

Safe Sleep Initiatives Newsletter

Spring 2026



Sudden Unexpected Infant Death Prevention Program Updates

Save the Date – Free Webinar!

Infant Sleep Gear: What's Safe and Why It Matters

June 5, 2026, 12:00 – 1:00pm CDT/1:00 – 2:00pm EDT

During this parent-facing webinar, a collaboration between the SUID Prevention Program and AAP Healthy Children, Jennifer Shu, MD, FAAP will be joined by Benjamin Hoffman, MD, MPH, FAAP and Erin M. Mannen, PhD to discuss safe sleep products, risk misconceptions and how to choose infant sleep products that align with the safe sleep recommendations. More information, including a registration link, to come in the following weeks.

To stay up to date on the SUID Prevention Program, educational offerings and other injury prevention updates from the AAP, join our listserv by registering [here](#).

National Collaborative for Safe Infant Sleep Partner Updates

The National Collaborative for Safe Infant Sleep (NCSIS) convenes over 30 organizations to network together, share best practices and resources, and brainstorm innovative SUID education, communication, and prevention strategies. Included in this newsletter are a variety of updates and announcements from our partners. A full list of the NCSIS partners and their webpages can be found linked at the end of this newsletter.

The National Center for Fatality Review and Prevention

A recent study from the National Center for Fatality Review and Prevention found that at least 50 infants died in an inclined sleeper after Consumer Product Safety Commission (CPSC) safety recalls were issued in 2019. Interested parties can read more about the study in the AAP News publication [here](#).

Cribs for Kids

National PJ Day for Safe Sleep Awareness on April 16!



PJs for Safe Sleep is a first annual national day of awareness held on April 16 to serve as a reminder that **how and where a baby sleeps matters**. By wearing pajamas to work, school, or at home, participants help shine a light on evidence-based safe sleep practices and the importance of creating safe sleep environments for every baby.

As the first year of this awareness effort, PJs for Safe Sleep marks the beginning of an annual tradition—one that uses a simple, visible action to promote lifesaving education and encourage communities across the country to join the conversation about safe sleep. Learn more [here](#).

Register for the National Cribs for Kids Conference

The upcoming [9th National Cribs for Kids Conference](#), Safe Sleep: Rooted in Evidence, Branching into Action, taking place September 29 through October 2, 2026, continues this mission and serves as a national convening space for healthcare providers, public health professionals, researchers, child welfare leaders, first responders, home visitors, educators, and community advocates committed to advancing infant safe sleep.

Returning as a fully in-person event, the 2026 conference will include networking opportunities and engaging educational sessions designed to foster connection, learning, and action. Attendees will participate in meaningful discussions, discover innovative programs, and examine how evidence-based recommendations can be translated into sustainable community impact.

For full conference details, abstract submissions, and registration information, visit cribsforkids.org/conference/.

Safe Sleep Champions Webinar Series

Each quarter, Cribs for Kids will host a series of interviews with the best and brightest in the Safe Sleep Community. From hospitals to community agencies to safe sleep advocates, Cribs for Kids will bring you various stories to help you learn how to change the culture around safe infant sleep in your community.

FREE WEBINAR: Safe Sleep Champions Spring Webinar

Thursday, April 16, 2026

12 PM – 1 PM ET

Register [here](#).

Michigan Department of Health and Human Services – Infant Safe Sleep Program

Stories from Families on Why They Practice Safe Sleep

The Michigan Department of Health and Human Services, Infant Safe Sleep Program asked families questions about why they practice infant safe sleep, challenges they faced and the resources that helped. Families have given permission for their quotes to be used in a variety of ways to promote infant safe sleep. Quotes can be requested for use by partners for infant safe sleep promotion efforts. Hearing from other parents on why they practice infant safe sleep or how they got through tough times can be a powerful motivator for other parents and caregivers.

View the [Stories on Infant Safe Sleep](#) page to learn more about the project, including the questions asked and the themes identified for each question. This project was created in partnership with the Michigan Fetal Infant Mortality Review (FIMR) Strategic Storytelling Team.

Resource Materials

The Michigan Department of Health and Human Services, Infant Safe Sleep Program has completed a project to update infant safe sleep resource materials that included focus groups with families on which design drew their attention and best conveyed the information. As part of the project, two new items were created. [Planning Ahead for Safe Sleep](#) provides information on what parents can do to plan ahead for when they are tired and caring for their baby. [Sleeping with Your Baby](#) educates families about the risks associated with sleeping with their baby. The updated [safe sleep educational materials](#) are available in English, Arabic and Spanish online. The basic brochure is available in 10 additional languages common in Michigan.

First Candle

First Candle is pleased to share the launch of the [newly redesigned website](#). For more than 40 years, First Candle has worked to prevent infant deaths and support families affected by loss. As scientific understanding has evolved from Sudden Infant Death Syndrome (SIDS) to the broader category of Sudden Unexpected Infant Death (SUID), prevention efforts increasingly emphasize sleep-related injury prevention, consistent safe sleep education, and strong community partnerships.

First Candle works to prevent sleep-related infant deaths and support families through four interconnected programs that educate communities, train professionals, prepare first responders, and provide compassionate bereavement care. These programs include:

- **Straight Talk for Infant Safe Sleep™**, a training program for healthcare professionals that strengthens safe sleep guidance across healthcare systems while promoting respectful and responsive communication with families.
- **Let's Talk Community Chats™**, a community-centered education program that partners with trusted local leaders to support families with safe sleep guidance and maternal and infant health resources, **placing families and community voices at the center of prevention.**
- **Safe Sleep Response™**, specialized training that prepares first responders, death scene investigators, and social service professionals to compassionately support families following the death of a baby.
- **Bereavement Support Services**, a cornerstone of First Candle's work, providing 24/7 support, trained peer mentors, and grief resources for families experiencing the loss of a baby.

Around the Academy

New Safe Sleep Resources

With support from the Centers for Disease Control and Prevention, the Healthy Mental Development team recently developed new safe infant sleep resources for hospital discharge planning. The resources were developed to support families affected by perinatal substance use, but the guidelines are applicable to supporting safe infant sleep for all families. The resources are meant to be used together and include a [physicians' guide](#) for safe sleep discussion, a [parent handout](#), and a brief [30-second video](#) providers can text to parents after the discussion. For any questions, please contact Linda Paul, Sr. Manager, Healthy Development at mentalhealth@aap.org.

NEW Resource: Community Advocacy Roadmap



The Community Pediatrics in Training Initiative (CPTI) program has developed the Community Advocacy Roadmap, a practical guide designed to engage in meaningful community-level advocacy. The goal of the tool is to provide foundational knowledge on identifying local health needs, collaborating with community partners, and implementing strategies that promote child health **beyond** the clinical setting.

For additional information visit the [CPTI website](#) or email us at CPTI@aap.org.

RESOURCE REMINDER: Injury Prevention Resources

The AAP has a suite of comprehensive injury prevention resources designed to support the health and safety of children at every stage of their development. These resources address a wide spectrum of issues that impact children and adolescents, including Child Fatality Review (CFR), Child Pedestrian and Passenger Safety, Helmet Use and Recreational Safety, and more. Whether you're seeking insights into injury prevention strategies or looking to inform policy and practice, these are vital tools in advancing care and protecting young lives. These toolkits are accessible free of charge [here](#).

To learn more about the SUID Prevention Program NCSIS partner organizations and their work, please visit their websites!

- [American Academy of Pediatrics Section on Breastfeeding](#)
- [Arizona Department of Health Services – Safe Sleep](#)
- [Child Care Aware of America](#)
- [Children’s Safety Network: Education Development Center](#)
- [Claire Bear Foundation](#)
- [Cribs for Kids](#)
- [First Candle](#)
- [Healthy Native Babies Project](#)
- [Michigan Department of Health and Human Services – Infant Safe Sleep](#)
- [National Association of County and City Health Organizations](#)
- [National Center for Fatality Review and Prevention](#)
- [National Center on Early Childhood Quality Assurance](#)
- [National Healthy Start Association](#)
- [National Institute of Child Health Quality](#)
- [Reaching Our Sisters Everywhere](#)
- [Safe Infant Sleep](#)
- [Safe Kids Worldwide](#)
- [Safe States Alliance](#)
- [The Joint Commission](#)
- [U.S. Breastfeeding Committee](#)

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