

Safe Sleep

for Your Baby

On average about **3,500 infants die** suddenly and unexpectedly each year in the United States. Most of these deaths result from **Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death, such as suffocation.**¹



Safe to Sleep®

campaign launched in **1994**
formerly the *Back to Sleep* campaign



Mission:

to educate parents, caregivers, and health care providers about ways to reduce the risk of SIDS and other sleep-related causes of infant death

SIDS

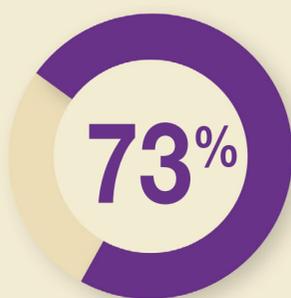
The proportion of **infants placed on their backs** to sleep increased from **17%** to **73%**.



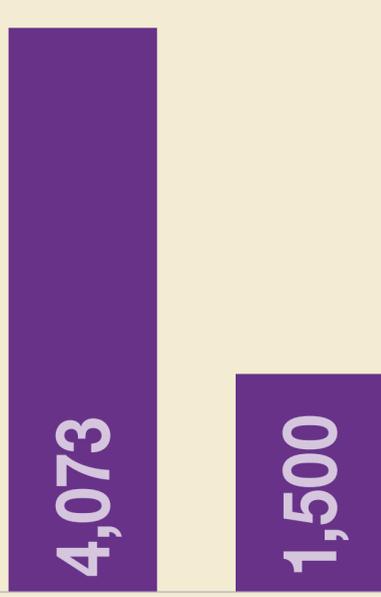
1993



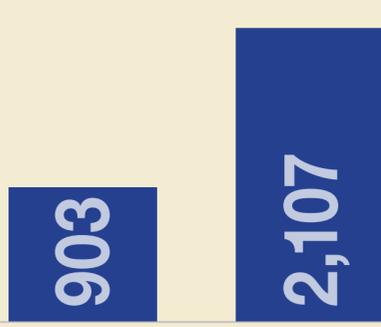
2010



Number of **SIDS deaths**



Number of **other sleep-related infant deaths**



50%

The U.S. **SIDS rate dropped** more than **50%** between 1994 and 2016. However, at the same time, **the rate of infant deaths from other sleep-related causes increased.**

Safe Sleep Environment

To **reduce the risk** of SIDS and other sleep-related causes of infant death:



- ▶ Always place baby on his or her back to sleep, for naps and at night.

- ▶ Share your room with baby. Keep baby close to your bed, on a separate surface designed for infants.



- ▶ Use a firm and flat sleep surface, such as a mattress in a safety-approved crib*, covered by a fitted sheet with no other bedding or soft items in the sleep area.

* For information on crib safety, contact the CPSC at 1-800-638-2772 or <http://www.cpsc.gov>.

¹ CDC. (2018). Sudden Unexpected Infant Death and Sudden Infant Death Syndrome. <https://www.cdc.gov/sids/AboutSUIDandSIDS.htm>

Learn more about ways to reduce the risk of SIDS and other sleep-related causes of infant death at



<http://safetosleep.nichd.nih.gov>