

RECOMMENDED SIDS & INFANT DEATH RISK REDUCTION EDUCATION MATERIALS



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.

***Infant Mortality Risk Reduction
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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.

**SUDDEN INFANT DEATH
SYNDROME MATERIALS**

EXEMPLARY

Babies Sleep Safest on their Backs

Back to Sleep/ NICHD
(800) 505-CRIB (2742)

Brochure

GOOD

Infant Alert

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

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

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

Brochure

Taking Care of a Baby

California SIDS Program
5330 Primrose Drive, Suite 231
Fair Oaks, CA 95628-3542
(800) 369-SIDS or (916) 536-0146

Fact Sheet

Infant Alert- Reducing Infant Death-
Common Questions

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

Sudden Infant Death Syndrome

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

SIDS Risk Reduction Recommendations-
Commonly Asked Questions

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

Temperature- Safe Sleeping Series

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

Sleep Position-Safe Sleeping Series

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

Side- Sleeping- Safe Sleeping Series

SIDS Resources, Inc.
143 Grand Ave.
St. Louis, MO 63122
(800) 421-3511

www.sidsresources.org

Fact Sheet

**AFRICAN-AMERICAN
MATERIALS**

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

**NATIVE-AMERICAN
MATERIALS**

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

Preserving Our Heritage... Saving Our Babies

Mikela's Miracles
2601 Thistle Lane
Rowlett, TX 75089
(866) 286-SIDS Fax (972) 463-9115
www.mikelasmiracles.org

Brochure

Simple Ways to Reduce the Risk of SIDS and Keep a Baby Healthy

SIDS Foundation of Washington
4649 Sunnyside Avenue North, Ste. 348
Seattle, Washington 98103
(800) 533-0376
www.SIDsofWA.org

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

Bookmark

**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

Brochure

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

Brochure

My Momma Did Folic Acid!

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

Fact Sheet

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

Booklet

Terato What?

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

Fact Sheet

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

Booklet

*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

Brochure

GOOD

Drinking and Your Pregnancy

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

Brochure

Exercise and Pregnancy Title 5181

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

Brochure

Fifty Things Every Pregnant Woman

Should Know Title 5187
JourneyWorks Publications
P.O. Box 8466
Santa Cruz, CA 95061
(800) 775-1998

Brochure

HIV and Pregnancy Title 5176

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

Brochure

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

Brochure

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

ALCOHOL/DRUG MATERIALS

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