The Risk Reduction Work Team of the National SIDS & Infant Death Program Support Center has reviewed and recommends these risk reduction materials for use in programs nationwide. The team reviewed international, national, state and local public education materials, and employed a classification system to rank the items by material design, basic facts and statistics, overall content, and readability. To obtain a copy of this document or other materials, please visit our web site at www.sids-id-psc.org or contact us at 1-800-638-SIDS (7437). The NSIDPSC is a cooperative project of the SIDS Alliance, Inc. and the Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau Sudden Infant Death Syndrome/Infant Death Program.
In October 2001, the Infant Mortality Risk Reduction work team of the National SIDS and Infant Death Program Support Center (NSIDPSC) met at the offices of the National SIDS Resource Center to review public education materials relevant to reducing the risks of Sudden Infant Death Syndrome and preventing other types of infant deaths. The team reviewed over 100 documents collected from programs worldwide and from our own archives. The team employed a classification system to evaluate the education materials by design, basic facts and statistics, overall content, and readability.

Materials, which were ranked exemplary, exceeded the classification system’s criteria, providing an extra benefit to the documents’ targeted population. Materials ranked good covered all of the necessary elements of the criteria thoroughly. We have listed only the good and exemplary materials because they best represent the message of the NSIDPSC.

Our list of recommended education materials will grow as programs expand and new programs are formed.

Special Thanks to Olivia Cowdrill of the National SIDS Resource Clearinghouse in Virginia for the use of her facility for this project.

Infant Mortality Risk Reduction Work Team Participants

Linda Esposito, R.N., M.P.H., C.N.A., Team Leader
SIDS Center of New Jersey

Richard Evans
Juvenile Probation

Andrea Furia
National Institute of Child Health & Human Development

Pat Marquis
SIDS Network of Ohio

Nicole Gye’Nyame
Raleigh Housing Authority

Marian Sokol, Ph.D., M.P.H.
Any Baby Can

Kay M. Tomashek, M.D., M.P.H.
Centers for Disease Control and Prevention

Medical Director
Laura Hillman, MD
University of Missouri

Project Officer
Paul Rusinko
Maternal & Child Health Bureau,
SIDS Infant Death Program

Staff
Kathleen Graham
Program Coordinator

Rod Thompson
Assistant Coordinator

Ayanna Fews
Assistant Coordinator

Lisa A. Heyward
Assistant Coordinator
EXEMPLARY

*Babies Sleep Safest on their Backs*
Back to Sleep/ NICHD
(800) 505-CRIB (2742)

GOOD

*Infant Alert*
SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511
www.sidsresources.org

*Reduce the Risk of Sudden Infant Death Syndrome*
California SIDS Program
5330 Primrose Drive, Suite 231
Fair Oaks, CA 95628-3542
(800) 369-SIDS or (916) 536-0146

3-Page Handout

*Temperature- Safe Sleeping Series*

*SIDS Risk Reduction Recommendations- Commonly Asked Questions*
SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511
www.sidsresources.org

*Sleep Position-Safe Sleeping Series*

*Side- Sleeping- Safe Sleeping Series*

*Infant Alert- Reducing Infant Death- Common Questions*
SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511
www.sidsresources.org
EXEMPLARY

Lowering the Risk of SIDS: What you can do
Hudson Mohawk Affiliate
69 Cambridge Drive
Glenmont, NY 12077
(800) 336-SIDS or (518) 475-1879
Brochure

GOOD

Back to Sleep
Michigan SIDS Alliance
824 North Capitol Ave
Lansing, MI 48906
(800) 331-SIDS
www.misids.org
Brochure

Back to Sleep
North Carolina Healthy Start Foundation
1300 St. Mary’s Street, Ste. 204
Raleigh, NC 27605
(800) FOR-BABY (800-367-2229)
www.NCHealthyStart.org
Brochure

Help Reduce Your Baby’s Risk of Crib Death or SIDS
North Carolina Healthy Start Foundation
1300 St. Mary’s Street, Ste. 204
Raleigh, NC 27605
(800) FOR-BABY (800-367-2229)
www.NCHealthyStart.org
Fact Sheet

How to Improve Infant Health and Safety
SIDS Alliance of Illinois, Inc.
710 E. Ogden, Ste. 550
Naperville, IL 60563
www.sidsillinois.org
(800) 432-SIDS
Brochure

GRANDPARENT MATERIALS

GOOD

Grandparent Power
Indiana State Department of Health
2 North Meridian Street, Section C
Indianapolis, IN 46204
(800) 433-0746 or (317) 233-1256
Brochure

Back to Sleep
SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511
www.sidsresources.org
Bookmarker
HEALTHY BABY MATERIALS

EXEMPLARY

Are You Man Enough?
North Carolina Healthy Start Foundation
1300 St. Mary’s Street, Ste. 204
Raleigh, NC 27605
(800) FOR-BABY (800-367-2229)
www.NCHealthyStart.org

Are You Ready?
North Carolina Healthy Start Foundation
1300 St. Mary’s Street, Ste. 204
Raleigh, NC 27605
(800) FOR-BABY (800-367-2229)
www.NCHealthyStart.org

My Momma Did Folic Acid!
Bootheel Healthy Start
319 W North Street, P.O. Box 1369
Sikeston, MO 63801
(888) 317-4949

Take the First Step for Your Baby
North Carolina Healthy Start Foundation
1300 St. Mary’s Street, Ste. 204
Raleigh, NC 27605
(800) FOR-BABY (800-367-2229)
www.NCHealthyStart.org

Terato What?
Bootheel Healthy Start
319 W North Street, P.O. Box 1369
Sikeston, MO 63801
(888) 317-4949

The Healthy Baby’s Family Album
North Carolina Healthy Start Foundation
1300 St. Mary’s Street, Ste. 204
Raleigh, NC 27605
(800) FOR-BABY (800-367-2229)
www.NCHealthyStart.org

GOOD

Read This- If You Want to Feel and Look Good Before and After Pregnancy
Massachusetts Center for SIDS
One Boston Medical Center Place
Boston, MA 02118
(800) 641-7437

Drinking and Your Pregnancy
National Institute on Alcohol Abuse and Alcoholism
6000 Executive Boulevard, Suite 409
Bethesda, MD 20892-7003
(301) 443-3860

Exercise and Pregnancy
JourneyWorks Publications
P.O. Box 8466
Santa Cruz, CA 95061
(800) 775-1998

Fifty Things Every Pregnant Woman Should Know
JourneyWorks Publications
P.O. Box 8466
Santa Cruz, CA 95061
(800) 775-1998

HIV and Pregnancy
JourneyWorks Publications
P.O. Box 8466
Santa Cruz, CA 95061
(800) 775-1998

What Can I Do To Have A Healthy Baby?
Illinois Maternal and Child Health Coalition
1256 W. Chicago Ave
Chicago, Illinois 60622
(773) 384-8828
SAFETY MATERIALS

EXEMPLARY

Is Your Used Crib Safe?
US Consumer Product Safety Commission
4330 East West Highway, Room 519
(800) 638-2772
www.cpsc.gov
Fact Sheet

I'm a Safe Sleeper
Bootheel Healthy Start
319 W North Street, P.O. Box 1369
Sikeston, MO 63801
(888) 317-4949
Fact Sheet

GOOD

Bedding - Safe Sleeping Series
SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511
www.sidsresources.org
Fact Sheet

Bedsharing/Co-Sleeping - Safe Sleeping Series
SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511
www.sidsresources.org
Fact Sheet

Safety Tips for Sleeping Babies
US Consumer Product Safety Commission
4330 East West Highway, Room 519
(800) 638-2772
www.cpsc.gov
Fact Sheet

Soft Bedding May Be Hazardous to Babies
US Consumer Product Safety Commission
4330 East West Highway, Room 519
(800) 638-2772
www.cpsc.gov
Fact Sheet

Thrift Store Safety Checklist
US Consumer Product Safety Commission
4330 East West Highway, Room 519
(800) 638-2772
www.cpsc.gov
Brochure

Shaking is Hazardous to My Health!
Montgomery County DHHS; Shaken Baby Prevention Program
14015 New Hampshire Ave. Suite 105-Colesville Center
Silver Spring, MD 20904
(301) 421-5771 fax (301) 596-1818
Brochure

EXEMPLARY

Oooh, You’re Hurting My Lungs!
Bootheel Healthy Start
319 W North Street, P.O. Box 1369
Sikeston, MO 63801
(888) 317-4949
Brochure

Wet or Dry…a Drug is a Drug!
Bootheel Healthy Start
319 W North Street, P.O. Box 1369
Sikeston, MO 63801
(888) 317-4949
Fact Sheet

GOOD

Alcohol and Pregnancy Title 5178
JourneyWorks Publications
P.O. Box 8466
Santa Cruz, CA 95061
(800) 775-1998
Brochure

Smoking Awareness
Kiwanis International Office
3636 Woodview Trace
Indianapolis, Indiana 46268
(800) 549-2647 Fax: (317) 879-0204
www.Kiwanis.org
Newsletter