



National Sleep Awareness Week 2024

Celebrate Sleep Awareness Week 2024 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 Midwifery



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

was published in Midwifery online earlier this month.

[Community infant safe sleep and breastfeeding promotion and population level-outcomes: A mixed methods 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:

- Rebecca Huber, MPP, Senior Analyst
- Meera Menon, PhD, Associate Director of Research and Evaluation
- Stacy Scott, PhD, MPA, VP, Health Equity Innovation
- Rebecca B. Russell, MSPH, VP, Applied Research and Evaluation
- Scott D. Berns, MD, MPH, FAAP, President and CEO



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. Explore a collection of helpful tools and resources to work toward eliminating SIDS and other sleep-related deaths.

[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

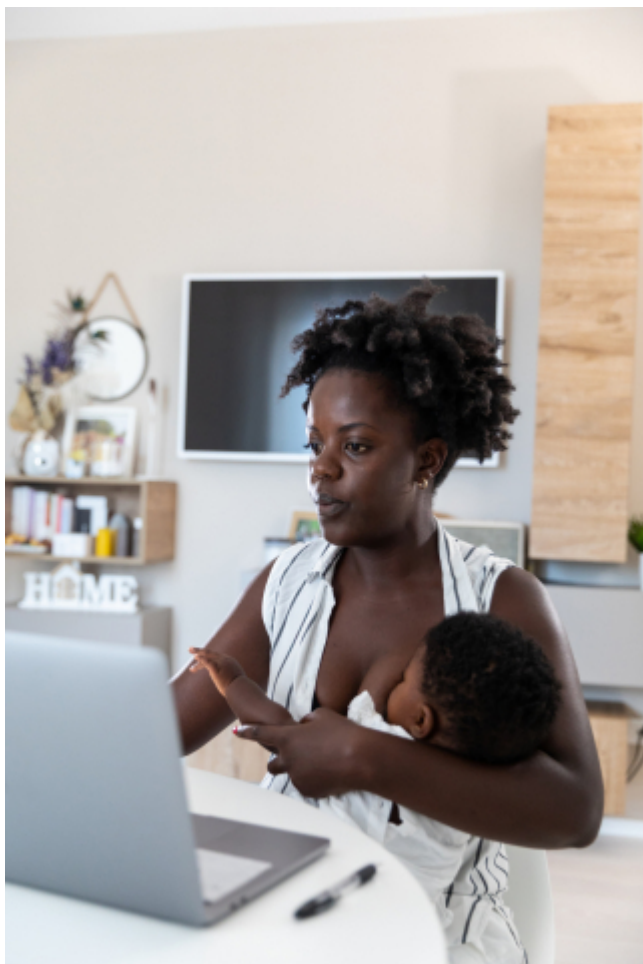
Watch webinars from NICHQ demonstrating strategies for helping communities adopt safe sleep practices.

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 highlights findings from a recent NICHQ-led study, [*Community-based approaches to infant safe sleep and breastfeeding promotion: a qualitative study*](#) published in BMC Public Health where researchers addressed two questions: (1) What are the areas that community-level organizations need support to serve their population's needs around safe sleep and breastfeeding? (2) What tools or resources could assist them in improving their work promoting safe sleep and breastfeeding?

[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](#).