

Safe Sleep Certified Hospital Notes

Cribs for Kids 1st Friday Update - May '23 - Vol. 3, #10

MAY FEATURE: INFANT PRODUCTS

New: Online Cribs for Kids Product Catalog

Cribs for Kids is excited to debut our online **Partner Catalog**. Historically, those interested in supporting Cribs for Kids by purchasing our infant care products, needed a username and log-in just to view our available items. While this user name and password will still be required to place an order, now anyone can click on the product **Partner Catalog** link and flip through the pages to see all the terrific, value-priced infant care items available for purchase to support our free programs! As you click on the link, you'll see our core products including our **Cribette** pack 'n play, **Snoozette** and **Swaddlette** wearable blankets, **Snappette** onesie, and **Snugette** infant carrier. You may be surprised to see how many other products we offer-- from car seats, strollers, and highchairs to pacifiers, safety and grooming kits, bathing items, and breastfeeding support. Flipping through the Partner Catalog pages you'll find our kit options like the **Safe Sleep Survival Kit**, our **Baby Shower in a Box**, and **Safe Sleep Sammi/Sasha Toy Kit**. Our new **12 Steps for 12 Months of Safe Sleep** education pieces are also shown in the **Partner Catalog**. The SKU number for each item is referenced on the pricing guide.



To place orders for your hospital, clinic, or agency, visit the "Store" to create your username and password. Thanks to the support of **Pitt-Ohio Express** free shipping on most items with minimum quantity requirements is available across nine states and in parts of five others. If you need a price quote including shipping and handling, you can request that prior to placing the order. More details on how to request a quote are available on the "store" landing page when you create your login. In the meantime, we hope you'll flip through our new catalog when you are considering purchasing infant products for your agency or hospital.

Quick note: If you'd like to buy something in our catalog for yourself, friend, or family member, you can do so via our direct-to-consumer site, **Etteccetera**.

Link to Product Catalog: <https://cribsforkids.org/partner-product-catalog/>
Link to Store for Order Placement: <https://cribsforkids.myaccountportal.com/login>
Link for Personal Shopping: www.etteccetera.com

Products for Safe Sleep Certified Hospitals

Our new product catalog features two pages of items highlighted to support our **Infant Safe Sleep Certified Hospitals**. As you click to the final pages of the catalog, you'll come to two pages with the heading **"Recommended for Certified Hospitals"**. Here you'll see items exclusively for hospitals like award plaques, photo placards, crib cards (*coming soon*), badge buddies, and badge reels. Also listed are items like our new 12 Steps education pieces, pens, toy kits, and wearable blankets. We include our **Cribette** pack 'n play. It can be safely used on the unit or in the ED, -- easily cleaned and stored for reuse as per infection control protocols. Shipping and ordering information is as noted earlier in the newsletter.



Link to Partner Catalog: <https://cribsforkids.org/partner-product-catalog/>
Link to Partner Store: <https://cribsforkids.myaccountportal.com/login>

Product Edition: 25th Anniversary Webinar

On Tuesday, April 25th, **Michelle Barry**, president of **Safe Infant Sleep**, joined Program Officer, **Devon George**, for our free webinar, **"Infant Safe Sleep Products -- If It's For Sale, It's Safe, Right?"** Devon and Michelle had a great conversation covering topics like The Safe Sleep for Babies Act, the new federal safety standard for crib mattresses, and the far too many products available for purchase that are unsafe for infant sleep. Michelle also talked about her experience as a member of several ASTM infant product committees including her most recent endeavor as co-chair of the Wearable Blanket Subcommittee working to create a safety standard for infant swaddles and wearable blankets. Michelle also provided information on staying up to date on product recalls and how to report the sale of products banned from the market.



Join us for our Safe Sleep Champions Webinar Series

You can watch this product-focused webinar, along with our other webinars marking Cribs for Kids 25th anniversary, on our webpage dedicated to this effort. You can also sign up for our next webinar scheduled for Thursday, May 25th, at noon EDT.

Link to 25th Anniversary Webinars: <https://cribsforkids.org/25th-anniversary/>

Recalls & Reports: Receive Notices or Make Reports

To receive **product recall notices** via email, simply visit this link and complete the required fields. You'll receive real time emails advising of unsafe product recalls:

<https://www.cpsc.gov/Newsroom/Subscribe>

To **report the sale** of unsafe sleep products, like bumper pads or inclined products for sleep, click this link and complete the required fields to submit your simple report:

<https://saferproducts.gov/>



The Snoo: Making Sense of Its FDA Approval

On March 30, 2023, the FDA granted the De Novo application of Happiest Baby's **SNOO Smart Sleeper** bassinet plus the **SNOO** sleep sack are jointly used as an **infant supine sleep system**. It is an over-the-counter device intended for use by caregivers of infants from birth to 6 months that are not yet able to roll over consistently to facilitate a supine position during sleep. To help patients who may be able to afford this sleep system, Cribs for Kids has included links to two articles of merit.

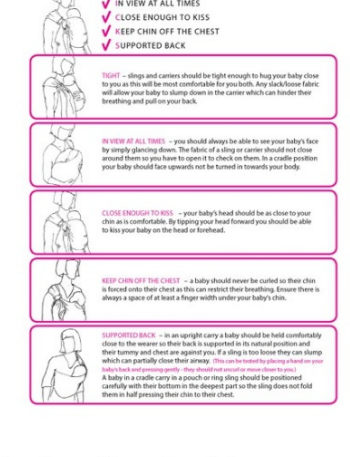


- From UVA: <https://blog.uvahealth.com/2023/04/05/what-snoos-fda-approval-means/>
- From the Medical Social of Virginia: <https://www.msv.org/blog/news/snoo-is-granted-fda-de-novo-approval-for-keeping-sleeping-babies-safely-positioned-on-the-back/>

Safe Baby Wearing from Snugette to Slings

There are many products offered for babywearing-- from slings to wraps to carriers, like Cribs for Kids **Snugette** infant carrier. As with all infant products, these items need to be used safely, following the manufacturer's instructions. Often, with sling products that might be gifted or shared among friends, instructions may not be provided. To ensure safety and to prevent unsafe sleep deaths associated with the use of babywearing products, the SIDS Task Force included this statement in their 2022 AAP Safe Sleep Recommendations: *"When infant slings and cloth carriers are used for carrying, it is important to ensure that the infant's head is up and above the fabric, the face is visible, and the nose and mouth are clear of obstructions. If the infant's head is covered to facilitate nursing, the infant should be repositioned in the sling after feeding so that the head is up, is clear of fabric, and is not against the adult's body or the sling."* An easy way to remember how to safely baby wear is to use the **T.I.C.K.S** acronym-- Tight, In view at all times, Close enough to kiss, Keep chin off chest, Supported back. To better understand the risk of unsafe baby wearing, we have provided some links below along with a link some more information on safe baby wearing.

The **T.I.C.K.S.** Rule for Safe Babywearing
Keep your baby close and keep your baby safe.
When you're wearing a sling or carrier, don't forget the T.I.C.K.S.



Safe Baby Wearing:




<https://publications.aap.org/aapnews/news/18684/Keep-babies-safe-while-in-carriers-slings?autologincheck=redirected>

Unsafe Baby Wearing Incidents:

<https://publications.aap.org/pediatrics/article/149/1/20Meeting%20Abstracts%20February%202022/2962/186550/Baby-Wearing-Injuries-Presenting-to-Emergency>

<https://publications.aap.org/aapnews/news/18684/Keep-babies-safe-while-in-carriers-slings?autologincheck=redirected>

Hospitals & Safe Sleep: Product Innovation

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|  <p>Lach's Legacy & Monument Health Hospital</p> <p>Newly certified hospital in South Dakota, Monument Health Hospital collaborated with their local safe sleep non-profit, Lach's Legacy, to creatively use coffee sleeves. For the month of October, every coffee sold in the hospital's marketplace was served with safe sleep education. Customers have a high recall rate (65-80%) of the coffee sleeve content thanks in part to how long it's viewed (about 20 minutes). What a great cost effective partnership!</p> |  <p>Lake Charles Hosts Sleep Sack Sew Day</p> <p>In its third year, the SWLA Safe Sleep Task Force in Lake Charles, LA, hosts a volunteer Sleep Sack Sew Day. Working in support of gold certified Lake Charles Memorial Hospital for Women. This great volunteer effort not only creates a cost-effective safe sleep product for families, but spreads the safe sleep message across its volunteer base.</p> <p>https://www.kplctv.com/2023/04/21/creating-safe-sleeping-environment-infants-with-sleep-sack-sew-day/</p> |  <p>Parkland Health Center: Bulb in a Cup!</p> <p>Part of the BJC Healthcare System, gold certified Parkland Health Center in Farmington, MO, is using a cup to deliver safe sleep care. The safe sleep team had the great idea to use a plastic cup with the hospital's logo to hold the bulb syringe outside of the bassinet. This solution ensures families see nothing but baby in the crib during the hospital stay while reinforcing the message across all healthcare team members. Simple, innovative solution--well done!</p> |
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April Safe Sleep Hospital Certification Awards

Congratulations to the **14 hospitals** from across the country earning Infant Safe Sleep Hospital Certification in April. We welcome 10 newly certified hospitals and 4 hospitals awarded a second five-year designation.



Hospitals Earning an Initial Five-Year Certification:

- Gold** - Homestead Hospital in Florida, Ochsner LSU Health-St. Mary Medical Center in Louisiana, Ridgeview Medical Center Waconia in Minnesota, OHSU Hillsboro in Oregon, and Houston Methodist Sugarland in Texas.
- Bronze** - AdventHealth Fish Memorial in Florida, MercyOne Des Moines Medical Center and MercyOne West Des Moines Medical Center in Iowa, Mercy Medical Center in Massachusetts, Phelps Health in Missouri.

Hospitals Earning a Second Five-Year Certification:

- Gold** - Upstate Golisano Children's Hospital in New York, Good Shepard Rehabilitation Network in Pennsylvania.
- Silver** - Franciscan Health Indianapolis in Indiana.
- Bronze** - HCA Florida Golf Coast Hospital in Florida.

Map of Infant Safe Sleep Certified Hospitals:
<https://cribsforkids.org/hospitalcertification/>

May Fun Foto Feature: Parkland Health Center

We are happy to share a Fun Foto of the Parkland Health Center Safe Sleep Team-- the creators of the Bulb Syringe Bassinet Cup solution. Their annual compliance report outlined the hospital's safe sleep challenges sharing their collaboration among nurses and providers to ensure consistent messaging and modeling. If your hospital has a success, challenge, or fun foto to share, send it to hospitalcertification@cribsforkids.org.

