



SAN BENITO COUNTY

HEALTH & HUMAN SERVICES AGENCY

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PUBLIC HEALTH SERVICES
Healthy People in Healthy Communities

PRESS RELEASE FOR IMMEDIATE RELEASE

Date: 16 October 2017

From: Sam Perez, Public Health Information Officer

Writer: Nesha L. Scott, PHN with the Maternal, Child and Adolescent Health Program

Subject: Raising the Awareness of Sudden Infant Death Syndrome through Outreach and Education

October is Sudden Infant Death Syndrome (SIDS) and Sudden Unexpected Infant Death (SUIDS) awareness month. The focus of this month is to increase awareness and provide education about SIDS & SUIDS to anyone who is involved in the care of infants. While the incidence of SIDS in San Benito County is low (two deaths in the last five years), we recognize that one death from SIDS/SUID is one too many. As babies continue to be born, we want to ensure the "Safe to Sleep for Every Sleep" message continues to be shared.

The American Academy of Pediatrics (AAP) Safe to Sleep Recommendation for Parents and Caregivers are as follows:

Do

- Please your baby on their back to sleep for every sleep including naps
- Use a firm sleep surface with a fitted sheet
- Room-sharing without bed-sharing is recommended
- Pregnant women should receive regular prenatal care
- Breastfeeding is recommended
- Consider offering a pacifier at nap time and bedtime after breastfeeding is well established
- Follow health care provider guidance on baby's vaccines and regular health checkups
- Give baby plenty Tummy Time when he or she is awake and when someone is watching

Avoid

- Do not place soft objects such as toys, pillow, blankets, or bumpers in crib with baby
- Do not smoke or allow anyone to smoke near you when you are pregnant or around your baby
- Avoid alcohol and illegal drug use during pregnancy and after birth
- Avoid overheating or using baby hats while sleeping
- Avoid products that claim to reduce the risk of SIDS

Our community strives to support the health and safety of our youngest members.

For more information regarding this SIDS and SUID, please call Public Health Services at (831) 637-5367 or go to our website at <http://hhsa.cosb.us/>. Additional information on reducing the risk of SIDS is available at <http://pediatrics.aappublications.org/content/pediatrics/early/2016/10/20/peds.2016-2938.full.pdf>.

PUBLIC HEALTH SERVICES
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