

Smoking concept:

Secondhand smoke isn't just smelly – it can also increase your baby's risk of SIDS. As soon as you find out you're pregnant, quit smoking for you and your kids. See more safety tips at safesleepiowa.org.



**Put your
baby first.**

KEEP THEM AWAY FROM SECONDHAND SMOKE.

Overheating concept:

Want another way to reduce your baby's risk of SIDS? Keep baby's room temperature comfortable for a lightly clothed adult and dress baby accordingly. You want your baby comfy – but not too hot – when sleeping. Learn more about safe infant sleep at safesleepiowa.org.



**Don't over
bundle your
little bundle.**

Breastfeeding concept:

There are many ways to help protect your baby from SIDS – like breastfeeding if you can. Studies have shown that breastfeeding can reduce the risk of sleep-related deaths among infants compared to babies that aren't breastfed. Learn more at safesleepiowa.org.

Breastfeeding
CAN REDUCE YOUR BABY'S RISK OF SIDS.



Pacifier concept:

No matter what you call them, studies have shown that babies who use a pacifier at naptime and bedtime have a lower risk of SIDS than those who don't. It's just one more way you can help protect your baby when they sleep. Learn other ways at safesleepiowa.org.

PACIFIERS. +
BINKIES. ●
BAH-BAHS.

Reduce the risk of SIDS.



ABC concept:

Every year, approximately 3,500 infants in the U.S. die from SIDS. That's why it's so important to remember the ABCs of safe infant sleep! Put your baby to sleep Alone on his or her Back in a safety-approved Crib. Learn more at safesleepiowa.org.



Alone concept:

Always put your baby to sleep alone in a crib to reduce their risk of SIDS. That means no toys, bumpers, pillows or blankets in the crib with them. It's the safest way for babies to sleep. See more safety tips at safesleepiowa.org.



NO TOYS.
NO BLANKETS.
NO BUMPERS.



Back concept:

Did you know babies that sleep on their backs are less likely to die from SIDS than those that sleep on their sides or stomachs? Practice safe infant sleep by putting your baby to sleep on their back up to 1 year of age. Learn more at safesleepiowa.org.



**Put baby
to sleep on
their back.**

EVERY NAP. EVERY NIGHT.

Crib concept:

For the first year of life, it's recommended you keep your baby in a crib or bassinet next to your bed to reduce their risk of SIDS. Room share – don't bedshare. See more sleep safety tips at safesleepiowa.org.

**SHARE A
ROOM.
NOT A BED.**



Abstaining from alcohol concept:

Experts think alcohol can be a risk factor for sudden infant death syndrome because it can cause a lapse in parental judgment. Play it safe and don't drink. Learn more about safe infant sleep at safesleepiowa.org.



Your baby says
thank you
for not drinking.



Avoiding wedges concept:

Wedges. Sleep positioners. Anti-roll products. Whatever you call them, they can be dangerous to your baby while sleeping. Put your baby to sleep in a crib with a firm mattress with a tight-fitting sheet to reduce their risk of SIDS. Learn more at safesleepiowa.org.

