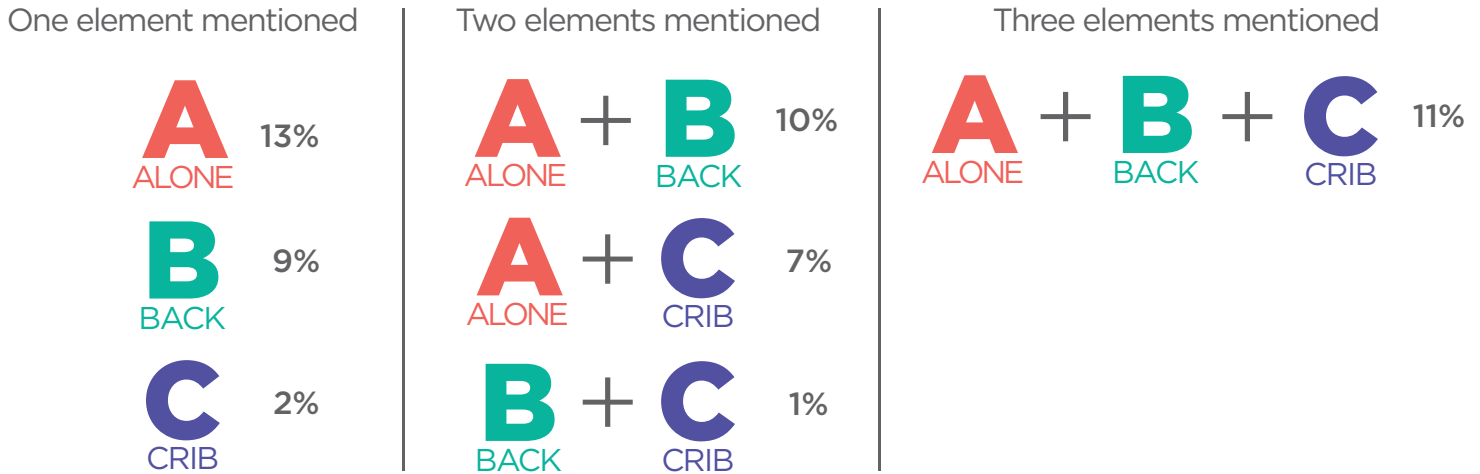


The ABCs of safe sleep means the infant is sleeping alone, on the back and in a crib.

Participants were asked what they knew about safe sleep. Their answers were categorized based on which of the safe sleep ABCs were mentioned.



Additional clarification regarding the recommended ABCs of sleep safe:

ALONE - means infant is sleeping without any people, pets, blankets, hats, toys, bumper pads, sleep positioners or any other item.

BACK - means infant is sleeping on their back for every sleep (naps and bedtime). Sleeping on their side is not recommended.

CRIB - means infant is sleeping in a crib, bassinet or Pack 'n Play for every sleep. Swings, bouncy seats, car seats or other items are not recommended for sleep.

ADDITIONAL SURVEY INFORMATION

- Three respondents shared that their families experienced infant loss due to sudden infant death syndrome, including one who lost their own infant.
- One first-time parent was concerned they had not received safe sleep information before purchasing products like cribs.

