



MISSISSIPPI STATE DEPARTMENT OF HEALTH

2016

Dear Hospital Partner,

The Mississippi State Department of Health (MSDH) is excited to announce an opportunity to reduce SIDS and sleep related infant deaths in Mississippi. Sleep related deaths including suffocations and roll-over accidents are the leading causes of infant death after the first month of life. Mississippi has one of the highest infant mortality rates in the nation and many of these SIDS and sleep related deaths are preventable.

In October 2015, MSDH partnered with many hospitals around the state to provide safe sleep education to every newborn parent and ensure that staff caring for babies are educated about safe sleep. **MSDH is offering the children's board book 'Sleep Baby, Safe and Snug' for hospitals to give to the parents of each newborn discharged from the hospital, free of charge** (renewed on an annual basis as funding is available). Hospitals can receive the board books by having a safe sleep policy that incorporates the latest recommendations for infant sleep as defined in [the American Academy of Pediatrics 2011 Clinical Report](#) and completing the attached participation form. A sample safe sleep policy is included in this mailing.

We are encouraging all Mississippi hospitals to pursue recognition through **The National Safe Sleep Hospital Certification Program**. Developed by Cribs for Kids® in conjunction with Halo Innovations®, this is a hospital certification program which recognizes hospitals that demonstrate a commitment to community leadership for best practices and education on infant sleep safety. All the information behind the program can be accessed at: <http://www.cribsforkids.org/safesleephospitalcertification/>.

Your Hospital will have the opportunity to be recognized as a **Safe Sleep Approved** facility by the Mississippi SIDS & Infant Safety Alliance, the only non-profit in Mississippi that is dedicated solely to providing SIDS and Safe Sleep education to families and professionals as well as bereavement services. For further details regarding the Mississippi SIDS & Infant Safety Alliance hospital program please visit their website at www.ms-sids.org.

To participate or ask questions please contact Monica Stinson at monica.stinson@msdh.ms.gov. We appreciate your work and commitment to keeping the babies of Mississippi safe and look forward to partnering with you on this important initiative.

Sincerely,

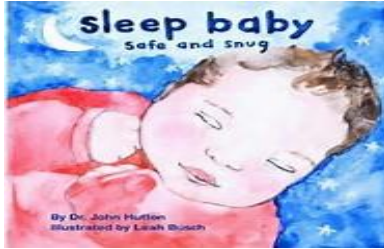
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Safe Sleep Hospital Promotion



Hospital Name: _____

Contact Name & Title: _____

Contact Email: _____

Contact Phone: _____

Shipping Address: _____

Average number of annual deliveries (number of books for year): _____

Shipment preference (select one):

1. One shipment of all books _____
2. Two shipments of ½ of books _____
(Second shipment will occur 4-6 months after the first order or upon request)

Does your hospital have a safe sleep policy?

1. Yes (Please Enclose) _____
2. No _____
3. Planning or In Development _____

Are you interested in receiving assistance in developing a safe sleep policy?	No
Are you interested in receiving training for your staff regarding safe sleep?	No
Are you interested in receiving free safe sleep patient education materials?	Yes

Return to: monica.stinson@msdh.ms.gov Fax: 601-576-8168
 You may also place your order over the phone by calling 601-576-7416