



Basic Talking Points for the Safe to Sleep® Campaign

What is SIDS?

- Sudden Infant Death Syndrome (SIDS) is the sudden, unexpected death of a baby younger than 1 year of age that doesn't have a known cause even after a complete investigation.
- It is the leading cause of death among infants between 1 month and 1 year of age.
- African American and American Indian/Alaska Native babies are at a higher risk of SIDS than infants of other races and ethnicities.
- SIDS is just one type of Sudden Unexpected Infant Death or "SUID," which includes those from no clear reason, such as SIDS, and those from a known reason, such as suffocation, neglect, homicide, or other sleep-related causes.

What is the Safe to Sleep® campaign?

- The Safe to Sleep® campaign is an initiative of the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development. It is an expansion of the previous Back to Sleep campaign to reduce the risk of SIDS.
- Since the launch of the Back to Sleep campaign in 1994, the SIDS rate has dropped by more than 50 percent across all populations. However, the rate has plateaued in recent years.
- The new Safe to Sleep® campaign aims to expand upon the success of the previous Back to Sleep campaign by **reducing the risk of SIDS and other sleep-related causes of infant death.**
 - It incorporates the most up-to-date recommendations from the American Academy of Pediatrics on safe infant sleep practices.
 - It will educate parents and caregivers on ways to help reduce the risk of SIDS and other sleep-related causes of infant death.
 - It continues to spread the messages of safe infant sleep to all communities while also tailoring outreach to those communities most affected by SIDS.

What are the key messages of the campaign on ways to reduce the risk of SIDS and other sleep-related causes of infant death?

- **Always place baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.**
- **Put baby to sleep in a separate sleep area in the same room where you sleep.** If you bring baby into your bed to breastfeed, make sure to put him or her back into a separate sleep area, such as a safety-approved crib, bassinet, or portable play area when you are finished.
- **Use a firm sleep surface, covered by a fitted sheet, to reduce the risk of SIDS and other sleep-related causes of death.** Remove all loose bedding, crib bumpers, soft objects and toys.

For more information on the Safe to Sleep® campaign, go to:
<http://safetosleep.nichd.nih.gov/>