

## FOR IMMEDIATE RELEASE

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## INFANT SAFE SLEEP TRAINING BEING OFFERED TO COMMUNITY AGENCIES AND PROVIDERS

**Eau Claire, WI, April 26<sup>th</sup>, 2016-** *Infant Safe Sleep Training* is being offered to local community agencies by the Children's Health Alliance of Wisconsin on April 25<sup>th</sup> and 26<sup>th</sup>. Childcare providers home visitors, community, and medical professionals working with families will receive the training to learn how to best communicate safe sleep practices to families in our community. The training is being promoted by the Eau Claire Infant Safe Sleep Task Force to prevent infants in Eau Claire County from dying from Sudden Unexplained Infant Death Syndrome (SUIDS).



Infants in Eau Claire County continue to be at risk for sleep-related injury or death. In 2013, fifty-five Wisconsin infants died in an unsafe sleep environment according to the Children's Health Alliance of Wisconsin. Each year, more than 3,000 U.S. infants die suddenly and unexpectedly. Many of these deaths occur in an unsafe sleep environment such as—sleeping in a bed, sofa or recliner chair with others, using a bed with bumper pads, pillow or toys, or living in a home/riding in a car where there is smoking.

“This training will help strengthen local efforts to promote a consistent, clear and concise message about safe sleep to the families that we are all working with,” states Patricia Reis, Public Health Nurse and Safe Sleep Task Force Member. “We are excited that our Safe Sleep Task Force is able to benefit from this new education program.”

To prevent sleep injuries, the [American Academy of Pediatrics \(AAP\)](#) recommends:

- Room-sharing without bed-sharing
- Place baby on their backs for every sleep.
- Cribs should have firm, fitted mattress. No soft bedding or other objects.
- Prenatal Care for pregnant women is important.
- Avoid smoking during pregnancy and around your baby after birth.
- Avoid alcohol and illicit drug use during pregnancy and after birth.
- Breastfeed is recommended.
- Consider pacifier use at bedtime and naps.
- Avoid overheating.
- Do not use commercial devices marketed to reduce the risk of SIDS.
- Immunize and obtain regular well-child visits.

For more information about the Safe Sleep training or the Safe Sleep Task Force, please contact Patricia Reis, RN or Jill Bauer, RN @ 715-839-4718.