Advisory 26-14 Baby Safe Sleep Resources

To: All EMS and Fire Agencies

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Unsafe sleep practices are the leading cause of preventable infant death in the Rochester area.

EMS and Fire Services have an opportunity to help prevent these deaths by promoting safe sleep practices through their existing activities such as car seat checks, community outreach initiatives, CPR training, social media, and even when on calls encountering a newborn or their family.



Saving lives is as simple as **A-B-C**:

> Babies should always sleep **ALONE** on their **BACKS**, in an approved **CRIB** or bassinet with no blankets, pillow, crib bumpers, or toys. Babies should ***never*** be put to sleep on a couch, chair, or an adult/child bed.

Numerous resources are available at https://www.babysafesleep.org/, https://www.injuryfree.org/, and https://www.health.ny.gov/diseases/conditions/safesleep/ including a short video, pamphlets, posters, and other resources in English and other spoken languages.

Let's be proactive to educate our community on safe sleep practices so we may never have to respond to the call for the baby not breathing.

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