

Safe Sleep Certified Hospital Notes

Cribs for Kids 1st Friday Update -Mar '24-Vol.4.8

Cribs for Kids Conference - Agenda Preview & Registration



We are so excited to host our **8th National Infant Safe Sleep Conference** from **Tuesday, May 7th - Friday, May 10th, 2024**. Like the our 2022 conference, this one is being held virtually to remove travel and budget barriers, ensuring collaboration among committed, like-minded colleagues. **Early bird registration is available through Friday, March 15th, 2024.**

When you see the preview agenda, you'll see why we are so excited. We have sessions dedicated to **Hospital Initiatives** and **Public Safety Initiatives, Research & Data, Community**

Collaborations, and **Safe Sleep Messaging & Behavior Change**. We are highlighting product safety with plenary sessions from Consumer Reports and **Consumer Federation of America**. You won't want to miss learning about the work of Dr. Erin Mannen and **Biomechanics of Inclined Sleepers**. As always, our conference offers the opportunity to interact with members of the **AAP's Task Force** and hear new information from **Drs. Moon, Goodstein, and Hauck**.

Watch Our Video, Preview the Agenda, and Register Here: <https://cribsforkids.org/conference/>

Research Feature: February Published Study Along with Responses

Published in the latest issue of **Pediatrics** this article is worth discussing in huddle and in the hospital's safe sleep committee meeting. We are sharing the article here along with a couple of takeaways.



Characteristics of Sudden Unexpected Infant Deaths - 2/20/24

<https://publications.aap.org/pediatrics/article/153/3/e2023061984/196646/Characteristics-of-Sudden-Unexpected-Infant-Deaths>

Response - AAP News

<https://publications.aap.org/aapnews/news/28213/Study-Most-infants-who-died-unexpectedly-had?autologincheck=redirected>

Response - Science-Based Medicine

[More Evidence that Ignoring Safe Sleep Advice Puts Babies at Risk of Unexpected Death | Science-Based Medicine \(sciencebasedmedicine.org\)](https://sciencebasedmedicine.org/more-evidence-that-ignoring-safe-sleep-advice-puts-babies-at-risk-of-unexpected-death/)



Program Highlight: Cribs for Kids & Managed Care Organizations

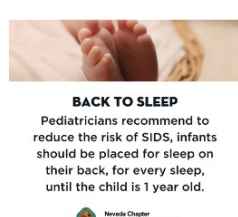
Cribs for Kids offers safe sleep resources beyond our products, education, and hospital certification program. One of these is our **Managed Care Organization (MCO) Program**. We work with the MCO to identify a range of incentives, design MCO-branded elements including an e-commerce website tailored for its members. Then expectant moms receive items by going to their pre-natal appointments. Here's how the program progresses:

- 1. Strategic Collaboration** - Cribs for Kids collaborates with each MCO to identify and develop a range of product incentives. Expectant moms earn these incentives by attending their prenatal appointments.
- 2. Expanded Product Offerings** - Incentives span the Cribs for Kids product line, including Cribettes, wearable blankets, and Baby Shower in a Box. We also provide products from our direct-to-consumer Etteccetera line, including breast pumps, 3-in-1 potty solutions, diaper bags, and bath items. We even offer car seats, strollers, and highchairs.
- 3. Custom Branded Experience:** Once the product selection and incentives are agreed upon, Cribs for Kids develops a custom-branded e-commerce website, tailoring it to the MCO and its members. We also manage shipping methods.
- 4. Promoting Prenatal Care:** MCOs promote prenatal care as the pathway to earn these items. Once earned, moms and families conveniently shop online at the Cribs for Kids designed custom site, selecting their items that are shipped directly to their homes.
- 5. Education and Support:** In addition to earning products expectant moms receive crucial infant safe sleep education before delivering.

With over 20 MCOs, our Cribs for Kids program reaches families across the country including **Alabama, Illinois, Louisiana, Michigan, Mississippi, New Hampshire, Nevada, Oregon, Pennsylvania, Virginia, and West Virginia**. We welcome referrals to grow this program as part of our shared mission to reduce unsafe sleep deaths and injuries.

More Information: <https://cribsforkids.org/managed-care-organization/>

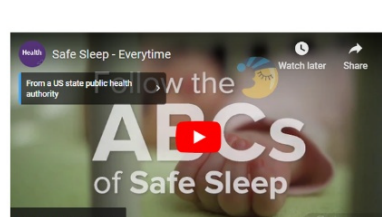
Infant Safe Sleep Across the Country



AAP Collaboration in Clark County, Nevada

Clark County Department of Family Services teamed up with the Nevada Chapter of the AAP to spread awareness about safe sleep and steps to protect baby. Their website includes English and Spanish downloadable and viewable education along with links to other resources.

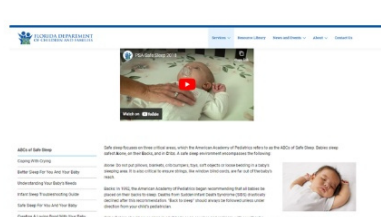
https://www.clarkcountynv.gov/residents/family_services/safe_sleep.php



New York State's Expanded Commitment

New York state released updated safe sleep education materials, resources, and a tool kit. One of our Cribs for Kids Team nurses even saw a safe sleep video on the monitors in a rest stop along a New York state highway!

<https://www.health.ny.gov/diseases/conditions/safesleep/>



Florida Department of Children & Families

Last year Florida launched an eight-county safe sleep effort working to certify hospitals and support families in these targeted regions. Alongside this campaign, Florida's Department of Children & Families expanded their online safe sleep tools and resources.

<https://www.myflfamilies.com/services/child-family/child-and-family-well-being/safe-sleep#>

February Safe Sleep Hospital Certification Awards

With the extra day last month, it seems we were able to have a record setting February awarding hospitals with their well-earned Safe Infant Sleep Hospital Certification. Thank you to your nurses' and health care team members' for their commitment.

February Initial Five-Year Certification Awards:

- Gold - **Ascension St. Alexius Women & Children's Hospital** in Illinois and **Ochsner LSU Health Shreveport Monroe Medical Center** in Louisiana
- Bronze - **Cambridge Health Alliance** in Massachusetts and **Sanford Vermillion Medical Center** in South Dakota.

February Second Five-Year Certification Awards:

- Gold - **CarolinaEast Medical Center** in North Carolina.
- Silver - **Holy Family Hospital** in Washington.
- Bronze - **Methodist Hospital Hill Country** in Texas, **Stillwater Medical Center** and **Jackson County Memorial Hospital** both in Oklahoma.



Find All of Our Certified Hospitals on our Searchable Map:

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

March Fun Foto Feature - Baby Sleep Day

Thank you to partners, hospitals, and **#normalizesafesleep** groups for providing Cribs for Kids images and products in their social media posts for March 1st **Baby Sleep Day**. Here are just a few. You can visit their sites to learn more or follow them on social media. Like Cribs for Kids, you'll find great safe sleep content to support your hospital's safe infant sleep efforts.



Nurture PA
www.nurturepa.org



Generate Health STL
www.generatehealthstl.org



Safe Infant Sleep
www.safeinfantsleep.org

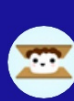
One More Thing: Advisory Board Reminder

Advisory Board Nominations Open through March 15th

As announced in last month's e-newsletter, Cribs for Kids is forming an Advisory Board. We welcome nominations from around the country-- Childcare Experts, Public Safety Professionals, Doulas, OBs, Community Educators, Policy Experts, Coroners, and Loss Families. To nominate someone, just email hospitalcertification@cribsforkids.org, using the subject line, **'Advisory Board Nomination'**. Be sure to include their name, profession/expert area along with their contact information and brief background or LinkedIn.



Nominations Accepted through Friday, March 15th, 2024.



Devon George

Devon is using Smore to create beautiful newsletters