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State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

DATE: AUGUST 5, 2014

TO: CALIFORNIA HOSPITALS

SUBJECT: PROVIDING SIDS RISK REDUCTION INFORMATION TO PARENTS OF NEWBORNS: UPDATED

The California Department of Public Health and the California State Sudden Infant Death Syndrome (SIDS) Advisory Council are writing to all California hospitals to provide you the most current infant safe sleep and SIDS risk reduction information. To help reduce sudden unexpected deaths in infancy, the California Department of Public Health launched the "Back to Sleep" Campaign in 1994 to inform parents of infants about ways to reduce the risk of an infant dying from SIDS. This Campaign has dramatically decreased the number of babies dying from SIDS.

Enacted on July 1, 1998, Assembly Bill (AB) 757 requires all hospitals in California to provide SIDS risk reduction information to all parents of newborns. A copy of AB 757 (California Health and Safety Code Sections 1254.6 and 1596.847), is enclosed. Since the implementation of AB 757, the efforts of many health professionals providing SIDS risk reduction information to parents of newborns on how to reduce the baby's risk of SIDS, the number and rate of SIDS deaths has declined. Between 1999 and 2012, SIDS rates have declined 29 percent in California.

To meet the requirements of AB 757, each hospital may use existing materials, or they may develop their own materials as long as the information is consistent with the 2011 American Academy of Pediatrics (AAP) "SIDS and Other Sleep-Related Infant Deaths: Expansion of Recommendations for a Safe Infant Sleeping Environment" messages, endorsed by the California Department of Public Health. Every hospital is responsible for the reproduction of any items they choose to distribute. The 2011 AAP recommendations and other appropriate SIDS risk reduction materials and resources can be accessed and downloaded at the following websites:

- California Department of Public Health, Maternal Child and Adolescent Health SIDS Program website: www.cdph.ca.gov/programs/SIDS/Pages/default.aspx
- The California SIDS Program website: <http://californiasids.cdph.ca.gov/Universal/HomePage.html?p=10>

- The National Institute of Child Health and Human Development Safe to Sleep Campaign website: <http://www.nichd.nih.gov/sts/Pages/default.aspx>
- The MCH Library website: <http://www.mchlibrary.org/suid-sids/index.html>

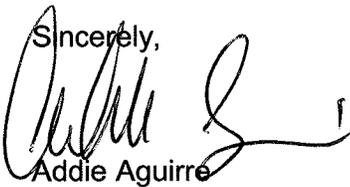
An infant safe sleep and SIDS risk reduction handout developed by the Safe to Sleep Campaign and a free materials order form are enclosed for your reference.

In addition to the distribution of risk reduction information, the California Department of Public Health encourages hospitals to continue policies that require their personnel to model safe to sleep practices to encourage parents to adopt these practices at home. Sample hospital safe sleep policies and procedures, referencing 2005 AAP recommendations regarding safe sleep, are available from the First Candle/SIDS Alliance website:
<http://www.firstcandle.org/?s=model+behavior+sample+policy>.

If you would like additional information or need assistance in obtaining infant safe sleep and SIDS risk reduction materials or professional training resources, please contact the California SIDS Program at (800) 369-SIDS (7437). If you have any other questions, please contact Guey-Shiang Tsay, California Department of Public Health, Maternal Child and Adolescent Health Nurse Consultant for the SIDS Program, at Guey-Shiang.Tsay@cdph.ca.gov.

Thank you very much for providing SIDS risk reduction information to parents of newborns. Your efforts help contribute to the decline in SIDS rates.

Sincerely,



Addie Aguirre
Acting Division Chief

Enclosures