



Central Michigan District Health Department

Promoting Healthy Families, Healthy Communities



Steve Hall, RS, MS
Health Officer

Jennifer Morse, MD, MPH, FAAFP
Medical Director

PRESS RELEASE FOR LOCAL MEDIA

To: Local Media Outlets
From: Central Michigan District Health Department
RE: CMDHD Promoting Infant Safe Sleep Awareness Month
Release Date: September 26, 2024

CMDHD is Promoting October as Infant Safe Sleep Awareness Month

October is Infant Safe Sleep Month, and Central Michigan District Health Department (CMDHD) is raising awareness about the importance of creating a safe sleep environment for infants. Every year, far too many families suffer the heartbreaking loss of a baby due to unsafe sleep practices. CMDHD is here to help parents and caregivers learn simple steps to reduce the risk of sleep-related infant deaths.

According to the Michigan Department of Health and Human Services (MDHHS), a Michigan baby dies every 2-3 days due to sleep-related causes. From 2010 to 2021, 1,755 Michigan babies died due to sleeping in unsafe environments, such as on soft bedding or on an adult bed, couch or sofa chair, with toys or blankets, with another adult or child or on the stomach or side.

To protect your baby, always follow the **ABCs** of safe sleep: babies should sleep **Alone**, on their **Backs**, and in a **Crib** with no extra blankets, pillows, or stuffed animals. These practices can save lives and give your baby the safest start. Studies show that following these guidelines can greatly reduce the risk of sleep-related infant deaths.

“CMDHD has programs to educate families about safe sleep, including our Maternal Infant Health Program, WIC, and our Healthy Futures Program,” said Emily Nelson, CMDHD Family Health Director. “Our staff can also provide referrals to resources for families that do not have cribs or a safe place to sleep.”

Follow these Safe Sleep Steps to keep your baby safe:

- Place baby on the back to sleep.
- Place baby in a crib, bassinet or pack and play with a firm mattress covered only with a tightly fitted sheet. The sleep surface should be flat.
- Keep baby's sleep space clutter free—no pillows, quilts, comforters, stuffed toys, bumper pads, or other soft objects.

Please visit us online at www.cmdhd.org.

- Keep baby's sleep space near the caregiver's bed—share the room, not the bed.
- Keep baby's environment smoke-free and nicotine-free.
- Make sure everyone caring for baby knows these guidelines, including babysitters, friends, and family members.

Visit www.michigan.gov/safesleep for more information and resources regarding infant safe sleep.

This article has been brought to you by Central Michigan District Health Department, which serves the counties of Arenac, Clare, Gladwin, Isabella, Osceola, and Roscommon. Visit our website at www.cmdhd.org and follow us on [Facebook](#) and [Instagram](#).

###

To request an interview, please visit our website (cmdhd.org) and fill out the [Media Interview Request Form](#).



Proud member of the [Northern Michigan Public Health Alliance](#): 7 local health departments advocating for public health.