Cribs for Kids®
National Infant Safe Sleep Education and Crib Distribution Program
Judy Bannon, Executive Director/Founder
www.cribsforkids.org
Cribs for Kids®

• Originated in Pittsburgh in Nov. 1998 through the combined efforts of District Attorney Stephen Zappala, Mayor Bob O’Connor, Cmdr. Gwen Elliott, and Judy Bannon (SIDS of PA)

• Steering committee consisting of public health, political and business leaders and child death review teams was formed
Of the 68 infant deaths between 2001-06, how many babies were in an ideal sleeping space? (on the back, in a safe crib, no cigarette smoke, no soft bedding)

Allegheny County, Pittsburgh, PA

Unsafe!

Only 2!
FACT!

The overwhelming majority of babies who die from Sudden Unexpected Infant Death (SUID) are discovered in an unacceptable sleep position or sleep location!

The overwhelming majority of babies who continue to die from SUID are African American babies!
Although SIDS is different from suffocation, all the measures we use for SIDS risk reduction, also help to prevent accidental deaths such as positional asphyxia, overlay, and entrapment.

These deaths are 100% PREVENTABLE!
The Ideal Safe Sleep Environment

1. Baby sleeps in crib.
2. Baby sleeps on back.
3. Nothing in sleep area.
4. Baby's face uncovered.
5. No smoking around baby.
6. Do not overheat or overdress.
Unsafe Sleep Environment:
Soft Bedding
Unsafe Sleep Environment
Unsafe Sleep Environment
Components of the Cribs for Kids® program

- Standardized materials
  - Safe-sleep brochures, posters, etc.
  - Training manuals
  - Standardized forms
  - Grant writing language
  - Current safe-sleep literature review
  - PowerPoint presentations
- National fundraising initiatives
- Crib distribution system
- Networking opportunities
- Ongoing support

COST TO BECOME PARTNER: $0
Graco Children’s Products
- In January, 2006, Cribs for Kids was made the exclusive commercial distributor of the Graco Pack n’ Play

Pitt-Ohio Express
- In March, 2006 Pitt-Ohio Express partners with us and offers free shipping to partners across the country. They also donated a forklift to help with our shipping needs!
Graco ‘Pack n Play®’ -- $49.99

Our own C4K SKU number
Can not be returned to any retail store
Safety approved
Portable
Compact
Easy to assemble
Safe-Sleep Survival Kit $69.99

Please Keep Me Safe…

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.

For naps & at night to reduce the risk of SIDS
Back to Sleep

www.cribsforkids.org
1.888.721.CRIB
Please Keep Me Safe…

Tummy To Play

Back to Sleep

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.

www.cribsforkids.org
1.888.721.CRIB

Portable Crib Sheet Design
HALO™ SleepSack™ Wearable Blanket

Replaces loose blankets in the crib, lessening the likelihood of babies getting blankets over or around their face.
Soothie®
For Babies Without Teeth

Soothie is a premium pacifier designed for newborns and babies without teeth who are successfully bottle or breastfeeding. Its one-piece construction adheres to the American Academy of Pediatrics guidelines.
“Keep Me Safe” Photo Magnet

- New item added to Safe Sleep Survival Kit
- Safe Sleep Survival Kit same price still $69.99
Public Service Announcement
Infant Safe Sleep Video

Please Keep Me Safe...

Tummy To Play
Back to Sleep
For every day & every night to reduce the risk of SIDS

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.

www.cribsforkids.org
1.888.721.CRIB

Keep me safe
On my back
In smoke-free air

safe sleep tips
1. Baby should sleep in a firm crib mattress, not saggy baby mat.
2. Baby should sleep alone, in crib, not co-sleeping.
3. Don’t make the room too hot.
4. Never let anyone sleep with your baby.
5. Baby should sleep on back or side, not on tummy or stomach.
6. Use acrylic blanket to cover baby.
Becoming a Partner.... How do I begin?

Go to www.cribsforkids.org

or

Call: 412-322-5680 Ext 3

To receive a FREE Cribs for Kids® Tool Kit
Components of the ‘Cribs for Kids®’ Program

Application Form

Crib for Kids, Campaign
Application Form

Instructions: Print this form and fill out the necessary information. Then sign and mail to Cribs for Kids, 210 River Avenue, Suite 201, Energy Place, Pittsburgh, PA 15219. You may use an additional sheet 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 ______________
Components of the ‘Cribs for Kids®’ Program

Trademark License Agreement

Trademark License Agreement

THIS AGREEMENT made this ____ day of ______________, 200_, by and between SIDS of Pennsylvania, a non-profit organization incorporated in the Commonwealth of Pennsylvania, having offices at 510 River Avenue, Suite 200 Riverfront Place, Pittsburgh, Pennsylvania 15212 ("SIDSPA") and ______________________, having offices at ______________________ ("Licensor").

WHEREAS, SIDSPA is the owner of the service mark "CRIBS FOR KIDS", U.S. Federal Registration No. 1,721,652 ("Licensed Mark") and has been using the mark since at least as early as November 1996 in connection with providing informational materials that include the Licensed Mark on infant safety to the public and promoting public awareness of behavior suitable for reducing the risk of Sudden Infant Death Syndrome and providing tips through arrangements with SIDSPA and the use of the Licensed Mark to low-income parents to reduce the risk of Sudden Infant Death Syndrome ("Licensed Services"); and

WHEREAS, Licensor is desiring of obtaining a license to use the Licensed Trademark for the Licensed Services in the Territory; Licensor agrees that the Licensed Trademark has been created, marketed and commercialized by SIDSPA in ways that add value to it; and

WHEREAS, SIDSPA is willing to grant Licensor 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 Licensor a non-exclusive, non-assignable, 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 Mark. Licensor shall not license, sublicense, or use the Licensed Trademark or licensed services outside of the Territory. If any Licensee under the Licensed Trademark shall engage in any of the Licensed Trademark, then all other rights with respect to the Licensed Trademark shall be reserved exclusively to SIDSPA. SIDS shall have the right to inspect and review all materials, including all forms of use of the Licensed Trademark, and the right to require Licensor to provide SIDSPA with copies of any and all forms of use of the Licensed Trademark. SIDSPA shall have the exclusive right to enforce all rights of licensees outside the Territory.

1.3 No Assignment. Licensor shall not assign or use any mark, logo, 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 on the date of execution of both parties and shall be for a one year period (the "Term"), subject to earlier 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.
Components of the ‘Cribs for Kids®’ Program

Standardized Brochures

Every year, some infants die while sleeping. Parents can reduce the risk of their infant’s death by following the guidelines. These guidelines will help you meet the government’s recommendations for infant safety.

And you will be assured that the baby does not get into a position that could cause harm or even death.

What is the safest way for a baby to sleep? The other way for your baby is sleep on its back, alone in a crib. Babies have died because they were suffocated by an adult or another child, or a pet in the adult bed. Sleep in a crib is less likely to have an adult bed or the adult bed, between the bed and the wall or other frame, or between the mattress and the crib. Sometimes a baby is injured by falling off an adult bed.

If my baby’s crib is to be used for sleeping, what is the best way for it to be positioned? The best way is to purchase a crib that has a mattress and a mattress pad. It should be placed against a wall.

I like the closeness of sleeping with my baby, can I do this safely? Cuddling with the baby during feeding time and tucking him/her helps develop the closeness. At bedtime, pacifying is a great. All baby-safe cribs placed next to yours, the baby will feel your presence and still have a safe place to sleep.

Every year, some infants die while sleeping. Keep your sleeping baby safe.

Guidelines for Parents and Caregivers:
- The safest way for your baby to sleep is on its back, alone in a crib.
- The baby’s crib should be in the parent’s room.
- A crib should not have a mattress that is loosely fitted into the sides of the crib and the right size.
- Don’t cover or straddle the baby. One light sleeper, instead of the bottom and sides of the crib should be enough. Make sure there is no loose or soft bedding.
- Never let a baby fall asleep in a bed or chair with another person.
- A baby should sleep in a crib, not in a car seat.
- Cribs for Kids is an initiative of the American Academy of Pediatrics.

Cribs for Kids
Suite 500
2200 Research Place
Alexandria, VA 22314
www.CribSafe.org

For more information go to CribSafe.org

Cribs for Kids
...it’s for the babies

Cribs for Kids
...it’s for the babies

safe sleep for your baby

Cribs for Kids
...it’s for the babies

Cribs for Kids
...it’s for the babies
www.nichd.gov/SIDS

For FREE educational supplies go to: www.nichd.nih.gov/SIDS

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**Back to Sleep Campaign**

**Free Materials Order Form**

- **Safe Sleep for Your Baby**
  - Reducing the Risk of Sudden Infant Death Syndrome (SIDS)
  - African American Outreach (English, Spanish)
  - American Indian Outreach (English, Spanish)
  - Bilingual (English, Spanish)

- **Prevent SIDS**
  - Playtime, Simple Ways to Prevent SIDS
  - Parental Outreach Brochure
  - African American Outreach (English, Spanish)
  - Bilingual (English, Spanish)
  - Parental Outreach Brochure
  - African American Outreach (English, Spanish)
  - Bilingual (English, Spanish)

- **Safe Sleep for My Community Program**
  - English
  - Spanish

- **Fetal Sleep Position and SIDS: Questions and Answers for Health Care Providers' Brochure**
  - English
  - Spanish

- **SIDS Prevention: A Resource Guide**
  - English

- **SIDS Prevention: A Resource Guide**
  - Spanish

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**Contact Information**

**Phone:** 1-888-STOP-SIDS (786-7573)
**Fax:** 1-866-703-5947
**Email:** nihinfo@nih.gov

**Website:** www.nichd.nih.gov/SIDS
Components of the ‘Cribs for Kids®’ Program
Survey Instruments – Pre & Post Tests
Components of the ‘Cribs for Kids®’ Program

Sample Grant Materials

Health, Science & Environment

Cribs for Kids tirelessly spreads its message of preventing infant deaths

Wednesday, January 10, 2007
By Eric Tabor, The News-Press

Our baby, our risk

That small truth is the basis of a program that launched a few years ago in the United States and has spread to 15 states and counting.

In the past few years, the idea of cribs in schools has taken hold in some places. As the program grows, so does the need for cribs in schools. The program is based on the idea that if children can be taught about the importance of using a crib, they will be more likely to use it when they are older.

In addition, the program is designed to provide support for families and caregivers who want to use cribs. The program offers a variety of resources, including a website, a newsletter, and a network of support groups.

We are thrilled to be a part of this program because it is making a difference in the lives of children and families. It is helping to prevent infant deaths and it is helping to spread the word about the importance of using a crib.

For more information, please visit the Cribs for Kids website at www.cribsforkids.org.
Components of the ‘Cribs for Kids®’ Program

Sample Grant Materials

AAP REVISES SIDS PREVENTION RECOMMENDATIONS

Released October 6, 2005

WASHINGTON, DC - Despite major advances in understanding of the factors related to sudden infant death syndrome (SIDS), the American Academy of Pediatrics (AAP) is calling for a new mindset regarding safe sleep environments for infants. The AAP has revised its recommendations for reducing the risk of SIDS, with an emphasis on infant positioning and the use of non-abdominal positioning in the crib and bassinet. The recommendations include:

1. Position the infant on their back to sleep.
2. Use a firm, tight-fitting mattress that is free of additional bedding, loose sheets, comforters, or quilts.
3. Avoid smoking, alcohol, and drug use while pregnant and during breastfeeding.
4. Limit exposure to secondhand smoke.

The AAP advises parents and caregivers to follow these recommendations to reduce the risk of SIDS, a leading cause of infant death. The new guidelines emphasize the importance of safe sleep environments and the role of parental and caregiver education in preventing SIDS. The AAP also encourages parents to work with their healthcare providers to ensure the best possible care for their infants.

BIBLIOGRAPHY


For more information, visit the AAP’s website at www.aap.org.
‘Cribs for Kids’s Hold Harmless Agreement

In exchange for the grant of a “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: ____________________________________________

Date: ______________________________________________

Witness: ___________________________________________

Date: ______________________________________________
# Components of the ‘Cribs for Kids®’ Program
## Safe-Sleep Checklist

**CRIBS FOR KIDS – SIDS RISK REDUCTION EDUCATION**

**Checklist when issuing family receiving crib**

<table>
<thead>
<tr>
<th>Name of Applicant:</th>
<th>Relationship to Mother:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Mother (Last name, first name):</td>
<td>Mother’s Birth Date:</td>
<td></td>
</tr>
<tr>
<td>Infant’s Name (Last name, first name):</td>
<td>Birth Date:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>Due Date:</td>
<td></td>
</tr>
<tr>
<td>City, State, Zip:</td>
<td>Email address:</td>
<td></td>
</tr>
<tr>
<td>Home Telephone #:</td>
<td>Cell #:</td>
<td>Work #:</td>
</tr>
</tbody>
</table>

**Referring Agency, Name of referring person, etc.:**

**Phone #:**

<table>
<thead>
<tr>
<th>Educate how to set up crib and use each section – emphasize locking crib.</th>
<th>Provider’s initals</th>
<th>Family Member’s initals</th>
</tr>
</thead>
<tbody>
<tr>
<td>No sofas, recliners, waterbeds, bean bags, air mattresses, soft mattresses.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How to place infants in cribs (on their backs) and SIDS Prevention Pamphlets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explanation of why higher incidence of SIDS when infant placed on stomach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No pillows, soft toys, stuffed animals in crib; crib bumpers – use only firm mattress w/tightly fitted crib sheet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If blanket is needed, infant at foot of crib – tuck blanket under three sides, blanket not above nipple line of infant. Do not overhear baby.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult beds can be dangerous because “roll off, trapped, blankets, adult child can roll over infant”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explanation of SIDS – leading cause of death among infants, most between 2-4 months of age, winter months, African-American infants, premature infants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No smoking around infant or in infant’s environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bed-sharing – hazards involved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Childcare away from home requires same precautions as at home – check it out!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Any concerns:**

**Print name of provider**

**Signature of Provider**

**Agency**
How to Order a Safe-Sleep Environment
Mandated Legislation
(language and guidance)

Pennsylvania Act 73 of 2010

SIDS Education and Prevention Program

Signed into law on October 19, 2010 by Governor Edward Rendell of Pennsylvania, providing for education of parents relating to SIDS and unexpected deaths in infancy, taking effect on December 16, 2010.
Growth between 2006 and present!

To Date:
262 Partners in 48 States

Cribs for Kids locations
Awaiting signed agreement
National Cribs for Kids® Partners

Number of Partners (262)

- Health Departments & DPW Agencies: 119
- Hospitals: 32
- SafeKids Coalitions: 47
- Community Based Organizations: 5
- Other: 5

Total Partners: 262
Networking & Ongoing Support

- Semi-Annual conference
- 24-Hour Hotline
- Experienced staff at national office answers questions & provides guidance
- Fundraising Advice
- Easy ordering of Safe Sleep Survival Kits
Becoming a Partner...
How do I begin?

Go to www.cribsforkids.org

or

Call 412-322-5680, Ext 3

To receive a FREE Cribs for Kids® Tool Kit
FACT!

Knowing is not enough: we must apply.
Willing is not enough: we must do.

.......Goethe