



**Public Health
Division**

County of Santa Cruz

HEALTH SERVICES AGENCY

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Press Release

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October is Sudden Infant Death Syndrome (SIDS) Awareness Month. In 1991 the American Academy of Pediatrics (AAP) recommended that infants be placed on their back to sleep, and since then, the number of SIDS deaths in the United States have dropped by more than half. However, SIDS remains the leading cause of death for infants one month to twelve months of age. In 2011, the AAP made additional recommendations for infant sleep safety that incorporated the Safe to Sleep campaign by the National Institute of Health (NIH). The flyers may be downloaded or free copies may be ordered in English and Spanish to share with parents and caregivers at <http://www.nichd.nih.gov/SIDS>.

The AAP Safe to Sleep Recommendation for Parents and Caregivers are as follows:

DO

- Place your baby on their back to sleep for every sleep
- Use a firm sleep surface with a fitted sheet
- Keep soft objects and loose bedding out of the crib
- Room-sharing without bed-sharing is recommended
- Pregnant women should receive regular prenatal care
- Breastfeeding is recommended
- Consider offering a pacifier at nap time and bedtime (after 1 month if breastfeeding)
- Follow health care provider guidance on baby's vaccines and regular health checkups
- Give baby plenty of Tummy Time when he or she is awake and when someone is watching

AVOID

- Do not smoke or allow anyone to smoke near you when you are pregnant or around your baby
- Avoid alcohol and illegal drug use during pregnancy and after birth
- Avoid overheating or using baby hats while sleeping
- Avoid products that claim to reduce the risk of SIDS
- Do not use home heart or breathing monitors without a medical order

We are a community that strives to support the health and safety of our youngest.



Public Health
Prevent. Promote. Protect.

Santa Cruz County