

Sleep Safely, Cincinnati

Our babies depend on us.



522 babies died in Hamilton County between 2010-2014. This puts our infant mortality rate among the worst 10% in the nation.

74 of those babies died from sleep-related causes.

Sleep-related deaths are among the most preventable infant deaths.

Our babies die from sleep-related deaths at nearly twice the national average.

86.8

US sleep-related death rate per 100,000 live births*

135.3

Hamilton County sleep-related death rate per 100,000 live births**

The largest contributing factor to sleep-related deaths is sharing a bed with a baby. Our babies die at 4x the national rate while sharing a bed.

20.8

United States*
Deaths per 100,000

84.1

Hamilton County**
Deaths per 100,000

"Every person who shares and practices safe-sleep standards has the potential to save a life."

Elizabeth Kelly, MD • Women's Health Physician Lead • Cradle Cincinnati

*2013
**2010-2014
***A sleep-related death is when an infant death is caused by Accidental Suffocation and Strangulation in Bed (ASSB), prone sleeping, SIDS and other unexpected causes.
Source: CDC/NCHS, National Vital Statistics System, Compressed Mortality File & FIMR

Sleep-related deaths affect all of us.

Race of babies we lost from 2010-2014*

43

Black

24

White

5

Multiracial

Our neighborhoods have grieved the loss of babies

Anderson Township
Amberly Village
Avondale
Cheviot
College Hill
Colerain
Covedale
Delhi

Evanston
Fairmount
Forest Park
Golf Manor
Green Township
Lockland
Loveland
Lincoln Heights

Linwood
Madisonville
Mt. Airy
Mt. Healthy
Mt. Washington
Norwood
Northside
Over the Rhine

Pleasant Ridge
Pleasant Run
Price Hill
Roselawn
Saylor Park
Westwood
Winton Hills

About the Babies

In general they were healthy, full-term, normal weight children. On average, these were 3 month old babies, but their ages span from one week old to one year old.

About the Parents

These babies' parents, caretakers, grandparents, and neighbors span a wide variety of backgrounds, ages (the average age was 24), and they all loved their baby. None of them thought this tragedy would happen to them.

*2 Unknown Race

Everyone in our community must learn the **STANDARDS OF SAFE SLEEP.**

Responsibility is not for mothers alone. These recommendations are for every child, and for every sleep (naps and nighttime).

ALONE • BACK • CRIB

ALONE means without blankets, stuffed animals, sleep positioners, crib bumpers, siblings, or parents.



Alone does not mean lonely. In fact, the safest place for a baby's crib is in the same room as the mother right next to her bed.



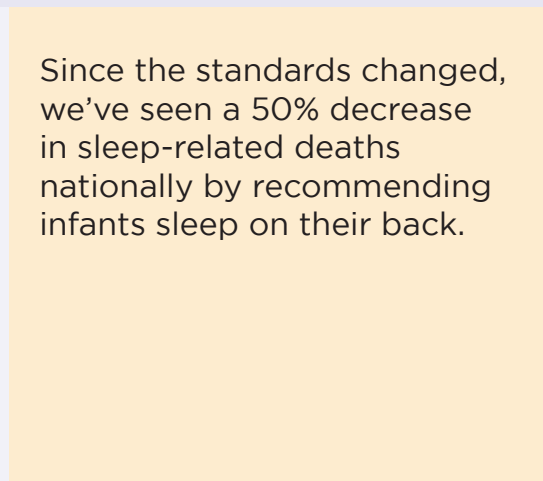
ALONE • BACK • CRIB

10 babies who died from sleep related causes in the past 5 years had inappropriate bedding or suffocation by blanket.*



ALONE • BACK • CRIB

Babies should be placed on their **BACK** for every sleep. Do not put a baby to sleep on their stomach or side.



Since the standards changed, we've seen a 50% decrease in sleep-related deaths nationally by recommending infants sleep on their back.



Sleeping on their back helps babies wake up when they need to most.

The ability to wake up from sleep is an important natural protective response during sleep. We all want babies to naturally wake up when it will save their life.



ALONE • BACK • CRIB

16 of our city's sleep-related infant deaths over the past 5 years were babies found sleeping on their stomachs.*

ALONE • BACK • CRIB

Never share a bed with a baby. The safest place for a baby to sleep is in a **CRIB.**



Mattresses should be firm, fit snugly into the crib, and be covered in a tightly fitted crib sheet.



ALONE • BACK • CRIB

Car seats, swings and bouncy seats are not designed for extended periods of routine sleep.

46 (nearly two thirds) of our sleep-related deaths over the past 5 years were babies who died because they weren't in a crib.*

A top-down view of a baby sleeping in a white crib. The baby is lying on their back, wearing a light blue long-sleeved shirt and a blue and white striped blanket with orange trim. The crib has white slats and a white sheet. The text "THIS IS WHAT SAFE SLEEP LOOKS LIKE" is overlaid in blue, bold, uppercase letters across the middle of the image.

THIS IS WHAT SAFE SLEEP LOOKS LIKE

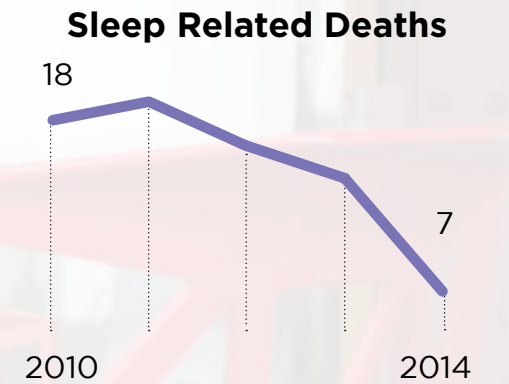
In Hamilton County, call 211 for a free crib.

Sleep-Related Deaths Fell Dramatically in 2014

thanks to partners across Cincinnati who lead dozens of initiatives



Infant deaths attributed to unsafe sleep practices in Hamilton County.



Community Services

Free cribs for families in need. • [United Way 211](#), [Cribs for Kids](#), the [Cincinnati Health Department](#), and the [Ohio Department of Health](#)

“Sleep Baby, Safe and Snug” book distributed to local families. • [Charlie’s Kids](#), the [Ohio Department of Health](#), and [WIC](#)

Hospitals came together to improve the way they educate and model safe sleep for new parents. • [TriHealth](#), [The Christ Hospital](#), [Mercy Health](#), [University of Cincinnati Medical Center](#), and [Cincinnati Children’s](#)

Prenatal providers standardized how they share safe sleep information with patients. • [Cradle Cincinnati Learning Collaborative](#)

Residents in Price Hill provided their neighbors with safe sleep education and connected families with free cribs. • [Best Babies Zone](#)

Home visiting organizations are making safe sleep a priority when visiting moms. • [Every Child Succeeds](#), [Healthy Moms & Babes](#), [Health Care Access Now](#), [Cincinnati Health Department First Steps Program](#), and [TriHealth Outreach Ministries](#)

Free cribs and safe sleep reminders for the community in non-emergencies. • [The Cincinnati Police Department](#)

Policy and Advocacy

Senate bill 276 became law in the state of Ohio, increasing safe sleep education and providing free cribs. • [Senator Shannon Jones](#) and [Senator Charleta Tavares](#)

Federal legislation was signed into law that enhances research and understanding of Sudden Unexpected Infant Death. • [Senator Sherrod Brown](#)

Safe sleep workshops for healthcare professionals. • [The SID Network of Ohio](#)

Dr. Rachel Moon, chair of the AAP SIDS Taskforce, held a Grand Rounds presentation in Cincinnati. • [Charlie’s Kids](#), [Cincinnati Children’s Hospital Medical Center](#)

A network of children’s hospitals across the state was formed to promote best practices. • [The Ohio American Academy of Pediatrics](#)

Over 100 hospitals are participating in the Good4Baby campaign to promote safe sleep. • [The Ohio Hospital Association](#)

Education and Resources

Community partnerships in Mt. Auburn and Walnut Hills. • [The Center for Closing the Health Gap](#), with the support of [Eat Play Give](#)

163,000 safe sleep flyers distributed with water bills. • [Cincinnati Water Works](#)

Safe sleep ambassador training in the Villages of Roll Hill. • [The Community Action Team](#)

Safe sleep training for expecting and new parents, and healthcare professionals. • [Nursing students from the University of Cincinnati](#)

Safe sleep information distributed to over 20,000 new parents in birthing hospitals. • [The Council on Child Abuse](#)

Safe sleep materials shared with local runners. • [The Queen Bee Marathon](#)

Media Messages

Radio Ads on The Buzz, The Wiz, and Old School 100.3. • [Deskey and Radio One](#), with [Bishop Bobby Hilton](#) and [Valda Hilton](#)

Large safe sleep floor decals in the baby aisles of 10 local stores. • [Kroger](#)

Safe sleep messaging on local buses. • [The Elise Brown Foundation](#) and [Cincinnati Metro](#)

Print ads promoting safe sleep. • [The Cincinnati Herald](#)

Safe Sleep ABCs billboard campaigns throughout Cincinnati. • [Cradle Cincinnati](#) and the [Ohio Department of Health](#)

A safe sleep video featuring families that experienced an unsafe sleep death. • [Cincinnati Health Department](#), [Hamilton County Public Health](#), [Deskey](#), the [Ohio Department of Health](#), and local families





Become an advocate for babies.

Protect babies by repeating the ABCs of safe sleep to all parents and caregivers you know. It is not safe to assume that this is common knowledge for anyone.

ALONE • BACK • CRIB

Answers to Common Objections

“My mom put all of us to sleep on our stomachs.”

A generation ago, there may have been different advice from the doctor’s office. Today we know that advice is wrong. Twice as many babies died when the recommendation was for babies to sleep on their stomach.

“This baby sleeps better on his stomach.”

Putting a baby to sleep on their back gives them the best chance of living. In fact, sleeping too deeply on their stomachs could hinder babies from waking up when they need to most.

“I don’t want my baby to choke on her back.”

Babies who sleep on their backs are NOT more likely to choke than babies who sleep on their stomachs. You have the choice to protect what is most important to you, your child. Now you know what is best – putting them to sleep on their back.

“Sleeping with the baby helps form a bond in the first year.”

In a crib, alone next to an adult bed is the safest place for a baby to sleep, and they can bond well through interaction while they are awake.

“It’s easiest to breastfeed if my baby is in bed with me.”

At Cradle Cincinnati we highly encourage breastfeeding, and it’s safest if the baby is in a crib next to your bed or even a “side-car crib” designed to pull right next to the bed.

How Sleep-Related Deaths Are Determined

Sleep-related deaths are broadly included in a category called SUID (Sudden Unexpected Infant Death). They are caused by Accidental Suffocation and Strangulation in Bed (ASSB), prone sleeping (sleeping on stomach), SIDS and other unexpected causes. The cause of these deaths is determined by an examination of the place of death, an autopsy, and a review of the baby’s medical history. In Hamilton County, a team including the Cincinnati Health Department, Hamilton County Public Health, hospital leaders, and Coroner’s Office determines if a death is a sleep-related death.

Download fliers and resources at cradlecincinnati.org

Wake up Cincinnati

Helping babies sleep safely is all of our responsibility.

- ★ Put a baby in a crib for every sleep.
- ★ Breastfeeding is best for babies.
- ★ Use a pacifier to soothe a baby.
- ★ Put a baby to bed on their back, not on their side or stomach.
- ★ Do not sleep with a baby.
- ★ Do not put blankets or stuffed animals in the crib.
- ★ Do not smoke around babies.
- ★ Do not put a baby to sleep in an adult bed.
- ★ Do not use sleep positioners.
- ★ Car seats and swings should not be used in place of a crib for routine sleep.

"I think if I could tell a new parent anything it would be this: keep your baby safe, put your baby alone on their back, in a crib for every single sleep."

-Maura, mother of Charlie who died in a sleep-related accident.



[Learn more at cradlecincinnati.org](http://cradlecincinnati.org)

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