

Cody L. Phinney, MPH  
Administrator, DPBH

John DiMuro, DO MBA  
Chief Medical Officer



Contact Name: Christina Turner  
Phone Number: (775) 684-4134  
Release Date: October 27, 2016  
Page 1 of 1

## Division of Public and Behavioral Health

### NEWS RELEASE

### Safe Sleep Awareness

*Carson City* – The Nevada Division of Public and Behavioral Health (DPBH) announces the launch of a Safe Sleep media campaign on October 28, 2016. According to the Centers for Disease Control and Prevention (<http://www.cdc.gov/sids/aboutsuidandsids.htm>), about 3,500 US infants die suddenly and unexpectedly each year, most while the infant is sleeping in an unsafe sleep environment. A collaborative effort to reduce the infant mortality rate in Nevada by promoting Safe Sleep practices is comprised of the Nevada Division of Public and Behavioral Health, Carson City Health and Human Services (<http://gethealthycarsoncity.org>), Southern Nevada Health District (<http://www.southernnevadahealthdistrict.org>), and Washoe County Health District (<https://www.washoecounty.us/health/>), as well as local media outlets helping to get the message out and many direct service providers conveying Safe Sleep messages to parents every day.

Infant death due to an unsafe sleep environment is preventable. Infant deaths involving unsafe sleep conditions can occur when the baby is in the care of someone other than parents; we ALL need to be educated about Safe Sleep. Safe Sleep education campaigns have been proven to reduce infant deaths.

Safe Sleep practices include placing a baby to sleep **ALONE**, on their **BACK**, and in a **CRIB**- at all times, no exceptions.

**ALONE:** Do not sleep with a baby ever. Do not share sleeping spaces – even with siblings.

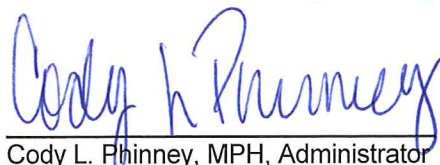
**On BACK:** Placing a baby to sleep on their back greatly reduces infant deaths.

**In a CRIB:** Use a firm crib mattress covered by a tight-fitted sheet. Do not put baby to sleep on an adult bed or couch.

Keep blankets, pillows, stuffed animals, bumper padding and other soft items out of the baby's sleeping area. Refrain from using car seats, swings or strollers for routine sleep. Keep the crib in your room close by. Safe Sleep for babies includes a smoke-free environment and breastfeeding.

For more information on Safe Sleep practices or about the Maternal and Child Health Program, please contact Christina Turner, Maternal and Infant Health Coordinator at [christinaturner@health.nv.gov](mailto:christinaturner@health.nv.gov) or by calling (775) 684-4285. For more information about the Division of Public and Behavioral Health, please go to: <http://health.nv.gov>.



  
Cody L. Phinney, MPH, Administrator

4150 Technology Way, Suite 300 Carson City, Nevada 89706  
Phone (775) 684-4200, Fax (775) 684-4211  
NEVADA STATE IS AN EQUAL OPPORTUNITY EMPLOYER