe sleep commitment. Because it's online, it is accessible via any Internet enabled device by visiting our website. Completing the education requires a brief post-test, which generates a certificate of completion. The English version is available now with the Spanish version coming soon.

We welcomed nearly 16,000 **Safe Sleep Ambassadors** in 2022. Right now, over **32,000** people have completed it since 2018. Help us reach our 25th anniversary goal of having **50,000 Safe Sleep Ambassadors** this year!

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



New for 2023: 12 Steps for 12 Months of Safe Sleep

Those using our most recent printed education are familiar with our earlier 9 Steps for Infant Safe Sleep. With the release of the 2022 AAP Safe Sleep Recommendations, we turned to those steps and felt we could support the importance of infant safe sleep for the first 12 months with these AAP updates. Our focus was on concise, positive messaging, using an action word for each step, and continued the use of an easily identifiable icon.

The 12 Steps for 12 Months of Safe Sleep are 2-sided

English/Spanish and available in:

- **11x 17 Poster**
 - Great for rooms, on the unit, in elevators, offices, community areas.
- **8 1/2 x 11 Flier**
 - Perfect for education and discharge folders, community events, safe sleep classes, and home visiting.
- **Door Hanger**
 - Ideal to keep in diaper bags for transition of care conversations or on the doorknob of the room shared with parents so those caring for baby can support the family.
- **Crib Card** (coming soon)
 - Designed for use in the hospital to support the safe sleep care health care team members model for families.

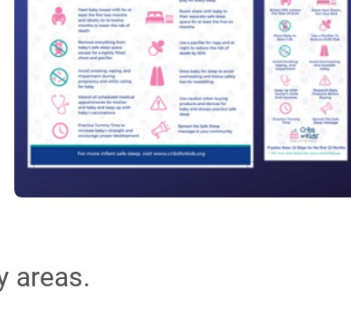
The new 12 steps for 12 months pieces are available for purchase in our partner store. Purchasing our safe sleep education, our Cribette, and other safe sleep products supports our free programs like our webinars, public safety initiative, and hospital certification program.

If you have a username and log in for our store, you can view and order these new items. If you have never ordered from us before, we offer a generic username and log in to view items, but you will need a unique log in to place an order. Instructions for this are on the store landing page.

Partner Store: <https://cribsforkids.myaccountportal.com/login>

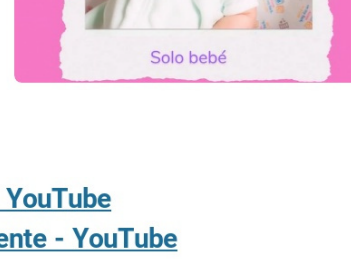
Generic Username: hospitalcertification@cribsforkids.org

Generic Password: infantsafesleep



Just Baby: A Safe Sleep Lullaby - Available in Spanish

As announced in our February Safe Sleep Champion Webinar and released in last month's e-newsletter, our efforts to change the culture surrounding safe infant sleep, led us to [Songfinch](#), asking if they could create a custom safe sleep lullaby for us. The safe sleep story is song worthy and worth sharing! We chose the artist Amitra Soon to create **Just Baby** and were overjoyed with the results. For the Spanish version, **Solo Bebé**, we chose the artist Katiana Vila. We hope you find it joyful and educational.



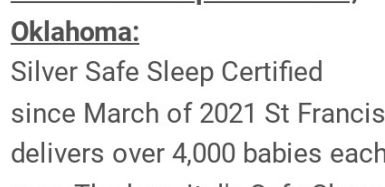
English Video: [Just Baby: A Safe Sleep Lullaby - YouTube](#)

Spanish Video: [Solo Bebé: Arrullo de Dormir Seguramente - YouTube](#)

Safe Sleep Academy Video Resources: <https://www.safesleepacademy.org/video-library/>

Your Hospital Website: Infant Safe Sleep Education

Certified hospitals are to provide safe sleep education on the hospital website. Announced in early 2022 and effective with annual compliance report submissions in 2024, this requirement promotes safe sleep culture and community awareness. Details are found on Page 7 of the Certification Manual with additional support and examples provided in the Hospital Certification Tool Kit. We also feature hospitals' effort quarterly in the e-newsletter. Here are just three of the many who are doing such a great job with this important requirement.

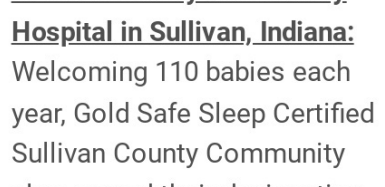


Accessible and Downloadable

St. Francis Hospital in Tulsa, Oklahoma:

Silver Safe Sleep Certified since March of 2021 St Francis delivers over 4,000 babies each year. The hospital's Safe Sleep Champions, Jennifer Ryan and Kelsey Jones, did a great job ensuring infant safe sleep education is easily available on their hospital's website. This information sits alongside the array of infant support education offered to families from the hospital. In addition, the page includes links to downloadable education including a guide with QR codes and a caregiver card.

<https://www.saintfrancis.com/services/womens-health/maternity-care/postpartum-and-newborn-care/>

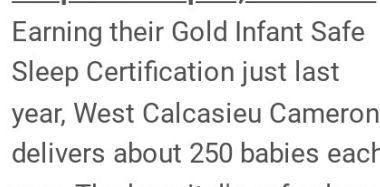


Linking to Existing Resources

Sullivan County Community Hospital in Sullivan, Indiana:

Welcoming 110 babies each year, Gold Safe Sleep Certified Sullivan County Community also earned their designation in March 2021. Like St. Francis, their safe sleep champions, Jana Smith and Amy Drury, did a great job ensuring safe sleep information is easily accessible on the hospital website. Rather than create education, visitors to Sullivan's website are linked to reliable resources- their state health department, Cribs for Kids, and the NICHD. This is an efficient and meaningful way to meet the requirement. Sullivan also uses this page to promote their Safe Sleep Hospital Certification.

[Safe Sleep Obstetrics & Nursery - Sullivan County Hospital \(schosp.com\)](#)



Efficient Simplicity

West Calcasieu Cameron Hospital in Sulphur, Louisiana:

Earning their Gold Infant Safe Sleep Certification just last year, West Calcasieu Cameron delivers about 250 babies each year. The hospital's safe sleep champions, Christa O'Neal and Jessica Buxton, took a simple, but innovative approach to include infant safe sleep education on their website. Visiting the hospital's landing page and typing "safe sleep" in the search bar, takes you to a dedicated page that includes a brief overview of SUID and SIDS and promotes their safe sleep certification designation. The safe sleep education is provided by using a large image of our 9 Steps to Safe Sleep (which we know will be updated soon to 12 steps).

What a great idea!
[Safe Sleep | West Calcasieu Cameron Hospital \(wcch.com\)](#)

Note: Hospital-Wide All Employee Education Module

Last fall, Cribs for Kids Hospital Certification Program released the **Hospital Wide All Employee** education module. This module is optional and is designed for non-clinical employees. This education can be used in two ways. First, it can be implemented as an alternative to hospital use/distribution of wearable blankets. For hospitals facing a budget-barrier with wearable blanket implementation, this module removes that barrier. In this case, the module needs to be completed by every employee of the hospital. Alternatively, for hospitals able to use wearable blankets without a budget burden, the hospital wide module can be used as one of its two annual community outreach channels. Again, this is for all employees- from accounting to environmental services, from security to dietary, in collaboration with HR. Details are in the Certification Manual and the module is housed on the Tool Kit. This education may also supplement training of healthcare team members providing infant care.



Manual: <https://cribsforkids.org/manual-guides/>

Tool Kit: <https://cribsforkids.org/toolkit-resources/>

Questions: hospitalcertification@cribsforkids.org

Free Safe Sleep Champion Webinar Series Continues

Those following us on social media, receiving our partner emails, or reading this certified hospital e-newsletter each month, you likely know **Cribs for Kids** is marking its **25th anniversary** throughout 2023. Included in this celebration is our free monthly **Safe Sleep Champion Webinar** series. Each webinar we talk with a safe sleep champion working to eliminate preventable sleep related infant deaths and injuries. We invite safe sleep advocates and supporters such as you to join us live or watch the recorded webinar.

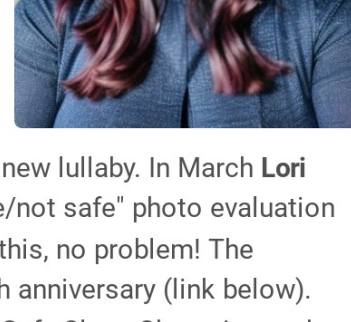
We kicked off the series in January debuting our 25th anniversary video, February we welcomed **Dr. Michael Goodstein** and debuted our new lullaby. In March **Lori Winkler MSN, RN, TNS, CPEN**, shared her incredibly informative "safe/not safe" photo evaluation exercise, and we shared our updated education. If you missed any of this, no problem! The recorded-live webinars are available on the page dedicated to our 25th anniversary (link below).

At the close of each webinar, we announce the next month's featured Safe Sleep Champion and open registration that webinar. On **Tuesday, April 25th, at 12:00 PM EST, Michelle Barry** joins us for, **Infant Safe Sleep Products - If It's For Sale, It's Safe, Right?**

Launched in 2020, Michelle is the president of **Safe Infant Sleep**. Michelle is a member of ASTM, sitting on several of the juvenile product subcommittees which create and update safety standards for products such as infant sleep spaces. Her most recent ASTM endeavor is as co-chair of the Wearable Blanket subcommittee, collaborating to create a safety standard for swaddles and wearable blanket products. Devon and Michelle will be talking about the Safe Sleep for Babies Act, product recalls and staying up to date, along with how to report incidents or violations.

Register for the April 25th Webinar or View Past Webinars:

<https://cribsforkids.org/25th-anniversary/>



Join Cribs for Kids at 2023 AWHONN Convention

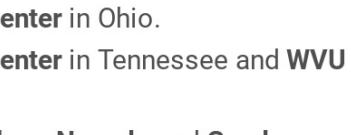
Cribs for Kids is excited to attend this June's AWHONN Convention in New Orleans. We are looking forward to connecting with the nurses who are the bedrock of our Safe Sleep Hospital Certification program. If you or a team member are also attending, we hope you'll visit **Booth #655** to say, "Hello!". Devon and Kaylee will be there, answering questions about our programs and sharing our newest infant safe sleep education and hospital support tools.



Convention Information: [AWHONN Convention](#)

March Sleep Hospital Certification Awards

Congratulations to our hospitals earning Infant Safe Sleep Hospital Certification in March along with those earning an upgrade to Gold using the opportunity presented by the annual compliance report process.



Gold Awards:

- Initial Certification awarded to **Firelands Regional Medical Center** in Ohio.
- Second 5-Year Certification awarded to **ParkWest Medical Center** in Tennessee and **WVU Medicine Children's Hospital** in West Virginia
- Gold Upgrade Awarded to **University Medical Center of Southern Nevada** and **Good Samaritan Hospital** in Indiana

Silver Award:

- Second 5-Year Certification awarded to **Baptist Health Medical Center-Stuttgart** in Arkansas.

Bronze Award:

- Second 5-Year Certification awarded to **Ouachita County Medical Center** in Arkansas.

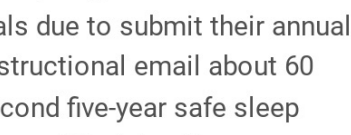
Congratulations to Each of our March Certified & Upgraded Hospitals.

Visit our Ever-Expanding Map of Certified Hospitals:

<https://cribsforkids.org/hospitalcertification/>

One More Thing: Submittable Update

On January 6th, we launched our web-based hospital certification management system using the software platform, Submittable. It's a big change for Cribs for Kids and for our nearly 500 actively certified safe sleep hospitals. This is where hospitals will apply for certification, whether for the first time or for a second five-year designation. This is for both individual hospitals and for system-wide applications. Annual compliance reports and upgrade applications are also managed through Submittable. A big thank you to those diving in! You've submitted 31 applications (27 individual, 4 system), 140 General Contact forms with 77 completed annual reports and 16 in progress. Way to go!



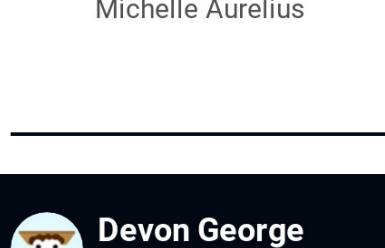
If you haven't created your Submittable account, not to worry. Hospitals due to submit their annual reports by the end of their anniversary award month will receive an instructional email about 60 days in advance of that deadline. Hospitals due to submit for their second five-year safe sleep certification will receive an instructional email about 90 days in advance of that deadline.

Hospitals can create their account any time linking via the Application & Management Page:

<https://cribsforkids.org/apply-manage/>

April Fun Foto Feature

We wanted to share our own Fun Foto this month! Devon works in our Pittsburgh, PA, headquarters while Kaylee works remotely. They don't often get to see each other in person, but Cribs for Kids' March **Women of Achievement** event along with a PQCNC meeting in Raleigh, North Carolina, gave them two opportunities to do so! They also connected with the PQCNC leaders, the team from **North Carolina Office of the Chief Medical Examiner**, and the safe sleep champion nurses from gold certified, **Carolina East Medical Center**.



At PQCNC

Devon George-Kaylee
 Fagundes-Lisa Mayhew-Murphy
 Jones-Dr. Marty McCaffrey-Dr.
 Michelle Aurelius



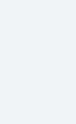
Women of Achievement Evening

Devon George & Kaylee
 Fagundes



At PQCNC

The Safe Sleep Champion
 Nurses from Carolina East
 Medical Center



Devon George

Devon is using Smore to create beautiful newsletters