**SW Virginia Alliance for Safe Babies Launches Safe**

**Sleep For Babies Campaign**

**ROANOKE –** Did you know that babies should only sleep in their own bed and not in an adult bed or on a couch? In 2009, 119 infants less than one year of age died unexpectedly in a sleep environment in Virginia, approximately one infant every three days. After natural disease, sleep-related death is the leading cause of infant death in Virginia, a loss of life nearly 10 times the number of infants who died as a result of abusive head trauma and almost 30 times the number of infants who died in motor vehicle collisions.

To educate parents and caregivers about the importance of a safe sleep environment for babies, the SW Virginia Alliance for Safe Babies is launching a “Safe Sleep for Babies” media campaign that will begin on Monday, February 9th in the Roanoke Valley. Billboards, bus ads and radio spots will blanket the area with a safe sleep for babies’ message. This media campaign was made possible by a $10,000 grant from the Virginia Department of Health Office of Emergency Medical Services.

To make sure your baby is in a safe sleeping environment, remember the ABC’s:

 **Alone:** Babies should always sleep alone in their own bed, whether at night or when napping. Your baby should never sleep in a bed, on a couch, or in an armchair with adults or other children.

 **Back:** Babies should always be placed on their backs when sleeping at night and for naps. Do not place them on their side as they are more likely to roll onto their stomachs.

 **Crib**: Cribs should have a firm, tight-fitting mattress that is covered by a fitted sheet. Do not use pillows, blankets, quilts, sheepskins, positioners, or bumper pads. And do not place stuffed animals or other toys in, or hanging on the crib. Babies should never sleep at night or for naps in infant