



Tips for working with retailers

- Be aware of safe sleep practices in stores and advertisements. ☒
- Monitor the media and watch for ads and pictures that show babies sleeping unsafely. Discuss proper outreach with your organization's media spokesperson.
- When shopping in stores with crib displays that show heavy quilts, pillows and stuffed animals, politely ask to talk to the manager about displaying safe sleep environments.
- Establish working relationships with retail stores to display safe sleep environments. Offer educational materials for staff and patrons if possible.
- Invite store managers and owners to meetings or trainings regarding safe sleep.
- Become familiar with local retailers' policies on safe sleep displays. Ask the retailers that are following a policy if they are willing to share it with other retailers in the area.

Resources:

<http://www.healthychildcare.org/pdf/sidsparentsafesleep.pdf>

https://www.michigan.gov/documents/ctf/13-Safe_Sleep_2014_447150_7.pdf