



Sudden Infant Death Syndrome: Risk Reduction, Safe Sleep Guidelines and the Cribs for Kids® Campaign

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SUID: Sudden Unexpected Infant Death

The umbrella under which falls:

- **Sudden Infant Death Syndrome**
 - **Accidental Suffocation**
 - **Entrapment**
 - **Asphyxia**
 - **Neglect**
 - **Homicide**
 - **Hypothermia/hyperthermia**
 - **Metabolic disorders**
 - **Unknown**

**Can be explained or unexplained;
natural/undetermined**



Sudden Infant Death Syndrome

ICD-9 Definition

The sudden death of an infant under one year of age which remains unexplained after the performance of a complete post-mortem investigation including:

- **autopsy**
- **examination of the scene of death**
- **review of the case history**



SIDS Facts

- **Leading cause of infant death between 1 month and 1 year of age.**
- **Highest rates in African American/American Indian/Alaska Native babies**
- **2,500 babies die of SIDS each year in U.S.**
- **Peak incidence between 2 – 4 months of age**
- **More males than females (60% to 40% ratio)**
- **More frequent in winter months**
- **Baby apparently healthy, often recent URI (50%)**
- **Usually full term; premature babies at greater risk**
- **Death occurs during a period of presumed sleep**

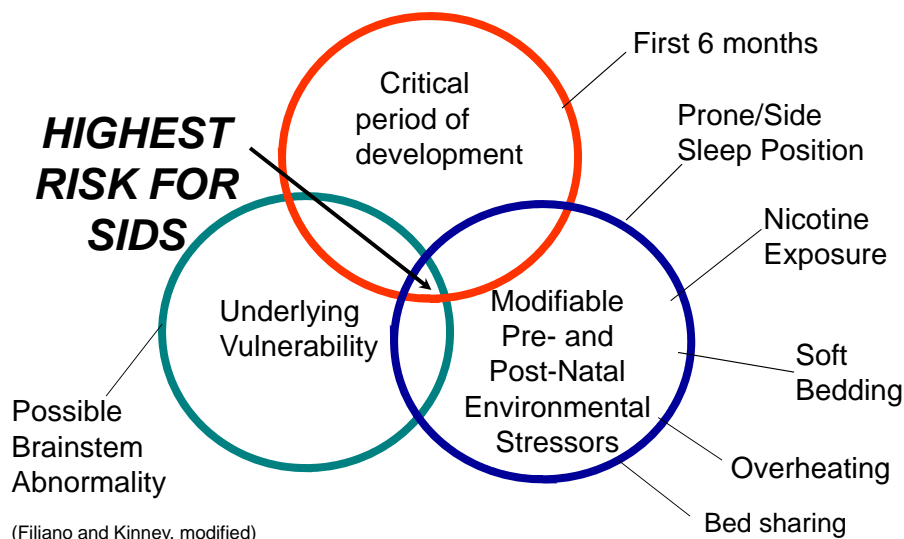


Babies at Risk for SIDS

- African American, American Indian, Alaska Native babies (2 times greater risk)
- Mothers who smoke during pregnancy (3 times greater risk)
- Babies who breathe secondhand smoke (2.5 times greater risk)
- Babies who sleep on their tummies (5 times greater risk)
- Babies put on their tummies to sleep who usually sleep on their backs (18-20 times greater risk)
- Babies who sleep with parent(s) in adult bed (40 times greater risk)



Triple Risk Model to Explain SIDS



Back to Sleep Campaign



April 15, 1992

The American Academy of Pediatrics recommended that healthy infants:

*“when being put down for sleep,
be positioned on their back or side.”*

December, 1996

A revised statement by the AAP stated:

“Back is best.”

October, 2005

*“Every caregiver should use the back sleep position
during every sleep period.”*

“Bedsharing during sleep is not recommended.”

“Offer baby a clean, dry pacifier at nap time and bed time.”

“Separate but proximate sleeping environment.”



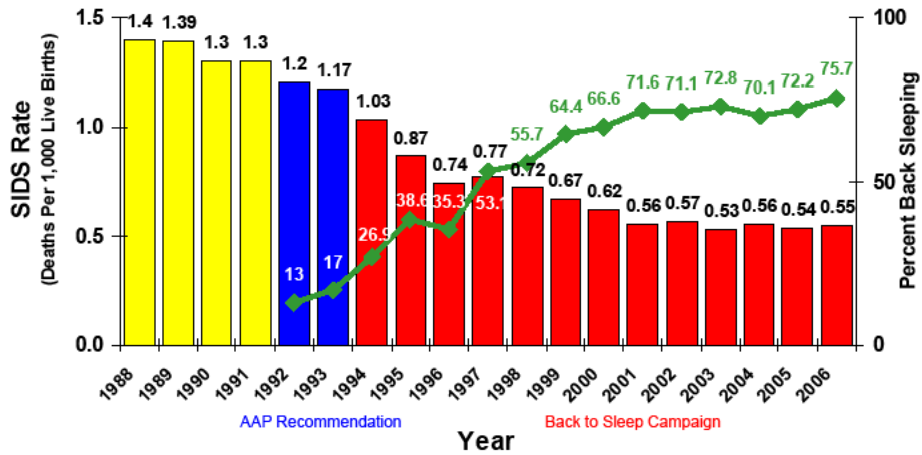
Question...?

By what percentage has the SIDS death rate decreased after the back sleeping position was recommended by the American Academy of Pediatrics in 1992?

- A. Less than 25%**
- B. Over 50%**
- C. 85%**



SIDS Rate and Back Sleeping (1988 – 2006)



SIDS Rate Source: CDC, National Center for Health Statistics,
Sleep Position Data: NICHD, National Infant Sleep Position Study.

Sleep Position for Baby (SIDS Deaths in the United States)

1992

Before

After

8,000 babies died.

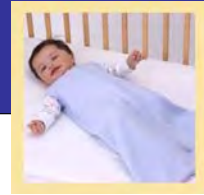


2,500 babies died.

25,000 babies' lives have been saved!



Sleep Position

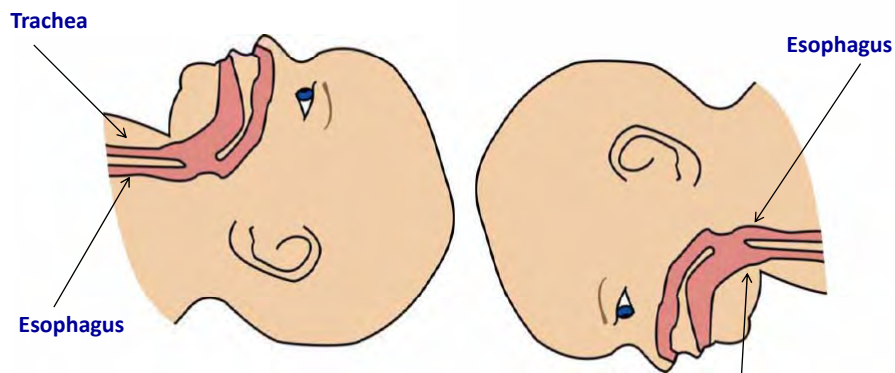


About Aspiration...

- Babies are not at a greater risk for aspiration or vomiting on their backs
- There is no evidence of an increase in aspiration or vomiting since back sleeping was recommended
- There is evidence that infants who vomit are at greater risk of choking if they are sleeping face down (AAP, 2000)



Anatomy and Physiology



In the supine position, the trachea lies on top of the esophagus. Anything regurgitated or refluxed from the esophagus has to go against gravity to be aspirated into the trachea.



Permission to use figure granted by First Candle/SIDS Alliance.

*Bed Sharing with Siblings, Soft Bedding
Increase SIDS Risk –
Chicago Infant Mortality Study, Pediatrics, May, 2003*

- **Sleeping on soft bedding:
increased SIDS risk 5 times**
- **Sleeping on the stomach:
increased SIDS risk 5 times**
- **SIDS victims were 5.4 times more likely to
have shared a bed with other children.**
- **Sleeping on the stomach on soft bedding:
increased risk of SIDS 21 times**



Question...?

The lowest risk for SIDS is conferred when the infant sleeps:

- In the same room with parents in a safe crib.**
- In a safe crib in a separate room.**
- In bed with parents.**



Where Should Infants Sleep?

Scheers, Rutherford, & Kemp

- Infants < 8 months, risk of death in cribs:
.63 deaths/100,000 infants.
- Infants < 8 months, risk of death in adult beds:
25.5 deaths per 100,000 infants.

Risk for SIDS:

Greatest if sharing a sleep surface.

Intermediate if sleeping in another room.

Least if infant sleeps in same room without bedsharing



Safe Sleep Recommendations

- The safest way for your baby to sleep is on its back, alone in a crib.
- The baby's crib should have a firm mattress, closely fitted to the sides of the crib, and a tight-fitting sheet.
- Don't over-dress or over-bundle your baby. One light cover, tucked at the bottom and sides of the crib, is enough.
- Have no pillows, bumpers, loose blankets or toys in crib.
- Never let your baby fall asleep in a bed or chair with someone who is smoking, tired, ill, or overweight.
- The baby's home should be smoke-free.
- Offer the baby a clean, dry pacifier at nighttime and naptime.
- Breastfeeding has important health benefits for babies; do it safely. When finished, return the baby to the crib.



Race and Infant Mortality

Infant Mortality in the U.S.:

African American Babies:

13.5 deaths per 1,000 live births

Caucasian Babies:

5.7 deaths per 1000 live births

% of Babies Bedsharing in an Adult Bed:

African American Babies:

41.8%

Caucasian Babies:

12%



SIDS is NOT Suffocation

Although SIDS is different from suffocation, all the measures we use for SIDS risk reduction, also help to prevent accidental deaths such as positional asphyxia, overlay, and entrapment.

These are 100% PREVENTABLE deaths!



The Ideal Safe Sleep Environment



Unsafe Sleep Environment: Falls from Adult Beds onto Soft Materlals



*Unsafe Sleep Environment:
Waterbeds*



*Unsafe Sleep Environment:
Soft Bedding*



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Unsafe Sleep Environment



What's Wrong with these Pictures?



Jennifer Lopez's nursery



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North Carolina Study of 102 SIDS Deaths 1999-2000



Source: Dept. of Pathology, Duke University Medical Center, Durham NC, Office of the Chief Medical Examiner, Chapel Hill, NC; Published in *Journal of Forensic Science*, January, 2005



SIDS Risk Factors with Regard to Sleep Position, Sleep Surface, and Bedsharing Omaha, NE Study of 10 SIDS Deaths from Jan. - June 2005



Source: Omaha World Herald series on bedsharing deaths, July 2005



*Of the 68 infant deaths between 2001-06, how many babies were in an ideal sleeping space?
(on the back, in a safe crib, no cigarette smoke, no soft bedding)*

Allegheny County, Pittsburgh, PA



Only 2!



FACT!

The overwhelming majority of babies who die from SUID/SIDS are discovered in an unacceptable sleep position or sleep location!

The overwhelming majority of babies who continue to die from SUID/SIDS are African American babies!



FACT!

**Knowing is not enough:
we must apply.**

**Willing is not enough:
we must do.**

...Johann Wolfgang von Goethe



*Components of the National
Cribs for Kids® Program!*



Cribs for Kids® Graco Pack 'n Play

**Graco 'Pack n Play®' --
\$49.99**

- Our own C4K SKU number
- Can not be returned to any retail store
- Safety approved
- Portable
- Compact
- Easy to assemble



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Cribs for Kids® Crib Sheet with Safe Sleep Message \$5.00 each



Portable Crib Sheet Design

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*Cribs for Kids® Logo Halo Sleep Sack
\$19.99 each*

HALO™ SleepSack™ Wearable Blanket

**Replaces loose blankets
in the crib, lessening the
likelihood of babies
getting blankets over or
around their face.**



*Respironic Soothie Pacifier
\$1.50*

**Soothie®
For Babies Without Teeth**

**Soothie is a premium pacifier
designed for newborns and babies
without teeth who are successfully
bottle or breastfeeding. Its one-piece
construction adheres to the American
Academy of Pediatrics guidelines.**



Respironic Pacifier



"Keep Me Safe" Photo Magnet \$.75



Safe-Sleep Survival Kit \$69.99



Public Service Announcement Infant Safe Sleep Video




Components of the Cribbs for Kids® program

- Standardized materials
 - Safe-sleep brochures, posters, etc.
 - Training manuals
 - Standardized forms
 - Grant writing language
 - Current safe-sleep literature review
 - PowerPoint presentations
- National fundraising initiatives
- Crib distribution system
- Networking opportunities
- Ongoing support



Components of the 'Cribs for Kids®' Program Application Form



**Cribs for Kids, Campaign
Application Form**

*Instructions: Print this form and fill it out in its entirety. This form and mail to Cribs for Kids, 210 River Avenue, Suite 210
Riverfront Place, Pittsburgh PA 15212. You may use additional sheets of paper if necessary.*

Name and Title of Contact Person: _____

Organization Name: _____

Address: _____

Phone: () _____ **Fax:** () _____

Email: _____ **Web Address:** _____

Tax ID# (EIN): _____ **Date of Incorporation:** _____

Scope and mission of your organization:

Describe how Cribs for Kids will further the mission and focus of your organization:

What community resources are available that will enhance the Cribs for Kids program (i.e., funding for cribs, home visiting agencies, etc.)?

Name, title and signature of authorized applicant _____ **Date** _____



Components of the 'Cribs for Kids®' Program Trademark License Agreement

TRADEMARK LICENSE AGREEMENT

THIS AGREEMENT made this ____ day of _____, 200__, by and between SIDS of Pennsylvania, a non profit organization incorporated in the Commonwealth of Pennsylvania, having offices at 210 River Avenue, Suite 210 Riverfront Place, Pittsburgh, Pennsylvania 15212 ("SIDSPA"), and _____, a _____, having offices at _____ ("Licensee")

WHEREAS, SIDSPA is the owner of the service mark "CRIBS FOR KIDS" U.S. Patent Registration No. 3,078,843 ("Licensed Mark") and has been using the mark since at least as early as November 1998 in connection with providing informational materials that include the Licensed Mark on infant safety to the public and promoting public awareness of behaviors suitable for reducing the risk of Sudden Infant Death Syndrome and providing such through arrangements with SIDSPA and with use of the Licensed Mark to encourage parents to reduce the risk of Sudden Infant Death Syndrome ("Licensed Services"); and

WHEREAS, Licensee is desirous of obtaining a license to use the Licensed Trademark for the Licensed Services in _____ ("the Territory"); Licensee represents that the Licensed Trademark has been coined, promoted and commercialized by SIDSPA in ways that attach material value to it; and

WHEREAS, SIDSPA is willing to grant Licensee a license to use the Licensed Trademark for the Licensed Services in the Territory on the terms and conditions set forth below;

NOW, THEREFORE, in consideration of the mutual promises and conditions of this Agreement, the receipt and sufficiency of which are hereby acknowledged, the parties herein, intending to be legally bound hereby, covenant, promise and agree as follows:

1. GRANT.

1.1 **Use.** SIDSPA hereby grants to Licensee a non-exclusive, non-transferable, royalty-free license to use the Licensed Trademark in the Territory for promoting and providing the Licensed Services, on the terms and conditions set forth herein. All rights not specifically granted herein are reserved to SIDSPA.

1.2 **Restrictions on Use of Mark.** Licensee shall not promote or provide or allow the promotion or provision, outside of the Territory, of any Licensed Services under the Licensed Trademark. Licensee shall make copies of the Licensed Trademark except as set forth and with the explicit advance approval by SIDSPA. Licensee shall for each such use obtain a prominent notice and show in prominent form the Licensed Trademark ownership and license by SIDSPA in conjunction with all usage of the Licensed Trademark. Licensee shall also cause the symbol "®" to appear next to the Licensed Trademark if registered in the Territory and the symbol "TM" next to the Licensed Trademark if unregistered in the Territory.

1.3 **No Attribution.** Licensee shall not copy or use any mark, logo, symbol or design that is, or is likely to be, confusingly similar to or could cause deception or mislead with respect to the Licensed Trademark.

2. TERM. This Agreement shall commence upon execution of both parties and shall be for a one year period (the "Term"), subject to either termination as provided in Paragraph 3 below. If the Licensee is not in default at the end of the Term, the Term will automatically renew.

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Components of the 'Cribs for Kids®' Program Standardized Brochures

Every year, some infants die while sleeping. Keep your sleeping baby safe.

CRIBS FOR KIDS
It's for the babies.

Babies Need Cribs Make Them Safe

CRIBS FOR KIDS
It's for the babies.

safe sleep for your baby

CRIBS FOR KIDS
It's for the babies.

Components of the 'Cribs for Kids®' Program Survey Instruments - Pre & Post Tests

Attachment A

DATE: _____

'Cribs for Kids'
CRIBS for Kids® Infant Death Syndrome and Safe Sleep Questionnaire

Parent's Name: _____ Gender: M F
Address: _____ City: _____
State: _____ Zip: _____ Telephone: _____
Baby's Name: _____ Gender: M F
Marital/Partner Relationship Status: _____ (Select)

Education Level (Years of school completed):
 Some high school
 High school graduate
 1-2 year college
 3-4 year college graduate
 Graduate school (completed degree)
 Other, please explain _____

1. Where did you hear about the 'Cribs for Kids' Program?
 Hospital My baby's doctor A Relative Media My Doctor Other

2. Where did you learn about Sudden Infant Death Syndrome (SIDS)?
 Hospital My baby's doctor A Relative Media My Doctor Other

	Never	Sometimes	Always	Always
3. Do you put your baby on his/her back to sleep?	1	2	3	4
4. Is your baby exposed to cigarette smoke in your home?	1	2	3	4
5. Do you dress your baby in as much as you would need?	1	2	3	4
6. Does your baby use a pacifier?	1	2	3	4
7. Does your baby sleep on a soft mattress?	1	2	3	4
8. Do other adults or caregivers place your baby on his/her back to sleep?	1	2	3	4
9. Do other adults or caregivers place your baby on his/her back to sleep?	1	2	3	4
10. Do you breastfeed your baby? How long have you breastfed your baby? How long do you plan to breastfeed your baby?	1	2	3	4

Attachment B

'Cribs for Kids'
Program Compliance Questionnaire

1. Are you using the back-to-sleep strategy for your baby sleep? Yes No
 Once Always

2. What way are you putting your baby down when he/she sleeps? Bed Crib
 Once Always

3. Do you keep blankets, cribs, pillows, and other soft items in your baby's sleep area? Yes No

4. Do you ever put your baby on his/her back to sleep if he/she is sleeping? Yes No

5. Do you ever use a soft, padded, mattress, blanket, or other soft items? Yes No

6. Are you ever using a baby's head, neck, or chest in the crib? Yes No

7. Have you always told your doctor/other provider after showing your baby on his/her back? Yes No

8. Does your doctor/other provider ever show you how to put your baby on his/her back? Yes No

Date Completed: _____

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Components of the 'Cribs for Kids®' Program Sample Grant Materials

Health, Science & Environment

Cribs for Kids tirelessly spreads its message of preventing infant deaths

Wednesday, January 23, 2008
By SC Daily Press Staff

Over the past year, the health, science and environment section of the *Washington Post* has featured a series of articles on the health and safety of infants and children. One of the most prominent stories in this series has been the work of the Cribs for Kids campaign, which has tirelessly spread its message of preventing infant deaths.

The health and safety of infants and children is a topic that has gained significant attention in recent years. The American Academy of Pediatrics (AAP) has issued several guidelines to help parents and caregivers keep their children safe. One of the most important of these guidelines is the recommendation to use cribs that meet the most stringent safety standards.

The Cribs for Kids campaign was founded in 1997 by a group of parents who were concerned about the safety of cribs in their homes. They discovered that many cribs on the market were not up to the most stringent safety standards. In response, they launched the Cribs for Kids campaign, which has since become a national movement.

The campaign's primary goal is to ensure that all infants and children have access to safe cribs. To achieve this goal, the campaign has taken several steps. First, it has worked to raise awareness about the dangers of unsafe cribs. This has been done through a variety of media, including television, radio, and print. The campaign has also worked to lobby for stronger safety standards for cribs.

In addition to raising awareness, the campaign has also worked to provide parents and caregivers with information about how to choose a safe crib. This information is available on the Cribs for Kids website, which is a valuable resource for parents and caregivers.

The campaign's efforts have been successful in many ways. For example, it has led to the passage of the Consumer Product Safety Act of 2007, which strengthened the safety standards for cribs. It has also led to the recall of several million unsafe cribs.

The Cribs for Kids campaign is a testament to the power of grassroots organizing. It shows that when parents and caregivers come together, they can make a difference in the world. The campaign's message is simple but powerful: every child deserves a safe crib.

Saving Babies

Experts warn that the 'Cribs for Kids' campaign is a key to saving babies

By THOMAS HANCOCK and LESLIE SCHWARTZ

It's a simple message, but it's one that has saved lives: "Don't put your baby to bed with anything but a crib." The "Cribs for Kids" campaign, which has been running for over a decade, is credited with saving the lives of thousands of babies.

The campaign's success is a testament to the power of grassroots organizing. It shows that when parents and caregivers come together, they can make a difference in the world. The campaign's message is simple but powerful: every child deserves a safe crib.

'Cribs for Kids' Logic Model

Program Goal: To reduce the risk of infant deaths related to SIDS or accidental suffocation (AS).

Target Population	Activities	Outputs	Outcomes	Impact Indicators
Family caregivers (parents and grandparents) of infants and toddlers aged 0-24 months.	• One-on-one home visits by trained home visitors. • Group home visits by trained home visitors. • Parenting classes. • Home visits by trained home visitors. • Home visits by trained home visitors. • Home visits by trained home visitors.	• Number of home visits conducted. • Number of home visits completed. • Number of home visits completed. • Number of home visits completed. • Number of home visits completed.	• Increased knowledge of SIDS and AS risk factors. • Increased use of safe sleep practices. • Increased use of safe sleep practices. • Increased use of safe sleep practices. • Increased use of safe sleep practices.	• Reduced risk of SIDS and AS. • Reduced risk of SIDS and AS. • Reduced risk of SIDS and AS. • Reduced risk of SIDS and AS. • Reduced risk of SIDS and AS.

Components of the 'Cribs for Kids®' Program Sample Grant Materials

AAP REVISES SIDS PREVENTION RECOMMENDATIONS

Released October 5, 2005

WASHINGTON, DC - December 1, 2005

CRIBS FOR KIDS

Explanation of Concepts and Definitions:

1. Sudden Infant Death Syndrome (SIDS): SIDS is an idiopathic condition that typically affects infants during their first year of life. SIDS is defined by the sudden and unexpected death of an infant under one year of age who was healthy prior to death, and whose death remained unexplained even after the performance of a complete post-mortem examination, including toxicological and genetic testing, a death scene investigation, and a review of the infant's medical history (Korones et al., 1991).

2. Sleep Position: There are generally three positions in which babies sleep: 1) supine, i.e. on the back; 2) prone, i.e. on the stomach; and 3) on the side. The supine sleep position is promoted by the AAP and the 'Cribs for Kids' Campaign.

3. Sleep Surface: The surface on which a baby is placed for sleep constitutes a sleep surface. Ideally, infants should sleep on a crib on a firm mattress that meets current federal safety standards.

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2. American Academy of Pediatrics. Task Force on Sudden Infant Death Syndrome (SIDS). (2005). The contribution of prone sleeping position to the racial disparity in SIDS. *Pediatrics*, 116, 1243-1251.

3. American Academy of Pediatrics. Task Force on Sudden Infant Death Syndrome (SIDS). (2005). The contribution of prone sleeping position to the racial disparity in SIDS. *Pediatrics*, 116, 1243-1251.


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5. American Academy of Pediatrics. Task Force on Sudden Infant Death Syndrome (SIDS). (2005). The contribution of prone sleeping position to the racial disparity in SIDS. *Pediatrics*, 116, 1243-1251.

CRIBS FOR KIDS

It's for the babies.

Components of the 'Cribs for Kids®' Program -- Standardized Forms Hold Harmless Agreement



Attachment C

'Cribs for Kids' Hold Harmless Agreement

In exchange for the grant of a "Pack-N-Play" portable baby crib, receipt of which is hereby acknowledged, I, _____, agree to indemnify, defend and hold harmless the Cribs for Kids program, as well as officers, agents and employees of the above from all claims or losses accruing or resulting to any person, firm, or corporation who may claim to be injured or damaged as a result of acts or omissions involving the placement and/or use of the portable cribs provided within this "Cribs for Kids" program.

Signed: _____


Date: _____

Witness: _____

Date: _____



Components of the 'Cribs for Kids®' Program Safe-Sleep Checklist



CRIBS FOR KIDS – SIDS RISK REDUCTION EDUCATION
CHECKLIST WHEN INSERVING FAMILY RECEIVING CRIB

Attachment B

Name of Applicant: _____ Relationship to Mother: _____ Date: _____

Name of Mother (Last name, first name) _____ Mother's Birth Date: _____

Infant's Name (Last name, first name) _____ Birth Date: _____

Address: _____ Due Date: _____

City, State, Zip: _____ Email address: _____

Home Telephone #: _____ Cell #: _____ Work #: _____

Referring Agency, Name of referring person, etc. _____ Phone #: _____

	Provider's Initials	Family Member's Initials
Educate how to set up crib and use each section – emphasize locking crib.		
No sofas, recliners, waterbeds, bean bags, air mattresses, soft mattresses		
How to place infants in cribs (on their backs) and SIDS Prevention Pamphlets		
Explanation of why higher incidence of SIDS when infant placed on stomach		
No pillows, soft toys, stuffed animals in crib, crib bumpers – use only firm mattress w/ tightly fitted crib sheet		
If blanket is needed, infant at foot of crib – tuck blanket under three sides, blanket not above nipple line of infant. Do not overheat baby.		
Adult beds can be dangerous because – roll off, trapped, blankets, adult child can roll over infant		
Explanation of SIDS – leading cause of death among infants, most between 2-4 months of age, winter months, African-American infants, premature infants		
No smoking around infant or in infant's environment		
Bed-sharing – hazards involved		
Childcare away from home requires same precautions as at home – check it out!		
Any concerns _____		

Print name of provider _____ Signature of Provider _____ Agency _____



How to Order a Safe-Sleep Environment

CRIBS FOR KIDS
It's for the babies.

Product Order Form
815 River Avenue
Suite 200, Reading, PA 19602
Phone: 412.222.8888 • Fax: 412.222.8888

Bill To: _____ Shipping Address: _____

Contact: _____
 *PA # _____
 **PA # _____

Date Issued: _____ Requested Ship Date: _____ P.O. # _____

Freight Shipping Instructions
 Freight charges will be added to customer's account. Order a national "best rate" and/or local freight charges are added to bottom of invoice.
 NOTE: Free freight to DC, DE, HI, MD, MI, NY, OH, PA, VA, WI and parts of IL, IN, NC and NY (contiguous states of the Ohio Express).
 To learn more about shipping, please check our website for shipping rates. Additional charges will apply:
 Delivery to a remote area? Yes _____ No _____ If yes, you will need to pay _____
 Order to be shipped by air? Yes _____ No _____ Do you need express cart service? Yes _____ No _____
 If invoice will be used in conjunction with another order? Yes _____ No _____ Retail shipment will have free additional freight charges.
 Special instructions: _____

Payment Method
 We accept: VISA M/C Discover American Express Customer Name: _____
 Address as appears on statement: _____
 Card # _____ Exp. Date _____
 Bill to: _____
 Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Part #	Description	Qty	Unit Price (Net Price)	Qty	Total
SS20CRK	Safe Sleep Kit (Pkg)		49.99		
HSB07	Safe Sleep Bed Sheet		19.99		
SSB07	Safe Sleep Crib Sheet		9.00		
RP07	Respirator Pacifier		1.50		
SSBKG7	Safe Sleep Survival Kit (includes all the above and safe sleep manual)		69.99		
PH002	Photo Frame Magnet		7.99		
TOTAL					

NOTE: Freight charges also apply and will be charged on the invoice in addition to this total.
 * Must include information to process order:
 Order Authorized By: _____ Print Name: _____
 To place an order, please call or fax. For more information, please contact the form and fax to 412.222.8888. For customer assistance, please call 412.222.8888, ext. 102 or email: info@cribsforkids.com



Networking & Ongoing Support

- **Semi-Annual conference**
- **24-Hour Hotline**
- **Experienced staff at national office answers questions & provides guidance**
- **Fundraising Advice**
- **Easy ordering of Safe Sleep Survival Kits**



'Cribs for Kids®'

Grew from a local program serving Allegheny County, Pennsylvania to:

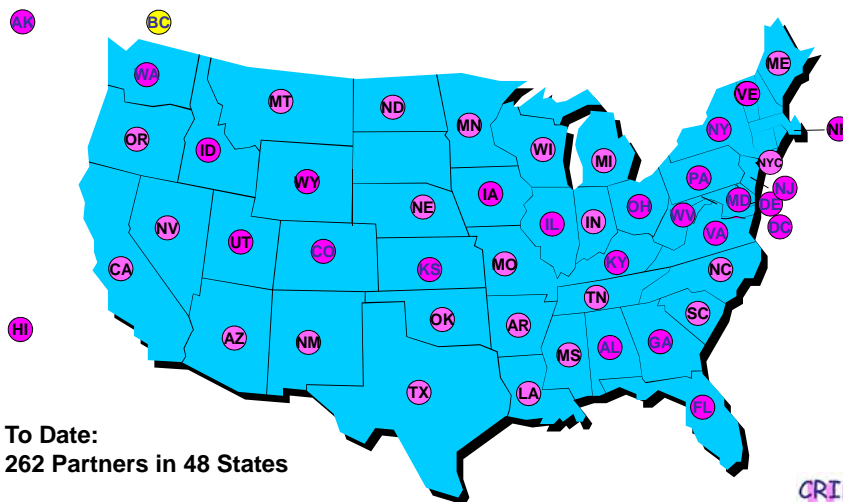
262 Partners in 48 states.

With the growth of our Cribs for Kids Resource Center on Pittsburgh's North Shore that distributes Graco Pack n Play cribs, Halo Sleep Sacks, portable Cribs sheets, Graco Car Seats and Educational Materials

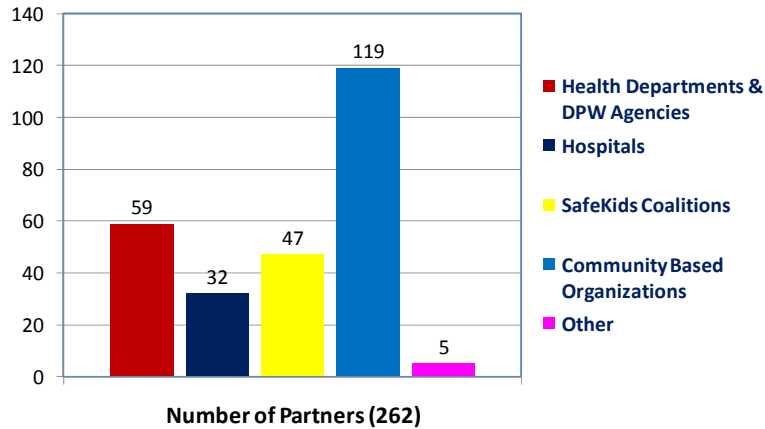
In just 4 years!!!!



Growth between 2006 and present!



National Cribs for Kids® Partners



Mandated Legislation (language and guidance)

Pennsylvania Act 73 of 2010

SIDS Education and Prevention Program

Signed into law on October 19, 2010 by Governor Edward Rendell of Pennsylvania, providing for education of parents relating to SIDS and unexpected deaths in infancy, taking effect on December 16, 2010.



Conclusion

Studies done by SIDS of PA have proven that participants enthusiastically receive and use the cribs and that participation in the program increases their knowledge of SIDS risk-reduction strategies.

Since 1998 all of the 10,500 babies participating in the Cribs for Kids® Campaign in Allegheny County celebrated their first birthdays.

