

Modeling Safe Practices: A Checklist for Infant Sleep & Breastfeeding Images

Do all of your organization's resources have images that model breastfeeding-friendly, safe infant sleep practices? Please use this checklist and share it with your communications department, members, or other colleagues—anyone you know who chooses images for websites, educational materials, presentations, and other resources—to be sure the images you use model safe behavior.

Why so particular about photos of cute babies sleeping? Approximately 3,700 infants die each year due to sleep-related deaths—that's more than 10 babies a day. In its guidelines for a safe sleep environment to reduce the risk of these deaths, the American Academy of Pediatrics (AAP) recommends that media, companies, and other organizations follow safe sleep guidelines in their messaging and advertising. The AAP, in making this recommendation, cited research on the impact of media exposures, advertising, and store displays on individual behavior by influencing beliefs and attitudes and its concern that images portraying unsafe sleep practices may create misinformation among parents and other infant caregivers thus putting infants at risk.

Baby

Baby is on back.

Baby is sleeping alone.

Baby's head is uncovered.

Baby is dressed in a wearable blanket or other sleep clothing for warmth, without the use of blankets.

Twins and higher-order multiples are in separate sleep areas.

Sleep Space & Surface

Crib, bassinet, or other safe space is bare (no blanket, quilt, pillows, bumper pads, sheepskin, stuffed animals, or toys).

Bassinet does not have padded sides.

Baby is not sleeping on any surface other than a firm mattress (i.e., not on a parent's chest, adult bed, sofa, chair, or pillow).

Mattress fits snugly in crib, bassinet, or other safe space and covered with only a fitted sheet.

Crib mattress is at the lowest level for babies old enough to pull up or stand.

Crib does not have a drop side.

Crib slats appear to be narrow (i.e., not wide enough to fit a soda can through).

Baby is not sleeping in a positioner or on a wedge.

Baby is not sleeping in car seat, stroller, swing, bouncy seat, infant carrier, infant sling, or a similar product.

Baby's sleep space is not near a window, draperies, blind/shade cords, or electric wires.

Baby is not sleeping near a crib gym or mobile.

Nothing is hung from or around the crib slats.

Feeding

If baby is breastfeeding, the image should reflect a good latch.

If Mom is breastfeeding baby in her bed

Mom's eyes are open.

Baby's bassinet or other safe space is empty and visible near Mom's bed.

Mom's bed is free of sheets, blankets, pillows, and any other item that could obstruct infant breathing if she should fall asleep; other people; and pets.

Family

Baby is sleeping in a separate sleep space within arm's reach of Mom, Dad, or other caregiver. Pet is in a designated space, like a doggie bed, across the room.

Other Considerations

If baby is having tummy time, her eyes are open and an adult is watching.

If baby has a pacifier, the pacifier is cordless and not attached to a stuffed toy or baby's clothing. If baby is swaddled, she clearly looks younger than 2 months. The blanket used to swaddle baby is thin. The blanket is wrapped no higher than baby's shoulders (not touching baby's face or head). The swaddle does not appear to be wrapped too tight; loose ends are tucked under baby. Heart or breathing monitors are not present.

Trademarked or licensed items are not obtrusive.

Baby's and family's clothing does not have profanity written on it.

References

- <u>American Academy of Pediatrics</u>. 2013. <u>Swaddling: Is it safe?</u> Elk Grove Village, IL: American Academy of Pediatrics.
- AAP Task Force on Sudden Infant Death Syndrome, Moon RY. 2016. SIDS and other sleep-related infant deaths: Updated 2016 recommendations for a safe infant sleeping environment. Pediatrics 138(5): e20162938 (policy statement); e20162940 (technical report).

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