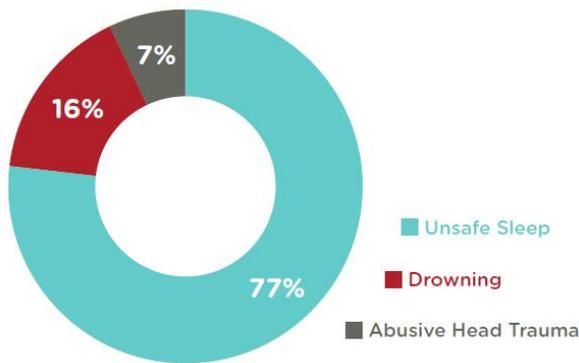


# SLEEP BABY SAFELY CAMPAIGN IMPACT

On average, a healthy baby dies every month while sleeping unsafely, making it the number one cause of preventable death for children in Pinellas County. In January 2018, JWB and its partners launched *Sleep Baby Safely*, a campaign driven by local data featuring consistent messaging, coordinated materials, and educational training. The goal is to prevent and eliminate infant sleep-related suffocation deaths.

## Leading Causes of Preventable Deaths for Children 6 Years and Younger [2011-2018]



## 2018/2019 Campaign Reach

**6,208**

Welcome Baby Bags with safe sleep educational items were distributed at local birthing hospitals

**556**

First responders were trained and equipped with campaign materials for direct on-scene education

**12,908**

Parents and caregivers received safe sleep education and materials across Pinellas County

**269**

Medical personnel were trained and provided with campaign materials to deliver a consistent message

**55**

Partner agencies serve as ambassadors & champions of the Sleep Baby Safely campaign

## Safe Sleep Fast Facts [2011 – 2018]

**8,300**

Babies born annually in Pinellas County, on average

**64**

Babies died from sleep-related suffocation

**84%**

Of deaths occurred south of Gulf-to-Bay Blvd

**60%**

Of deaths occurred from co-sleeping in adult beds

**96%**

Had access to a safe sleep surface [crib, bassinet]

## Key Campaign Strategies

Created and adopted a work plan and standard data reporting tool for partners to track activities

Launched website and social media toolkit

Placed Safe Baby Educators in WIC offices

Created and implemented direct on-scene education training for first responders

Developed a universal process for distributing Welcome Baby Bags, to include face-to-face safe sleep education, at all birthing hospitals

Continue to train and educate parents, caregivers, and the community at large

**↓ 50%**

2018 INFANT SLEEP-RELATED SUFFOCATION DEATHS

