## Baby $\mathcal{BEAR}$ wants your baby to sleep safely:



Dear Parents and Grandparents,

I have good news!

When it comes to safe sleep, you have the power to make a difference! \*

 ${oldsymbol{\mathcal{B}}}$  is for Back: Babies should be placed to sleep on their  ${oldsymbol{\mathsf{Back!}}}$ 

 ${\cal E}$  is for Empty: The crib should be **Empty**, with no pillows, bumpers, blankets or stuffed animals like me in it!

 ${\cal A}$  is for Alone: Baby should sleep **Alone** in the crib and not in the parent's bed!

 ${m \mathcal{R}}$  is for Room: Share your **Room** with baby, not in your bed!



And please remember, NO SMOKING!

\*Based on American Academy of Pediatrics guidelines for reducing the risk of SIDS and other sleep-related infant deaths. For more information call the SIDS Center of New Jersey (SCNJ) hotline 800-545-7437 or access its website <a href="www.rwjms.rutgers.edu/sids">www.rwjms.rutgers.edu/sids</a>. The SCNJ, based at Rutgers Robert Wood Johnson Medical School and the Joseph M. Sanzari Children's Hospital of Hackensack Meridian Health, is funded in part by a health service grant from the New Jersey Department of Health.