



Sleep baby safe



ABCs
Alone
on the **B**ack
in a **C**rib
in **s**moke-free air



Tummy time



Share the message with others



Keep baby close



sleep baby safe

Risks

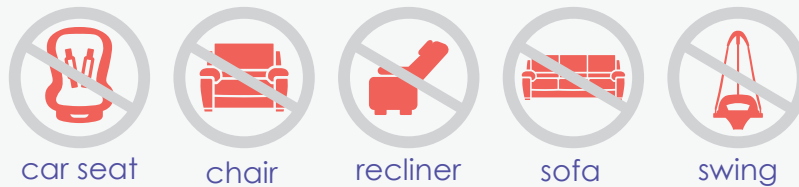
Sleeping in a bed or crib with



Sleeping with



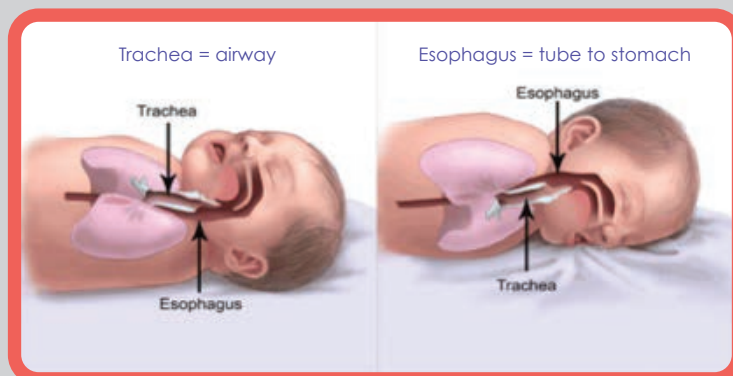
Sleeping on a soft surface



Smoking inside the car or house



Babies are less likely to choke when on their back



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This initiative is a result of efforts by the Wisconsin Collaborative Improvement & Innovation Network (CoIIN) to Reduce Infant Mortality and sponsored by the federal Maternal and Child Health Bureau (MCHB) of HRSA.