



National Sleep Awareness Week 2023

Celebrate Sleep Awareness Week 2023 with NICHQ by advancing advocacy, protection, and promotion of evidence-based safe-sleep practices to ensure that all babies are sleeping safely.

NICHQ Study on Community Promotion of Safe Sleep and Breastfeeding Published by BMC Public Health



NICHQ
National Institute for
Children's Health Quality

 **PUBLICATION**

March 7, 2023

**Community-based approaches to infant
safe sleep and breastfeeding promotion:
a qualitative study**

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BMC Public Health

A new study looking at community-based approaches to infant safe sleep and breastfeeding promotion

was published in [BMC Public Health](#) on March 7, 2023. Community-based approaches to infant safe sleep and breastfeeding promotion: a qualitative study, led by the National Institute for Children's Health Quality (NICHQ), details opportunities and challenges to improve community-level promotion of infant safe sleep (ISS) and breastfeeding in communities vulnerable to infant safe sleep and breastfeeding disparities.

NICHQ authors include:

- Meera Menon, PhD, Associate Director of Research and Evaluation (Lead Author)
- Rebecca Huber, MPP, Senior Analyst
- Dana D. West, PhD, Associate Project Director of Equity
- Stacy Scott, PhD, MPA, VP, Health Equity Innovation (Executive Project Director)
- Rebecca B. Russell, MSPH, VP, Applied Research and Evaluation
- Scott D. Berns, MD, MPH, FAAP, President and CEO (Principal Investigator)



Working together, public health professionals,

clinicians, and birth workers can help save the lives of more than 3,500 infants each year who die from sleep-related causes. The first step to preventing Sudden Infant Death Syndrome (SIDS) and other sleep-related deaths is to understand and promote the most up-to-date, evidence-based recommendations for safe infant sleep.

SAFE SLEEP 101

At NICHQ, we are committed to making safe infant sleep and breastfeeding/chestfeeding the national norm. Read the [Updated 2022 Recommendations for a Safe Infant Sleeping Environment](#) and see [How to Keep Your Sleeping Baby Safe: AAP Policy Explained](#) to learn more about these and other actions.

[Video Quiz: How Safe Sleep Savvy Are You?](#)

This short video quiz can be used by health professionals to engage parents and caregivers in important conversations about safe sleep and breastfeeding recommendations. The quiz is also

[available in Spanish!](#)

[Safe Sleep and Breastfeeding Myths and Facts](#)

Pediatricians, family physicians, and other health care providers can use these documents during conversations with families to address myths and facts about safe infant sleep and breastfeeding. Now available in 12 different languages!

[Safe Sleep Infographic for Child-care Providers](#)

Partner with child-care providers from various communities using our safe sleep infographic offering six simple tips for keeping babies safe when sleeping. Available to download in 12 different languages!

[Safe Infant Sleep Baby Registry Guide](#)

This guide is designed to be shared with mothers and birthing people, and it includes strategies for creating safe sleeping environments, product recommendations, and helpful information about product safety standards.



Related Webinars

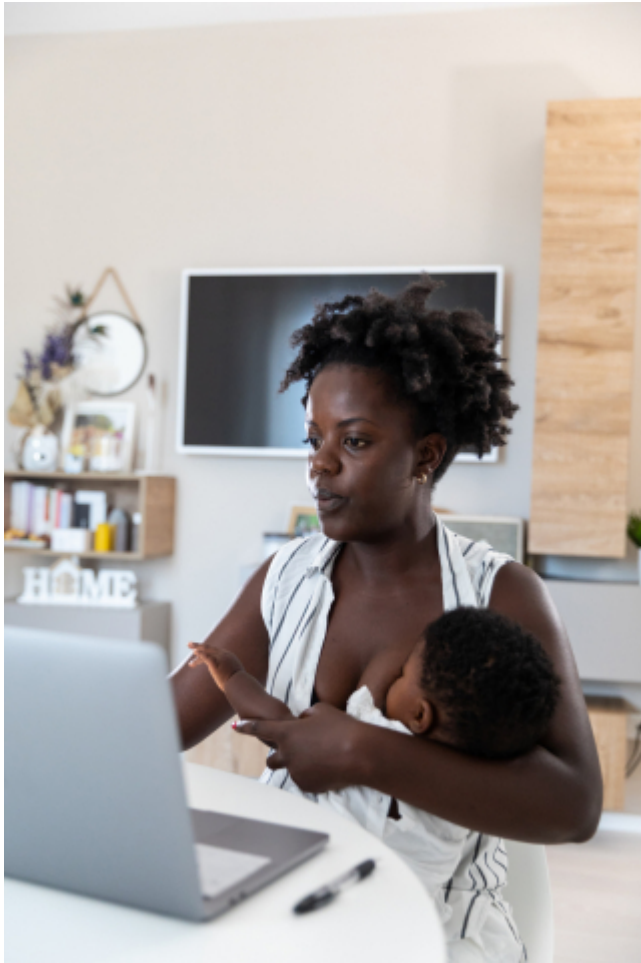
Watch webinars from NICHQ demonstrating strategies for helping communities adopt safe sleep practices.

Stacy Scott, Ph.D., MPA, NICHQ VP of Health Equity and Innovation and Founder of the Global Infant Safe Sleep (GISS) Center, leads a series of role-playing exercises where she demonstrates tactics to engage families from different backgrounds in meaningful conversations about safe sleep.

[WATCH WEBINAR](#)

This webinar discussed how the NAPPSS-IIN programmatic and evaluation pursuits shifted to center community voices within participatory quality improvement (QI). Community partners share their experiences leading and implementing QI activities. Implications for MCH projects and community-based research were discussed.

[WATCH WEBINAR](#)



Creating Safe Sleeping Environments While Feeding

Breastfeeding/chestfeeding brings a variety of health benefits for babies. But tired mothers and birthing people need support to continue breastfeeding/chestfeeding while ensuring infants sleep safely.

- Watch this interactive webinar providing strategies for [Improving Conversations about Breastfeeding](#).
- Read this article about the importance of improving sleep for mothers and birthing people to help ensure [safer sleep for babies](#).