



Each year in the U.S., **more than 4,000** infants, without a prior known illness or injury, die suddenly and unexpectedly from causes attributed to the sleep environment.

Georgia averages **three** infant deaths per week due to sleep-related causes, most of which are preventable.

Georgia leaders have come together to combat this tragedy by introducing the **Georgia Safe to Sleep** campaign, a statewide initiative designed to raise awareness about sleep-related infant deaths and evidence-based sleep practices.

To learn more about the **Georgia Safe to Sleep** campaign or join the Hospital-Based Safe to Sleep program, visit www.georgiasafetosleep.org

CAMPAIGN GOALS

The Georgia Safe to Sleep campaign will provide tools and resources that strengthen policy, provide consistent education and change infant sleep environments in an effort to achieve four primary objectives:

- **Prevent** infant sleep-related deaths in Georgia
- **Empower** professionals in multiple disciplines to educate parents about safe sleep environments and ensure they see proper sleeping practices modeled in hospitals
- **Disseminate** accurate and consistent messages that empower families to make informed decisions about infant sleep
- **Increase access** to resources that support behaviors that protect infants from sleep-related deaths

STATEWIDE PARTNERS

This campaign brings together the expertise of state agencies, associations and local organizations to extend the reach of this initiative including:

- **Georgia Children's Cabinet** under the leadership of First Lady Sandra Deal
- **Georgia Department of Public Health**
- **Georgia Hospital Association**
- **Georgia Chapter of the American Academy of Pediatrics**
- **Georgia Bureau of Investigation**
- **Georgia Obstetrical and Gynecological Society**
- **Georgia Connection Partnership**
- **Voices for Georgia's Children**
- **Safe Kids Georgia**

GEORGIA SAFE TO SLEEP

PROMOTING SAFE SLEEP FOR EVERY SLEEP

The Georgia Safe to Sleep campaign is built on evidence-based recommendations for safe sleep set forth by the American Academy of Pediatrics, commonly referred to as the ABCs of Safe Sleep:

- **Alone** – Babies should sleep alone in their own sleep space, close to but separate from their caregiver. Parents and caregivers are encouraged to share a room with the baby, but avoid sleeping in the same bed with the infant.
- **Back** – Babies should be placed on their back to sleep. Studies show that placing infants on their back for all sleep times, including naps and at night, reduces the risk of SIDS.
- **Crib** – Babies should sleep in a crib or bassinet that meets standards set forth by the Consumer Product Safety Commission. The mattress should be firm and covered with a tight-fitting sheet made specifically for the crib. There should be no blankets, quilts, crib bumpers, toys or any objects in baby's sleeping space.

HOSPITAL-BASED SAFE TO SLEEP PROGRAM

Aligning with the campaign's goal to ensure parents see safe sleep practices modeled in hospitals, the Georgia Safe to Sleep campaign established a Hospital-Based Safe to Sleep program for Georgia's birthing centers.

Participating hospitals pledge to educate new parents and caregivers on proper infant sleeping practices. They will also give parents a package of potentially life-saving resources and educational materials such as a "This Side Up" infant gown, board book, and a travel bassinet for most at-risk families.