

# October is SIDS Awareness Month!

## Be a Safe Sleep Ambassador for Your Baby!

Baby *BEAR* wants babies to sleep safely!



Dear Parents and Grandparents,  
Good news!  
When it comes to safe  
sleep, you have the power to  
make a difference!

**B** is for Back: Babies should be placed to sleep on their **Back**!

**E** is for Empty: Cribs should be **Empty**! No pillows, bumpers, blankets or stuffed animals in it! *Not even bears like me!*

**A** is for Alone: Baby sleeps **Alone** in the crib, not in the parent's bed!

**R** is for Room: Share your **Room** with baby, not in your bed!

**S** is for keeping baby away from smokers: **No Smoking**, please!

Learn More!  
Free SIDS Center of  
New Jersey safe sleep  
mobile phone app!

Search 'SIDS Info'  
Look for this logo



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in Settings

Information for the first 12 months of life is based on the 2016 safe sleep guidelines of the American Academy of Pediatrics. SIDS Center of New Jersey is based at Rutgers Robert Wood Johnson Medical School and the Joseph M. Sanzari Children's Hospital, Hackensack Meridian Health. Funded in part through a Health Service Grant from the New Jersey Department of Health. Hotline (800) 545-7437. For questions call (732) 249-2160. SCNJ Website: [www.rwjms.rutgers.edu/sids](http://www.rwjms.rutgers.edu/sids).

The SIDS Info Mobile Phone App is a 2018 recipient of a Public Health Innovator Award from the New Jersey Department of Health.