

Thursday, October 23, 2025



A New Era in Infant Survival: *Recognizing the Value of Community-Centered Safe Sleep Initiatives*



Today's Journey

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Recap Webinars 1 and 2

02

Reimagining Prevention,
Partnership, and Possibility

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A Time to Dream

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The Sleep That Holds Our Legacy

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A Dream to Action

Webinar #1 Synopsis

Keeping Our Babies Safe: Working Together to Reduce Sudden Unexpected Infant Death (SUID)

Webinar #1 re-established the importance of community-driven, culturally grounded collaboration in safe sleep advocacy. It honored the legacy of early leaders while setting the stage for renewed partnerships that center on lived experience, bridge professional and community sectors, and keep messaging consistent, accessible, and empowering.



Webinar #2 Synopsis

Promoting Safe Infant Sleep — Relying on Communities' Capabilities to Get the Word Out

Webinar #2 emphasized that the most effective safe sleep education begins within the community itself. By combining biological research with cultural insight, partnerships between scientists, practitioners, and families can yield data that not only saves lives but also honors community identity, resilience, and leadership.





Torine Creppy

President, Safe Kids Worldwide



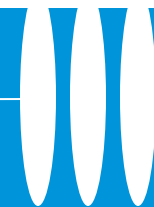
SAFE
KIDS
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Safe Kids & Safe Sleep

Torine Creppy, President
Safe Kids Worldwide

Background

- Safe Kids has included safe sleep as an issue for many years, despite not having a consistent funder to support local efforts.
- Safe Kids coalitions are very engaged with safe sleep education
 - In 2024, our network educated over 22,000 professionals and over 400,000 families about safe sleep
 - They also distributed over 14,500 portable cribs and about 43,000 sleep sacks, with about 85% going to families at increased risk.
- With more than 3,500 cases of SUID each year and increasing disparities, safe sleep became a priority in our 2024-2026 strategic plan



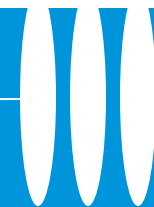
2024



In October 2024 Safe Kids Worldwide convened a 1.5-day meeting with more than 150 professionals—including leading pediatricians, academic researchers, policymakers, public officials, health educators, and product manufacturers to discuss how to address the increasing inequities in safe sleep.

The Summit was the first step in collaborating to create a roadmap to address existing inequities and ultimately reduce the prevalence of unsafe infant sleep.

At the end of the summit, Safe Kids committed to establishing a working group to inform roadmap development.

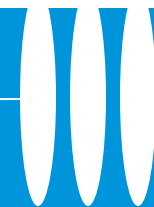


2025

During 2025, Safe Kids met with key agencies and leaders to build on the Summit resulting in:

- HRSA highlighting Summit Report as a key document to drive action
- Sponsorship of the NICHQ webinar series
- Partnership with Charlie's Kids
- Activities with the Baby Safety Alliance
- Four strong sessions covering issues related to safe sleep at PrevCon 2025

PrevCon also marked the first meeting of the Safe Kids Safe Sleep Working Group



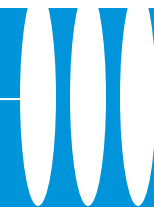
Safe Kids Safe Sleep Working Group



20 leading professionals representing:

- Academics/researchers
- Parent/family educators
- Healthcare providers
- Parent advocates
- Representatives of national NGOs

Under Safe Kids leadership, develop scope and process for a national roadmap, including opportunities for input/comment from the field



2026

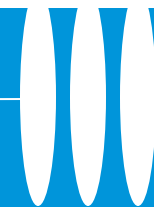


Monthly meetings with Safe Kids Safe Sleep Working Group and opportunities for input/comment from the field

Fundraising to support launch and initial implementation of the Safe Sleep Roadmap

6-8 pilots using the Pediatric Extended Injury Review process to strengthen local response to SUID

Launch of the Safe Sleep Working Group – October



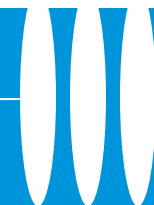
Thank You



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Now It's Time to Dream

*A New Era in Infant Survival:
Recognizing the True Value of
Community-Centered Initiatives*

D - Define the Dream	Reclaim and affirm the vision that <i>every baby and every birthing family thrives</i> .
R - Root in Community Wisdom	Lift up the voices, traditions, and lived experiences of those already doing the work.
E - Engage for Connection	Build authentic, two-way learning spaces where all participants contribute.
A - Activate Collective Power	Turn learning into coordinated action; share resources and strategies.
M - Measure the Magic	Define success through community-defined outcomes (trust, connection, joy).



The Importance of Story Telling

“The Dreamkeeper’s Light”





Dreamkeeper Framework


— The Dreamkeeper Framework invites us to see prevention as an act of imagination and restoration. It reminds us that safety is not born from systems alone, but from the dreams and wisdom of the people they serve. When families are seen, heard, and honored, prevention becomes more than protection—it becomes possibility.

— Dreamkeepers are the people and organizations who turn imagination into infrastructure—transforming grief into purpose, and policy into possibility. Here, prevention is not only about avoiding harm but about building futures where safety, belonging, and care are woven into every system that touches families.



Michelle Edison, MPH, MS

Project Director, NICHQ



Each of us has the power to be a Dreamkeeper:

Someone who carries forward
wisdom, protects families, and makes
sure every baby wakes up safely.

The Heart of the Dreamkeeper Framework

Which part of the Dreamkeeper Framework most resonates with you?



Turning imagination into infrastructure



Transforming systems of control into systems of care



Co-designing futures with families and communities



Helping every child rest safely and awaken to possibility

Living the Dreamkeeper Partnership

How can organizations best embody the Dreamkeeper Framework?



Centering families as co-designers, not just participants



Bridging data with dignity and human stories



Shifting from compliance to care-driven accountability



Embedding imagination and compassion into every prevention strategy

In a Dreamkeeper Future...

What does “safety” look like for families in a Dreamkeeper future?



Belonging — every family feels seen and supported



Partnership — systems built with, not for, communities



Possibility — prevention grounded in hope and imagination



Action — care built into every policy and practice

Dreamkeepers in Our Communities

What does it mean for communities to be Dreamkeepers in the work of safe sleep and infant health?



**Leading change through
lived experience and wisdom**



**Building networks of care
rooted in trust and belonging**



**Turning community
imagination into local action**



**Holding families through
both grief and growth**

Public Health as a Dreamkeeper System

How can public health systems embody the Dreamkeeper approach?



Centering families as co-designers, not just participants



Bridging data with dignity and human stories



Shifting from compliance to care-driven accountability



Infusing every prevention strategy with imagination, connection, and care.

Safe sleep is more than a message — it's a promise kept across generations.



The sleep that holds our legacy.

“Each breath our babies take while sleeping carries both memory and possibility.”



The sleep that holds our legacy.

“Each breath our babies take while sleeping carries both memory and possibility.”



Each breath...

Every breath a baby takes while sleeping is more than biological. It is rhythmic, sacred, ancestral. It echoes the breath of generations before—and signals continuity into the generations ahead.



...our babies take in sleep...

Sleep here is not just rest; it's a state of sacred protection, a moment of vulnerability where babies are cared for by both the living and the ancestral. It is a spiritual and cultural act as much as a physical one.



...carries memory...

Memory refers to cultural inheritance—songs, rituals, stories, and wisdom that families have carried and adapted across generations. These memories are embedded in how we swaddle, soothe, rock, and protect.



...and possibility.

Possibility is the future: what we're dreaming into existence. It's the joy we protect, the safety we ensure, and the thriving we imagine. In each baby's sleep lives the future we are building—liberated, bold, and full of care.

Join the Dreamkeeper movement.

Our babies need more than a message.

— They need us.

— They need community.

— They need freedom to rest in peace and to live in power.

Let's build that future together. Let's make sure that every baby is born into a world where their rest is respected, their families are supported, and their dreams are protected.



Take Our Survey

Scan the QR code to take our short survey about your interest in the National Community Partnership to Promote Safe Sleep Initiative.





Thank you.

**Let's keep
dreaming—and
doing—together.**



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