



The How's and the Why's
The 1, 2, 3's of Developing a Successful
Cribs for Kids® Program

Judith A. Bannon

Executive Director and Founder, Cribs for Kids®

810 River Avenue, Suite 250

Pittsburgh, PA 15212

(412) 322-5680, Ext. 3

JBannon@cribsforkids.org

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

Bedsharing and Infant Death

**Sudden Unexpected
Infant Death (SUID) or
Sleep-related Death is the
#1 cause of infant death
after the first month of
age!**

Bedsharing and Infant Death

- **FACT: Half of the infants in the U.S. who die from sudden unexpected death do so while sleeping with their parents**
 - **Bedsharing and infant death is very different in the U.S. than it is in other cultures**
 - **If babies routinely sleep with their parents in other cultures, they:**
 - **Use a firm mat on the floor**
 - **Have a separate mat for the infant**
 - **Do not use soft bedding**

Infant Safe Sleep Timeline



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.”

November, 1998

Cribs for Kids® begins in Pittsburgh, PA.

October, 2005

AAP recommends:

“Separate but proximate sleeping environment.”

October, 2011

AAP Revised Recommendations Released

September, 2012

NIH Releases Safe to Sleep Campaign



SLEEP POSITION for Baby (United States)

1992

Before 'back to sleep'

After 'back to sleep'



8,000 babies died.

2,500 babies died.

40,000+ babies' lives have been saved
by placing them on their backs to sleep!

Cribs for Kids® Motto

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

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

...Johann Wolfgang von Goethe

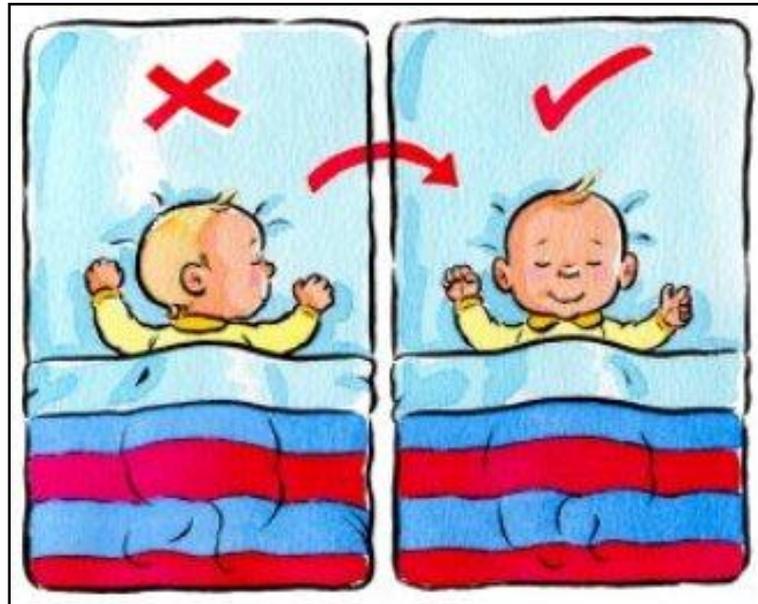
Cribs for Kids®

- **Originated in Pittsburgh in Nov. 1998 through the combined efforts of a steering committee consisting of public health, political and business leaders and members of the Allegheny County Child Death Review Team.**
- **Goal was to supply Safe Sleep Education and the intervention of a crib to low income families**

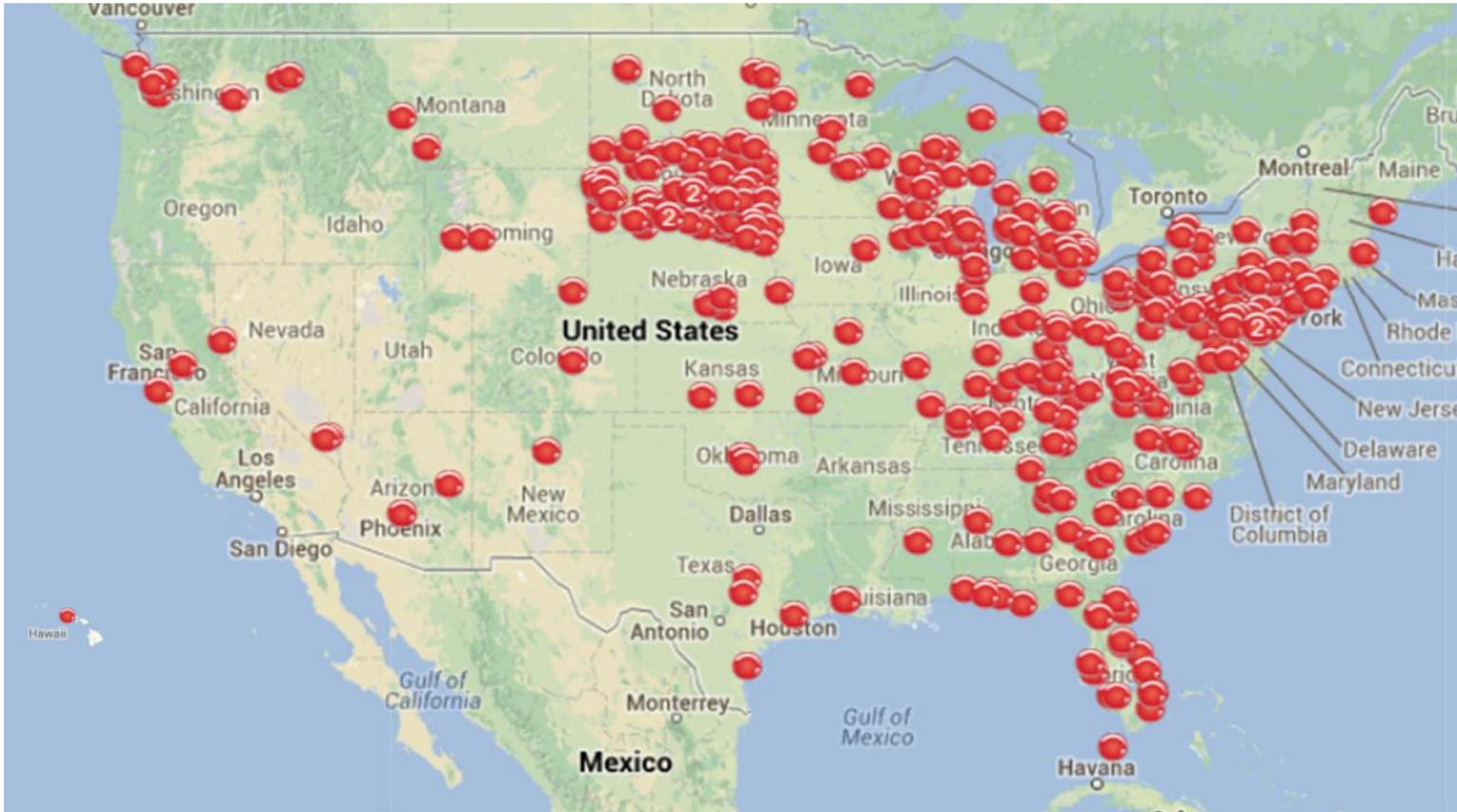


Cribs for Kids® Vision

To reduce the number of infant sleep-related deaths through safe sleep education and the intervention of a safe sleep environment



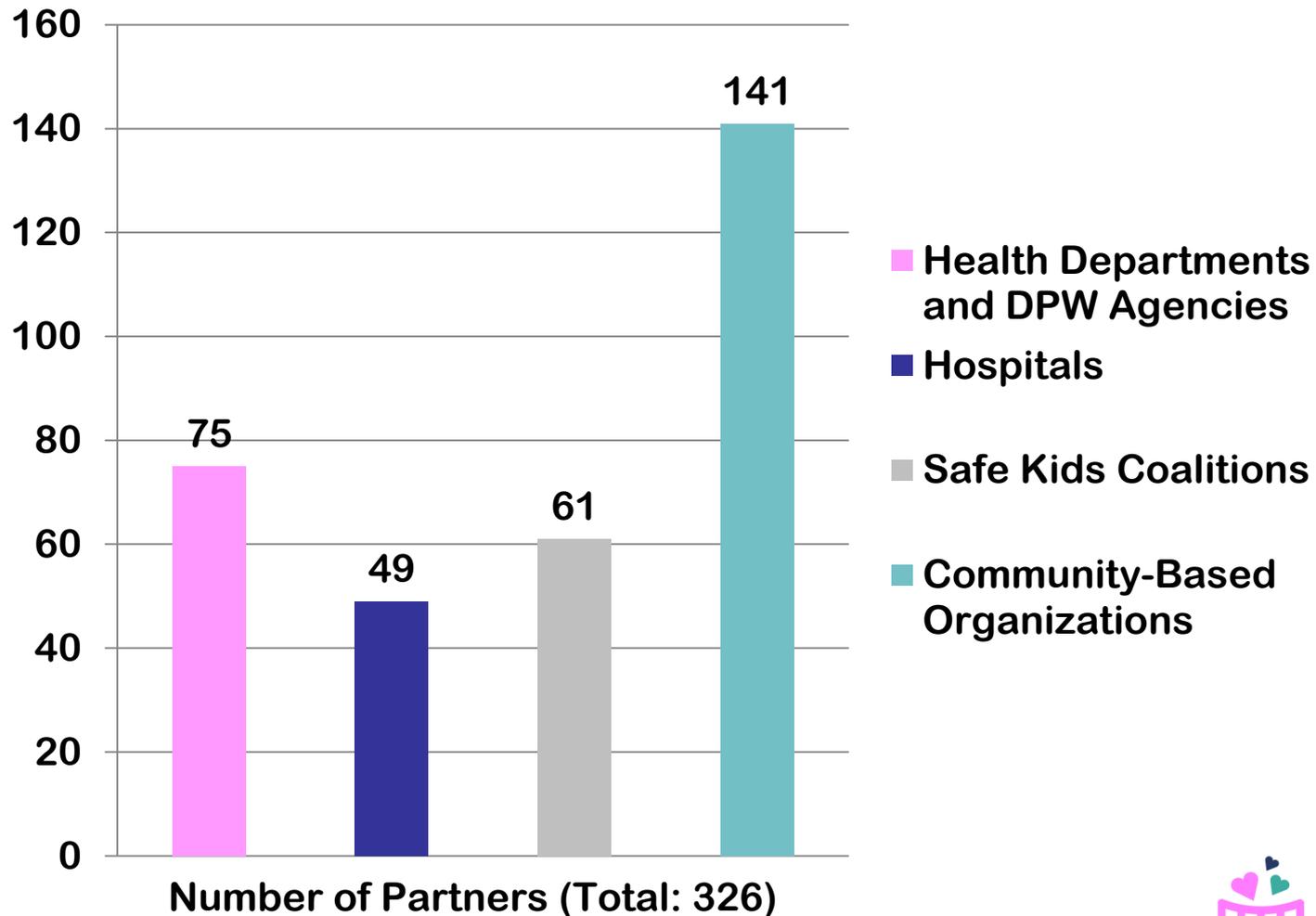
Cribs for Kids® Partners



Total Number of Cribs for Kids® Partners: 450



Who are Cribs for Kids® Partners?



What we're up against....



Jennifer Lopez's nursery



Oops!... She did it again!



Britney Spears places her infant son in a high-risk situation.

Cribs for Kids® Funding Plan: Other Sources of Funding/Support

- **Graco®**

- Provide discounted safe sleep products
- Named Cribs for Kids® the exclusive commercial distributor of the Pack 'n Play®



- **PITT OHIO**

- Provide free shipping of Graco® Pack 'n Play®
- Donated a forklift to the Cribs for Kids® Resource Center



Cribs for Kids® Partners: Managed Care Organizations

- Offering an incentive for completing a maternity program can encourage a pregnant woman to enroll in the company's health plan



UPMC HEALTH PLAN

<http://www.upmc.com>



<http://www.pamco.org/about/>



GATEWAY
Health Plan®

<http://www.gentechpgh.com/clients.php>

Cribs for Kids® Partners: Managed Care Organizations

- **Benefits**

- **Decrease in the number of premature births**
- **Decrease injuries to infants placed on unsafe sleep environments**
 - **In 2010, St. Christopher's Hospital for Children attended to 103 injuries to infants placed on adult beds**



<http://www.upmchealthplan.com>

Cribs for Kids® Funding Plan: Special Events

Breath of Life Stroll

Third Sunday of July

Sources of Funding: Pledges &
Sponsorships

Participate in ours or hold your own

Contact: Heather Glaser – 412-322-5680
Ext. 5

Cribs for Kids® Funding Plan: Other Funding

- **ABC Mini Grant Program**
 - No-bid grant program
 - Each recipient received \$5,000 worth of safe sleep products
 - \$2,500 provided by Cribs for Kids®
 - \$2,500 provided by a matching fund from an organization in the recipient's community



www.luxebasics.com

Cribs for Kids® Partners: Hospital

- Allegheny County Hospital Initiative
 - Began in 2008
 - Develop a partnership with the 6 birthing hospitals in Allegheny County
 - Deliver safe sleep education to every mother
 - Provide a Pack 'n Play® to any mother who does not have a safe sleep environment for her infant



Cribs for Kids®

PA Act 73 of 2010

Pennsylvania House Bill No. 47

PRINTER'S NO. 36

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 47 Session of
2009

INTRODUCED BY CURRY, BELFANTI, BEYER, BISHOP, BOYD, BRENNAN, CALTAGIRONE, CHRISTIANA, COHEN, CONKLIN, DeLUCA, DONATUCCI, FLECK, FRANKEL, GEORGE, GOODMAN, HENNESSEY, HESS, KOTIK, KULA, MANDERINO, McILVAINE SMITH, MELIO, M. O'BRIEN, O'NEILL, PRESTON, RAPP, READSHAW, REICHLEY, ROCK, SCAVELLO, SIPTROTH, SOLOBAY, SONNEY, STERN, TRUE, VULAKOVICH, WATSON AND WHEATLEY, JANUARY 26, 2009

REFERRED TO COMMITTEE ON HEALTH AND HUMAN SERVICES, JANUARY 26, 2009

AN ACT

- 1 Providing for education for parents relating to sudden infant
- 2 death syndrome and sudden unexpected death of infants;
- 3 establishing the Sudden Infant Death Syndrome Education and
- 4 Prevention Program; and providing for duties of the
- 5 Department of Health.
- 6 The General Assembly of the Commonwealth of Pennsylvania
- 7 hereby enacts as follows:
- 8 Section 1. Short title.

According to House Bill No. 47, every mother giving birth in Pennsylvania must receive infant safe sleep education before being discharged from the hospital. The language of the bill is being adopted across the country through the advocacy of Cribs for Kids® Partners.

PA Act 73 of 2010

Voluntary Acknowledgement Statement

PLEASE PRESS HARD WHEN COMPLETING THIS FORM, YOU ARE MAKING 3 COPIES.



Infant Safe Sleep Initiative

VOLUNTARY ACKNOWLEDGEMENT STATEMENT
(DECLARACIÓN VOLUNTARIA DEL RECONOCIMIENTO)

Hospital/Birth Center Instructions: Complete one form for each infant. Provide parent(s) with information about infant safe sleep and SIDS Risk Reduction measures. Request that they voluntarily sign this form indicating that they have received and understand the information. Provide the parents with one copy of this signed form, retain one copy in the medical record, and forward one copy to the Director of the Infant Safe Sleep Initiative.

(Hospital/instrucciones de centro del nacimiento: Llene el formulario un para cada infante. Provea de los padres la información sobre sueño y medidas seguros infantiles. Solicite que firmen voluntariamente esta forma que indica que han recibido y entiendan la información. Provea de los padres una copia de esta forma firmada, conserve una copia en el expediente médico, y transmita a una copia el director de la iniciativa segura infantil de la reducción del sueño y del riesgo de SIDS.)

HOSPITAL NAME: _____

(NOMBRE DEL HOSPITAL)

BABY'S LEGAL NAME: _____

(NOMBRE LEGAL DE S DEL BEBÉ)

Every parent is asked to acknowledge that s/he has received safe sleep education. The parent, hospital, and Director of the Infant Safe Sleep Initiative each receive one copy of signed form.

Parent: Information about infant safe sleep and SIDS risk reduction has been presented to me by the hospital. I voluntarily sign this statement acknowledging that I have received, read and understand this information.

(Madre/padre: La información sobre la reducción segura infantil del sueño y del riesgo de SIDS me ha sido presentada por el hospital. Firmo voluntariamente esta declaración que reconoce que he recibido, leo y entiendo esta información.)

SIGNATURE, MOTHER: _____ **REFUSED:** **DATE:** _____
(FIRMA, MADRE:) (NO ACEPTÓ) (FECHA)

SIGNATURE, FATHER: _____ **REFUSED:** **DATE:** _____
(FIRMA, PADRE:) (NO ACEPTÓ) (FECHA)

SIGNATURE, OTHER: _____ **REFUSED:** **DATE:** _____
(FIRMA, OTRA:) (Steparent, adoptive parent, legal guardian, legal custodian) (NO ACEPTO) (FECHA)
(Steparent, padre adoptivo, guarda legal, guardián legal)

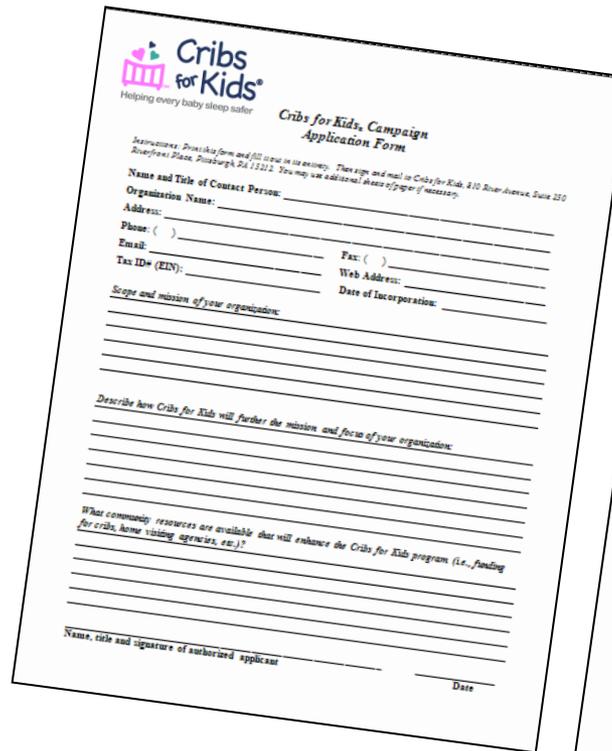
Do you have a safe place for your Baby to Sleep? YES NO *If yes, Where?* _____
(¿ Usted tiene un lugar seguro para que su bebé duerma?) (SI) (NO) (¿ Si sí, dónde?)

NOTES: _____
(NOTAS)



Step 1: Become a Cribs for Kids® Partner

1. Complete the Partner Application
2. Complete the Trademark License Agreement



Cribs for Kids®
Helping every baby sleep safer

Cribs for Kids, Campaign Application Form

Instructions: Print this form and fill it out in its entirety. Then sign and mail to Cribs for Kids, 810 River Avenue, Suite 210, Doylestown, PA 19319. You may use additional sheets if proper if necessary.

Name and Title of Contact Person: _____

Organization Name: _____

Address: _____

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

Email: _____ **Web Address:** _____

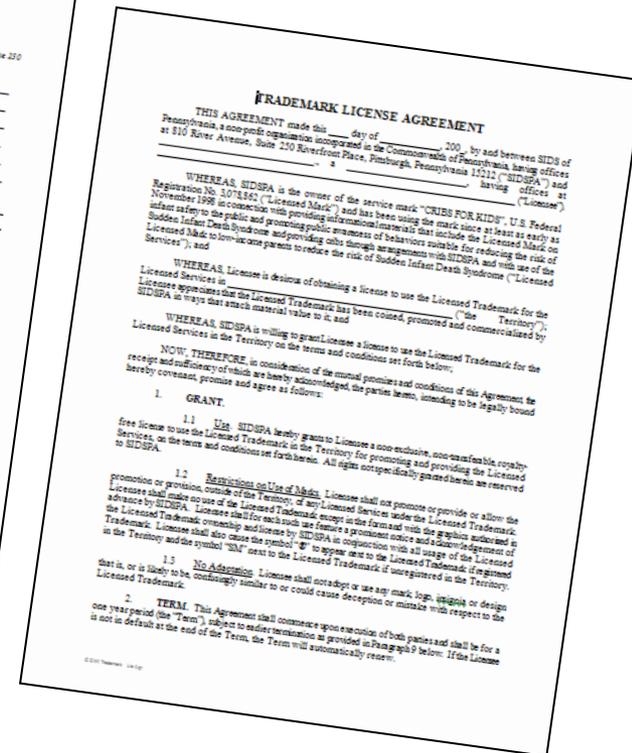
Tax ID# (EIN): _____ **Date of Incorporation:** _____

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 _____



TRADEMARK LICENSE AGREEMENT

THIS AGREEMENT made this _____ day of _____, 200 _____, by and between SIDSPA of Pennsylvania, a nonprofit organization incorporated in the Commonwealth of Pennsylvania, having offices at 810 River Avenue, Suite 210 Riverfront Place, Pittsburgh, Pennsylvania 15212 ("SIDSPA") and _____ ("Licensee") at _____ having offices at _____ ("Territory").

WHEREAS, SIDSPA is the owner of the service mark "CRIBS FOR KIDS", U.S. Federal Registration No. 1078162 ("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 Sudden Infant Death Syndrome and promoting public awareness of behaviors available for reducing the risk of Licensed Mark to low-income parents through arrangements with SIDSPA and with use of the Services; and

WHEREAS, Licensee is desirous of obtaining a license to use the Licensed Trademark for the Licensed Services in _____ ("the Territory"); and 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 hereto, 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 Marks.** Licensee shall not promote or provide or allow the promotion or provision, outside of the Territory, of any Licensed Services under the Licensed Trademark, advance by SIDSPA. Licensee shall for each such use feature a prominent notice and acknowledgment of 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 "SM" next to the Licensed Trademark if unregistered in the Territory.

1.3 **No Adaptation.** Licensee shall not adapt or use any mark, logo, graphic 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.

© 2011 Sidspa, Inc. 1/11

Both forms are available at <http://cribsforkids.org/become-a-partner/>.

What are the Benefits of Being a Cribs for Kids® Partner?

- Safe Sleep Products
- Crib Distribution Program
- Cribs for Kids® Toolkit
 - Educational Brochure
 - Product Order Forms
 - Standardized Forms
 - Grant- and Legislation-Writing Language
- Networking and Support
- National Conferences



**Babies Need Cribs
Make Them Safe**

After several studies the Graco Pack n' Play was chosen as the best crib for our program because of its size, convenience, portability and ease of assembly.

Your baby's crib should have:

- Railings that are not more than 2½ inches apart (you can't fit a soda can through them.)
- A firm mattress that fits snugly in the frame.
- A fitted sheet that is tight around the mattress.
- No quilts, comforters, duvets, heavy blankets, stuffed animals, bumper pads, sleep positioners, sheepskins, etc. They can obstruct the baby's breathing.

For more information go to the Consumer Product Safety Commission's website at www.consumer.gov/pediatricbaby.htm or call toll free at 1-800-638-2772.

Cribs for Kids®
Helping every baby sleep safer

To reduce the risk of infant sleep-related deaths, the Consumer Product Safety Commission, **Cribs for Kids,** and the American Academy of Pediatrics recommend that infants sleep on their backs on a firm mattress in a safety-approved crib, with no soft bedding or comforters, with no exposure to cigarette smoke, and with a room temperature that is comfortable to adults.

Since 1998, the national **Cribs for Kids** campaign has provided crib and educational materials about ways to prevent accidental suffocation, and reduce the risk of SIDS, to families throughout the United States. This is made possible thanks to the generosity of fundations, corporations, special event fund-raisers, and partnerships with Graco Children's Products and Pfit Ohio Express.

Babies are safest sleeping alone, on the back, in an uncluttered crib. Never on their front or side.

Cribs for Kids is a National Infant Safe Sleep Initiative headquartered in Pittsburgh, PA.
For more information on safe sleep for babies or to make a donation please contact us:

Cribs for Kids
810 River Avenue
Riverfront Place, Suite 230
Pittsburgh, PA 15212
412-322-5480 or 888-721-CRIB
www.cribsforkids.org
facebook.com/CribsforKidsHeadquarters



safe
sleep
for
your
baby

Cribs for Kids®
Helping every baby sleep safer

Safe Sleep Products

Graco® Pack 'n Play®

\$49.99

- Compact
- Easy to assemble
- Exclusive Cribs for Kids®
SKU Number
 - The Pack 'n Play® cannot be returned to any retail store
- Portable
- Safety-approved



Safe Sleep Products

Cribs for Kids® Crib Sheet with Safe Sleep Message

\$7.50



Please Keep Me Safe

Back to Sleep

For naps & at night to reduce the risk of SIDS & accidental suffocation

*Now I lay me down to sleep,
Alone in my crib, without a peep.
On my back, in smoke-free air,
Thank you for showing me that you care.*

 Cribs for Kids®
Helping every baby sleep safer

 GRACO

www.cribsforkids.org

Safe Sleep Products

Halo® SleepSack™ Wearable Blanket

\$14.99



Safe Sleep Products

Philips Soothie® Pacifier

\$3.00



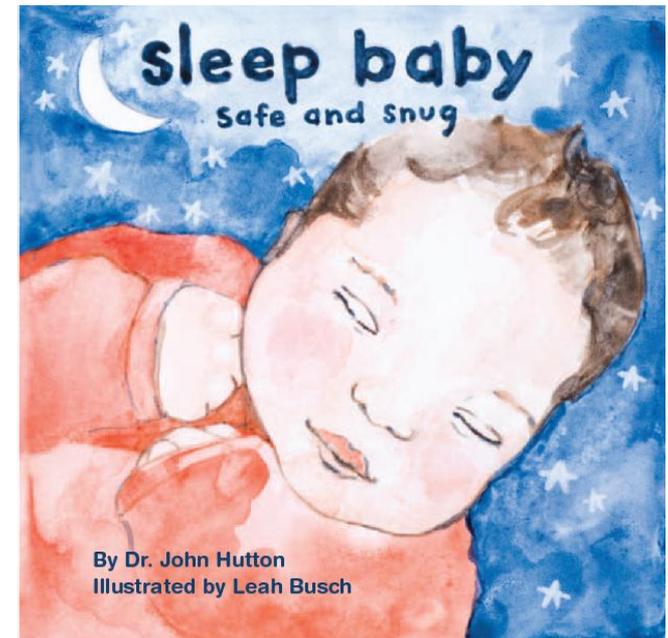
Charlie's Kids Foundation



Charlie's Kids
FOUNDATION

Help your baby sleep safe and snug

- ♥ **DO** put your baby to sleep on his/her back.
 - ♥ **DO** put your baby in a crib to sleep for naptime and bedtime.
 - ♥ **DO** use a firm crib mattress covered by a fitted sheet designed for specific product.
 - ♥ **DO** put your baby's crib in the same room as your bed (room-sharing).
 - ♥ **DO** breastfeed your baby.
 - ♥ **DO** use a pacifier for sleep.
 - ♥ **DO** keep your baby's immunizations up to date .
- ♥ **DON'T** put your baby to sleep on his/her side or stomach.
 - ♥ **DON'T** use a car seat, swing, bouncy seat, stroller, infant carrier, or infant sling for routine sleep.
 - ♥ **DON'T** use blankets, pillows, or bumper pads in the crib.
 - ♥ **DON'T** sleep in the same bed as your baby (co-sleeping).
 - ♥ **DON'T** use sleep positioners.
 - ♥ **DON'T** hang a pacifier around your baby's neck.
 - ♥ **DON'T** smoke around your baby.



By Dr. John Hutton
Illustrated by Leah Busch

Safe Sleep Survival Kit



INCLUDES:

- Graco® Pack 'n Play®
- Halo Sleep Sack
- Pack 'n Play® Sheet with Safe Sleep Message
- Safe Sleep Photo Magnet
- Philips Soothie Pacifier
- Safe Sleep Educational Materials
- "Sleep Baby Safe 'n Snug" Children's Book

Crib Distribution Program



**Cribs for Kids®
Resource Center
810 River Avenue
Pittsburgh, PA 15212**



FREE SHIPPING!

PITTOHIO

SUPPLY CHAIN ■ GROUND ■ LTL ■ TL



Cribs for Kids® Toolkit: Educational Brochures

quit smoking
Don't smoke before or after the birth of your baby and don't allow others to smoke around your baby.

room temperature
Dress your baby in light sleep clothing and keep the room at a temperature that is comfortable for an adult.

no soft surfaces
Babies should not be placed to sleep on waterbeds, sofas, or other soft surfaces.

tummy time
Provide "Tummy Time" when your baby is awake and supervised.

use a pacifier
Breastfeeding is best. After breastfeeding is established, offer your baby a clean, dry pacifier during sleep.

vaccinate
Make sure your baby gets regular checkups and immunizations.

why?
It's for the babies!

what does a safe sleep environment look like?



Cribs for Kids®
Helping every baby sleep safer

for more information on safe sleep for babies, please contact:

Cribs for Kids®
810 River Avenue
Riverport II Place, Suite 250
Pittsburgh, PA 15212
412-332-5638 or 888-721-CRIB
www.cribsforkids.org
facebook.com/CribsforKidsHeadquarters

Helping every baby sleep safer

Cribs for Kids®
Helping every baby sleep safer

A alone
Keep your baby's sleep area close but separate from where others sleep. Your baby should not sleep with others in a bed, on a couch, or in a chair.

B back is best
Your baby should be placed to sleep on his or her back in a safety-approved crib on a firm mattress every time during naps and at nighttime.

C in an uncluttered crib
Remove all loose bedding, comforters, quilts, sheepskins, stuffed animals, bumpers, wedges, and pillows from your baby's crib.

it's easy as A, B, C

1 cause of death
SIDS and accidental suffocation are the leading causes of death in babies 1 to 12 months of age.

2 months of age
Babies who are 2 to 4 months of age are at the highest risk for SIDS and accidental suffocation.

3 tell people
Share the A, B, C, 1, 2, 3's with at least 3 people. Education is key to keeping babies safe.




ABCs of Safe Sleep Brochure (Available in English)

Babies Need Cribs Make Them Safe

Cribs for Kids®
Helping every baby sleep safer

To reduce the risk of infant sleep-related death, the Consumer Product Safety Commission, Cribs for Kids, and the American Academy of Pediatrics recommend that infants sleep on their backs on a firm mattress in a safety-approved crib, with no soft bedding or comforters, with no exposure to cigarette smoke, and with a room temperature that is comfortable to adults.

Since 1998, the national Cribs for Kids campaign has provided cribs and educational materials about ways to prevent accidental suffocation, and reduce the risk of SIDS, to families throughout the United States. This is made possible thanks to the generosity of foundations, corporations, special event fundraisers, and partnerships with Crisco Children's Products and Pili Onio Express.

Babies are safest sleeping alone, on the back, in an uncluttered crib. Never on their front or side.

Cribs for Kids is a National Infant Safe Sleep Initiative. Incorporated in Pittsburgh, PA.
For more information on safe sleep for babies, please visit www.cribsforkids.org
[facebook.com/CribsforKidsHeadquarters](https://www.facebook.com/CribsforKidsHeadquarters)

safe sleep for your baby

Cribs for Kids®
Helping every baby sleep safer

After several studies the Graco Pella® Play was chosen as the best crib for our program because of its size, convenience, portability and ease of assembly.

Your baby's crib should have:

- Railings that are not more than 2 1/4 inches apart (you can fit a soda can through them.)
- A firm mattress that fits snugly in the frame.
- A fitted sheet that is tight around the mattress.
- No quilts, comforters, duvets, heavy blankets, stuffed animals, bumper pads, sleep positioners, sheepskins, etc. They can obstruct the baby's breathing.

For more information go to the Consumer Product Safety Commission's website at www.consumer.gov/infantsafety or call toll free at 1-800-438-2772.

Los bebés necesitan cunas. Manténgalos Seguros

Cribs for Kids®
Helping every baby sleep safer

Para reducir el riesgo del SIDS (Síndrome de Muerte Repentina) y la asfixia accidental, la Comisión de Seguridad para el Consumidor, la Academia Estadounidense de Pediatría y Cribs for Kids recomiendan lo siguiente: que los bebés recuesten siempre en su espalda, nunca boca arriba, en un "madracón" o colchón firme, en una cuna o cuna con una superficie que no tengan lámparas o colchón blando, que no estén expuestos al humo del cigarrillo que la cuna o cuna de dormir este a una temperatura confortable para su bebé.

Desde el año 1998, la Campaña de "Cuna para todos" ha provisto cunas y materiales educativos a las familias sobre las diferentes formas de reducir el riesgo del Síndrome de Muerte Repentina en bebés y la asfixia accidental. Esto se ha podido llevar a cabo gracias a la generosidad de varias organizaciones, corporaciones, eventos especiales para recaudar fondos y por donaciones de personas que en los Estados Unidos.

Los bebés están más seguros cuando duermen sólo en una cuna que no sea blanda o alfombra de cuna en posición de espalda, nunca se ponga boca abajo o de lado, siempre recueste en su cuna... nunca los deambules a su alrededor.

Para más información de cómo hacer una donación, por favor comuníquese con nosotros: www.cribsforkids.org
[facebook.com/CribsforKidsHeadquarters](https://www.facebook.com/CribsforKidsHeadquarters)

sueño seguro para su bebé

Cribs for Kids®
Helping every baby sleep safer

Esta es la manera correcta de cuna que nosotros le ofrecemos. Los bebés también pueden usar otros tipos de cunas que no sean de este tipo.

La cuna de su bebé debe tener:

- Barandales que no estén separados a más de 2 1/4 pulgadas (que usted no pueda pasar una lata de soda entre ellos).
- Un colchón o "madracón" que quepa bien ajustado en el almarzón o marzón de la cuna.
- No se usen colchones, mantas pesadas, panderetes, pili de ovino, etc. Estos pueden obstruir la respiración del bebé.

Para más información, vaya a CPSC Consumer Product Safety Commission's website www.consumer.gov/infantsafety o llame gratis al 1-800-638-2772.

Safe Sleep Brochure (Available in English and Spanish)

Cribs for Kids® Toolkit: Product Order Forms



Helping every baby sleep safer

PRODUCT ORDER FORM 2012

Page 1 of 2

810 River Avenue
Suite 250, Riverfront Place
Pittsburgh, PA 15212
412 322-5680 Fax: 412 322-5686
bolemons@cribsforkids.org

**** Bill To: PLEASE PRINT LEGIBLY ****

Company Name _____
Address _____

Contact Person _____
Telephone # _____

**** Ship To: PLEASE PRINT LEGIBLY ****

Company Name _____
Address _____

Contact Person _____
Telephone # _____

Date Issued _____ Requested Ship Date _____ Purchase Order # _____

Payment Method

Visa MC Discover American Express Cardholder Name _____
 Address as it appears on credit _____
 _____ Card # _____ Exp. Date _____
 Pay by Check # _____ Pay with Funds on File _____ Pay by Invoice (Net 30 Days)

ITEM #	ITEM DESCRIPTION	QTY	UNIT COST	TOTAL
9H00FOF	Cribs for Kids Graco Pack n Play		49.99	
HSS07	Halo Sleep Sack with Cribs for Kids Logo		14.99	
CSSSM07	Crib Sheet with Safe Sleep Message		7.50	
RP07	Respironic Soothie Pacifier (Orders 100 and up are \$2.50 each)		3.00	
PFM08	New "ABC" Photo Frame Magnet English (Orders 100 and up are .65 each)		.75	
SPFM08	New "ABC" Photo Frame Magnet Spanish (Orders 100 and up are .65 each)		.75	
SSSK07	Safe Sleep Survival Kit (includes all the above, English or Spanish magnet & safe sleep material)		74.99	
	** Must be completed to ship order.		Shipping	
	<small>To provide documentation and avoid discrepancies, please complete this form and fax to 412.322.5686.</small>		TOTAL	

****Shipping Instructions and Shipping Charges**



In addition to the Product Order Form, there is an Educational Product Order Form, a Car Seat Order Form, an Event Display Order Form, and a Safe Sleep Ambassador Order Form.



Cribs for Kids® Toolkit: Standardized Forms

Questionnaire and Pre- and Post-Test Survey

Attachment A

DATE: _____

Cribs for Kids
Safe Sleep Questionnaire

Parent's Name _____ Gender M F
Address _____ City _____
State _____ Zip _____ Telephone _____
Baby's Name _____ Birthday _____
Gender M F

Marital/Partner Relationship Status _____ Race _____
Education Level (Years of school completed)
_____ Some high school _____ 2+ year community college graduate
_____ High school graduate _____ 4+ year college graduate
_____ G.E.D. certificate _____ Graduate school (completed degree)
_____ Other, please explain _____

1. Where did you hear about the "Cribs for Kids" Program?

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 to 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 or as little as you would wear?	1	2	3	4
6. Does your baby use a pacifier?	1	2	3	4
7. Does your baby sleep on a firm mattress?	1	2	3	4
8. Do other adults or caregivers help with the baby?	1	2	3	4
9. Do these 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

Cribs for Kids
Safe Sleep Program Evaluation Questionnaire PRE-TEST

DATE: _____ Voucher #: _____ Mother's Date of Birth _____

Baby's Date of Birth _____ Number of children (under 10) in home: _____

Ethnicity/Race
 White Black or African American Hispanic Asian
 American Indian Native Hawaiian/Other Pacific Islander Alaska Native
 Other _____
 Specify _____

Who Picked Up Crib _____ Who are you here with today: _____

1. Have you ever heard of Sudden Infant Death Syndrome (SIDS) also called "smb death"?
Yes _____ No _____
If "yes," what have you heard? _____

2. During this pregnancy has anyone talked to you about "Back to Sleep" or (SIDS)?
Yes _____ No _____
If "yes," what have you learned? _____
If you answered "yes" to number 1, or 2, below please check boxes where you learned, or heard about this information. (Check all that apply.)
 Doctor or nurse during prenatal visit Hospital after childbirth
 Home Visit by the Department of Health WIC programming
 Other Social Programming TV/magazine
 Family member Friend

3. Did any one ever talk to you about the safest place to put your baby down to sleep?
Yes _____ No _____
If you answered "yes" to number 3, below please check boxes where you learned, or heard about this information? (Check all that apply.)
 Doctor or nurse during prenatal visit Hospital after childbirth
 Home Visit by the Department of Health WIC programming
 Other Social Programming TV/magazine
 Family member Friend

Questionnaire courtesy of the New York City Department of Health and Mental Hygiene

Cribs for Kids
Safe Sleep Program Evaluation Questionnaire POST-TEST

DATE: _____ Voucher #: _____ Mother's Date of Birth _____

Baby's Date of Birth _____ Number of children (under 10) in home: _____

Ethnicity/Race
 White Black or African American Hispanic Asian
 American Indian Native Hawaiian/Other Pacific Islander Alaska Native
 Other _____
 Specify _____

Who Picked Up Crib _____ Who are you here with today: _____

1. Have you ever heard of Sudden Infant Death Syndrome (SIDS) also called "smb death"?
Yes _____ No _____
If "yes," what have you heard? _____

2. During this pregnancy has anyone talked to you about "Back to Sleep" or (SIDS)?
Yes _____ No _____
If "yes," what have you learned? _____
If you answered "yes" to number 1, or 2, below please check boxes where you learned, or heard about this information. (Check all that apply.)
 Doctor or nurse during prenatal visit Hospital after childbirth
 Home Visit by the Department of Health WIC programming
 Other Social Programming TV/magazine
 Family member Friend

3. Did any one ever talk to you about the safest place to put your baby down to sleep?
Yes _____ No _____
If you answered "yes" to number 3, below please check boxes where you learned, or heard about this information? (Check all that apply.)
 Doctor or nurse during prenatal visit Hospital after childbirth
 Home Visit by the Department of Health WIC programming
 Other Social Programming TV/magazine
 Family member Friend

Questionnaire courtesy of the New York City Department of Health and Mental Hygiene

The Safe Sleep Questionnaire and Pre- and Post-Test Survey will help you learn about the person you have educated and assess the person's knowledge of infant safe sleep. (Available in English and Spanish)

Cribs for Kids® Toolkit: Standardized Forms

Hold Harmless Agreement



Attachment C

Cribs for Kids® Hold Harmless Agreement

In exchange for the grant of a Graco 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:



Convenio de Mantener Indemne a el Programa 'Cunas para Niños' (Cribs for Kids®)

A cambio del obsequio de una cuna portátil "Pack-N-Play", por la presente yo, _____ estoy de acuerdo, en compensar, defender y de no perjudicar en ninguna manera haciendo responsable a el Programa Cunas para Niños (Cribs for Kids®), así como también a sus oficiales, los agentes y empleados del mencionado programa o de hacer reclamos o pérdidas como resultado de salir herido o ser dañada cualquier persona, empresa, o corporación a consecuencia de actos o descuidos que implican al armar y/uso de las cunas portátiles proveída a través de este Programa "Cunas para Niños" (Cribs for Kids®).

**The Hold Harmless Agreement indemnifies Cribs for Kids® from all claims or losses accruing or resulting from any claim of injury or damage as a result of act or omission involving the placement and/or use of the portable cribs provided within the Cribs for Kids® Program.
(Available in English and Spanish)**



Cribs for Kids® Toolkit: Standardized Forms

Safe Sleep Checklist



**Cribs
for Kids®**
Helping every baby sleep safer

CRIBS FOR KIDS® – SAFE SLEEP EDUCATION
CHECKLIST WHEN IN-SERVING 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 _____ E-mail 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, or bumper pads		
How to place infants in cribs (on their backs) and Safe Sleep Education Pamphlets		
Explanation of why higher incidence of sleep-related death 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 sleep-related deaths – 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 _____

**The Safe Sleep Checklist will help you make sure you
have provided comprehensive safe sleep education.
(Available in English and Spanish)**

Cribs for Kids® Toolkit: Grant-Writing Language

The following is grant language and a bibliography that will be useful in your grant writing endeavors. Plug in your local statistics and regions. This language recently helped to obtain a 3-year, \$213,000, grant from Highmark Foundation in Pittsburgh.

After the implementation of the American Academy of Pediatrics (AAP) recommendation of back sleep position for infants, the number of SIDS deaths in the United States decreased by 33% between 1992 and 2001 (Kochanek, 2004). Prone sleep positioning declined from 70% in 1992 to 11.3% in 2002 and then increased slightly to 13.0% in 2004. Some studies indicate that the prevalence of prone sleep position is contributing to the continued disparity in SIDS rates between African American and Caucasian infants. (Gisack et al., 2003). The prevalence of prone sleeping position in 2001 among Caucasian infants was 11% compared with 21% among African American infants. Research conducted in California that examined data from 1997 – 2000 revealed that there was an exceptionally high incidence of SIDS for infants placed on the side and found on the stomach or for infants who were placed in the prone position who were accustomed to sleeping on their backs, reinforcing the importance of a consistent, clear, continuing message to parents about safe sleep for infants (Li, DK, et al., 2003). Clearly, sleep position and sleep environment represents a crucial modifiable risk factor in combating.

In October 2005, the AAP published "The Changing Concepts of Sudden Infant Death Syndrome: Diagnostic Coding Shifts, Controversies Regarding the Sleeping Environment, and New Variables to Consider in Reducing Risk". This policy statement presents updated recommendations to reduce SIDS deaths and describes a safe sleep environment for an infant as being "separate but proximate", that is, a baby should sleep in the same room as the parent(s) but in its own separate sleep space of a safety-approved crib, bassinet, pack and play, or cradle (American Academy of Pediatrics, 2005).

In a ground-breaking study released October 31, 2006 in the Journal of the American Medical Association, researchers reveal that infants who succumb to SIDS have an abnormality in the part of the brain the controls breathing, arousal and other reflexes linked to the neurotransmitter serotonin. If the vulnerable baby is exposed to the unsafe prone sleep position or unsafe sleeping conditions, the baby with the defect will die because the reflexes are impaired (Fotomoni et al., 2006). This study strongly reinforces the Cribs for Kids® assertion that a safe sleeping environment and safe sleeping position reduce the risk of SIDS.

Although SIDS and suffocation are not the same thing, the measures used to reduce the risk for each of them are the same: placing the baby on a firm surface, in a safety-approved crib, cradle, bassinet or Pack and Play, with no soft bedding in the crib or near the infant. The recommendation is to always place an infant in its own sleep environment separate but proximate to the parent(s), and to never share a sleep surface with the infant.

CRIBS FOR KIDS® LOGIC MODEL

Program Goal: To reduce the risk of infant Sleep-Related Deaths (SRD)

Revised 1/16/2012

TARGET POPULATION	ASSUMPTIONS	RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES	OUTCOME INDICATORS
<ul style="list-style-type: none"> -Family caregivers (grandparents, aunts, etc.) mothers, and fathers of infants less than 8 months of age -Medical providers (MDs, RNs, Health Educators, Social Workers) -African Americans (many may need special attention) -In-home, center-based day care providers for infants less than 1 year old -Emergency housing/shelter care -Providers of school-based programs for teen parents -Home visitors (American Red Cross training) -Employers Note: Geography 	<ul style="list-style-type: none"> -The risk of Sleep-related death (SRD) can be reduced -All individuals in target population are receptive to receiving information. They want to know. -African Americans/low SES individuals have less access safe sleep information -African Americans/low SES groups have stressors that may impede them from implementing prevention/intervention strategies -Caregivers will want to stop smoking -Caregivers will want to reduce heat in household -Caregivers have control of heat -Staff are trained in interventions, believe in it, and are willing to work at it -Staff have the time to receive training and do interventions 	<ul style="list-style-type: none"> -Cribs (Graco PnP) -Door hangers -Magnets -Hospitals/Health Educators -Smoking Cessation curricula -Breast-feeding info and Education curricula- -Access to media resources -Funds -Health Care Providers/Medical Community -Crib for Kids Safe Sleeping Curriculum -Train the Trainer Materials <p>Barriers/Challenges:</p> <ul style="list-style-type: none"> -Trainers' willingness to pay for prevention activities such as additional time for patient education regarding safe sleep and smoking cessation. 	<ul style="list-style-type: none"> -Crib for Kids® education/ follow up -Smoking cessation classes -Including Youth smoking cessation programs for teen mom -Development of stronger linkages and networks with smoking cessation providers -Breastfeeding education referrals to other programs -Prenatal care assessments for risk factors -Environmental testing for home -Media campaign -Community awareness/fundraising events -Staff training -Training of Peer Educators (Key Health Advisors) -Education of nursing students -Hospital-based instructions -Fast delivery using the Book to Sleep/Crib for Kids education model -Train the Trainer Sessions 	<ul style="list-style-type: none"> -Prenatal screenings Completed -# cribs provided to families upon birth of child -# Smoking cessation classes held by type -%/ attending and completing the program -#Breast-feeding sessions held and -%/ attending and completing the program -#Home Environmental assessments completed -#Media events by type -#Community Awareness events held and attendance -#Training sessions provided to community staff working with children less than 1 year old -#Educational sessions with nursing students -#Rapid/Graded, recelling instruction -Fast-delivery -#Individuals trained for Train the Trainer 	<p>Short-term Outcomes</p> <ol style="list-style-type: none"> 1. Families, physicians health care and other providers of care to infants increase their knowledge about unsafe sleep risk factors 2. All these folks will accept that risk factors are reduced by the proposed interventions <p>Intermediate Outcomes</p> <ol style="list-style-type: none"> 1. Families, Physicians, Health Care and other providers of care to infants will implement interventions to prevent sleep-related deaths <p>Long Term Outcomes</p> <ol style="list-style-type: none"> 1. Risk of infant sleep-related deaths will be reduced 	<p>Short-Term Indicators</p> <ul style="list-style-type: none"> #%/ of individuals demonstrating increased knowledge and acceptance re: risk factors for sleep-related deaths in brief follow-up survey post-education/training Activities and media campaign (Could be part of well-baby check-up or telephone survey) <p>Intermediate Indicators</p> <ul style="list-style-type: none"> #%/ of individuals who indicate that they are following the Crib for Kids® model during follow-up telephone survey <p>Long Term Indicators</p> <ul style="list-style-type: none"> #%/ decrease in Infant death rates due to sleep-related deaths

Logic Model

Grant-Writing Language

Cribs for Kids® Partners: Safe Sleep Ambassador Program

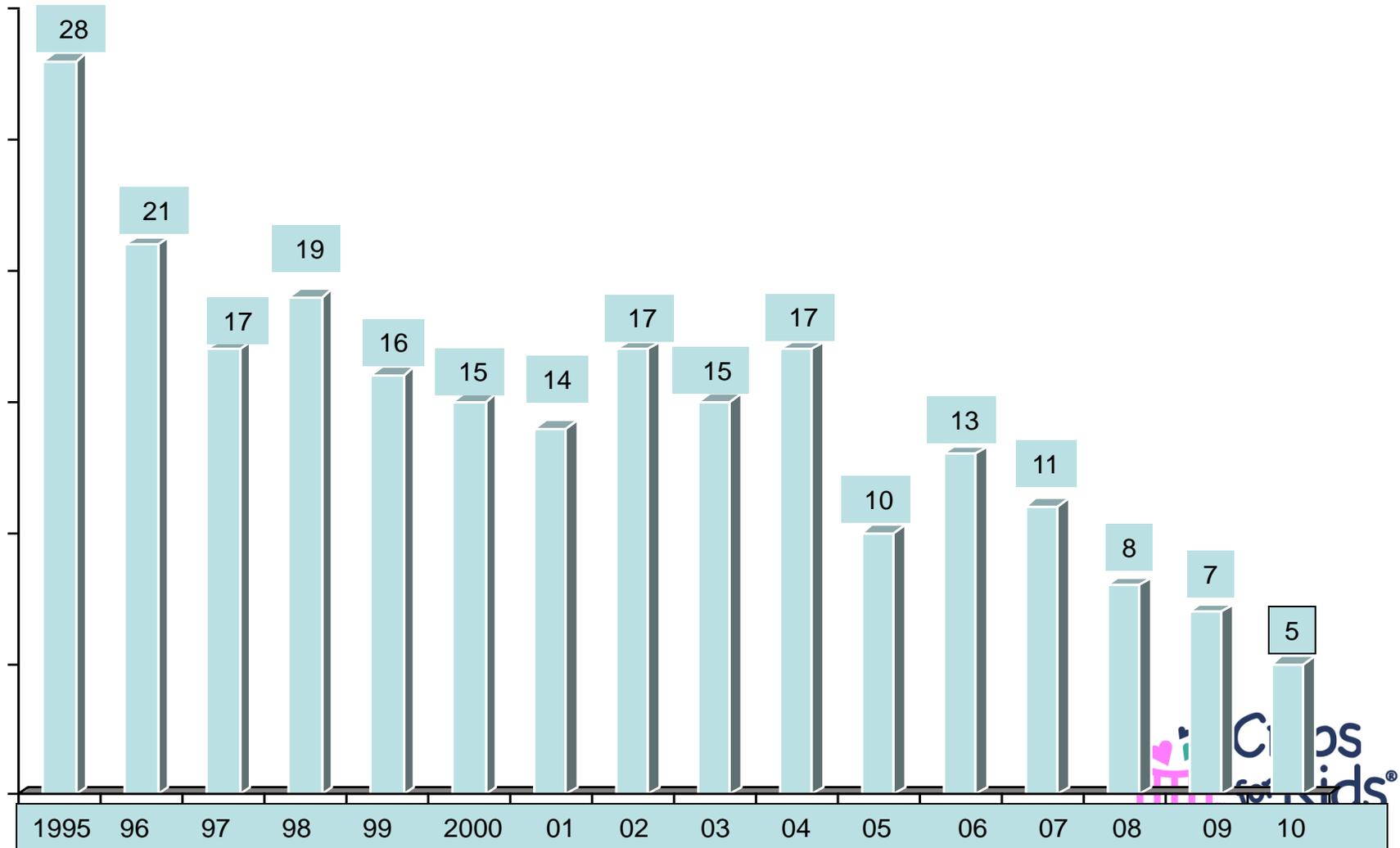
- Provide safe sleep education to community members
 - Challenge the community members to educate other community members
- Who can be a Safe Sleep Ambassador?
 - Child Protective Services
 - Community-Based Organizations
 - EMS and First Responders
 - Managed Care Companies
 - Medical Professionals
 - Religious Communities
 - Parents and Grandparents



Allegheny County, PA

SIDS/Accidental Suffocation Deaths

1995-2010



Conclusion

Since 1998, all of the infants who have been properly placed in a Graco® Pack 'n Play® from the Cribs for Kids® Allegheny Hospital Initiative have celebrated their first birthdays.



