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HCCA Safe Sleep Campaign

In 2003, the American Academy of Pediatrics partnered with national child care and health organizations to build on the achievements of two successful campaigns: The Back to Sleep Campaign and the Healthy Child Care America Campaign. This effort, known as the Healthy Child Care America Back to Sleep Campaign, aimed to promote the health and safety of infants in child care settings by providing education and outreach to child care providers regarding safe sleep recommendations.



Specifically, campaign objectives were to:

1. Promote the Back to Sleep message in child care programs;
2. Raise awareness and change practices in child care settings;
3. Disseminate information on national child care recommendations/standards related to SIDS risk reduction, and
4. Support states to enhance existing and establish new child care regulations.

As part of the Healthy Child Care America Back to Sleep Campaign, the AAP developed an educational training program for child care health consultants and other trainers of child care providers that included a Speaker's Kit and other training materials, a discussion forum, and an online training log.

Reducing the Risk of SIDS IN CHILD CARE

Based off the AAP *Reducing the Risk of SIDS in Child Care Speaker's Kit*, this **FREE** course is designed to educate everyone who cares for babies, including

- Child care providers
- Grandparents
- Health care professionals
- Babysitters
- Parents
- Relatives

In 1 hour, participants will learn how to create a safe sleep environment to reduce the risk of SIDS and other sleep related deaths. With an easy to use format, this course is available 24/7 from your home computer. Child care providers will receive a certificate of completion for 1.0 contact hour, however, this module may not meet state SIDS in-service requirements. Health care professionals can also receive credit (see flyer for details).

[Promotional Flyer](#)

Feel free to disseminate this flyer to anyone who cares for infants!

[Instructions for Accessing the FREE Course](#)

Get step-by-step instructions for accessing the course and downloading the certificate of completion.

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Note: to participate for free, you must use the promo code: **SIDSCCP**

[¡NUEVO! Instrucciones para el Registro en español](#)

Brochures

Of the following brochures, *Tummy Time* is the only brochure available for purchase. However, you can download and print all 3 brochures for free. If you choose to add these to your Web site, please do not save and post them. Instead, use the direct links.



[A Parents' Guide to Safe Sleep](#)

This brochure includes information for parents about infant sleep positioning and practices as well as describes how parents can work with child care providers to ensure that safe sleep practices are used in all child care settings as well as at home.

(Updated April 2012)

[En Español](#)



[A Child Care Provider's Guide to Safe Sleep](#)

This easy-to-read brochure provides child care providers with information about ways to promote safe sleep practices and reduce the risk of SIDS. (Updated April 2012)

[En Español](#)



[Tummy Time](#)

This brochure provides information about the importance of supervised tummy time and how it promotes healthy development. (Revised 2011)

Click [here](#) to purchase this brochure in English.



[Back to Sleep for Babies in Foster Care: Every Time, with Every Caregiver](#)

For judges or caseworkers to provide to all caregivers involved in a baby's care (including foster parents and birth parents) to educate them about safe sleep, and pledge to follow the proper safe sleep practices. For more resources on foster care, visit [Healthy Foster Care America](#).

[En Español](#)

[Safe Sleep for Your Baby: Reducing the Risk of SIDS](#)

This safe sleep brochure provides information on reducing the risk of sudden infant death syndrome (SIDS) as part of the Healthy Native Babies Project for American Indian/Alaskan Native (AI/AN) parents and caregivers.

For more information on sleep position for babies, reducing the risk of SIDS, or the [Healthy Native Babies Project](#), contact the Back to Sleep campaign at: 1-800-505-CRIB (2742) (TTY: 1-888-320-6942)

Mail: 31 Center Drive, 31/2A32, Bethesda, MD 20892



Email: NICHDInformationResourceCenter@mail.nih.gov
Website: <http://www.nichd.nih.gov/SIDS>



[Safe Sleep Practices and SIDS/Suffocation Risk Reduction](#)

This spinoff includes safe sleep practice standards from *Caring for Our Children, 3rd Edition*. It is meant to be used as a convenient reference guide for safe sleep practices for child care and early education caregivers and teachers, parents/guardians, state regulators and policy makers, and health consultants, trainers, and other health professionals.



[Bare is Best! For Your Baby's Sleep Environment](#)

This flyer describes ways to keep a sleeping baby safe in its environment, as part of the Neighborhood Safety Network (NSN), a project of the U.S. Consumer Product Safety Commission.

To learn more about the NSN, visit their website at:
<http://www.cpsc.gov/nsn/about.html>

[En Español](#)



[Keep Baby Safe in Play Yard Space](#)

More information about the new play yard standard is at CPSC's [OnSafety](#) blog. More information about keeping babies safe in their sleeping environments is at the [Crib Information Center](#) on CPSC's website. (Updated February 2013)

[En Español](#)

Training

The ***Reducing the Risk of SIDS in Child Care Speaker's Kit*** is a presentation that can be used by health care professionals, public health educators, child care providers, or just about anyone to educate their community about SIDS in child care. Download is free and copies may be made for educational purposes.

[English Version](#) (revised 10/2015)

[Sueño seguro para bebés](#) (en español)

Policy and Research Articles

[SIDS and Other Sleep-Related Infant Deaths: Expansion of Recommendations for a Safe Infant Sleeping Environment](#)

The AAP's current [policy statement](#) and [technical report](#) replace its last statement on SIDS from 2005. Despite a major decrease in the number of deaths attributed to Sudden Infant Death Syndrome, other sleep-related deaths have increased. This statement expands the AAP's guidelines on safe sleep for

babies.

[Infant Sleep Environments Depicted in Magazines Targeted to Women of Childbearing Age](#)  

The authors of this study evaluated pictures in magazines widely read by women of childbearing age, for adherence to AAP guidelines for safe infant sleep practices. Results showed that more than one third of pictures of sleeping infants in magazines geared toward childbearing women demonstrated infants in an inappropriate sleep position, and two thirds of pictures of infant sleep environments were not consistent with AAP recommendations. Messages in the media that are inconsistent with health care messages create confusion and misinformation about infant sleep safety and may lead inadvertently to unsafe practices.

[Reducing the Risk of Sudden Infant Death Syndrome in Child Care and Changing Provider Practices: Lessons Learned From a Demonstration Project](#) 

From September 2004 through September 2007, the AAP coordinated a project to evaluate the use of the AAP Speakers' Kit combined with a training and evaluation effort that incorporated direct observation of child care provider practices. The purpose of this study was to evaluate the effectiveness of the curriculum and train-the-trainer model in changing knowledge, attitudes, and behaviors (reported and observed) in child care providers with regards to sleep position and other elements of a safe sleep environment for infants. A secondary objective was to assess challenges and barriers to implementing safe infant sleep guidelines in child care settings.

[State Child Care Regulations Regarding Infant Sleep Environment Since the Healthy Child Care America Back to Sleep Campaign](#) 

Rachel Moon, MD, FAAP, and colleagues reviewed the state child care regulations that have been enhanced or initiated since the inception of the Healthy Child Care America Back to Sleep Campaign in 2003. This article states that the campaign has been successful in promoting safe infant sleep regulations. The AAP helped launch the campaign in 2003 to address the fact that the sudden infant death syndrome (SIDS) rates in child care settings had remained constant despite the decrease in SIDS deaths overall. Since then, 60 of the 101 related state child care regulations have been revised, with more than half requiring that babies be put to sleep on their backs and soft bedding not be used in cribs.

Other Web sites

[Centers for Disease Control and Prevention](#)

[National Sudden and Unexpected Infant/Child Death & Pregnancy Loss Resource Center](#)

Click [here](#) for grief/bereavement resources