

pilot project

SLEEP BABY SAFE

COMMUNITY SURVEY OUTREACH RESULTS SNAPSHOT (2024)

Survey purpose: Partner with health departments to reach caregivers and learn more about infant sleep practices to help inform safe sleep prevention efforts.

216
RESPONSES

10
COUNTIES

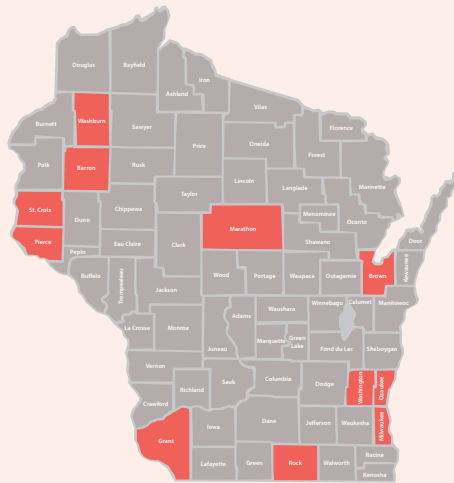
most
IDENTIFY
AS WHITE

most
AGES
18-44

CAREGIVERS
OF INFANTS

10 COUNTY HEALTH DEPARTMENTS:

Barron
Brown
Grant
Marathon
Milwaukee North Shore
Pierce
Rock
St. Croix
Washburn
Washington/Ozaukee



PARTICIPANT QUOTES:

"Too many unsafe products are still on the market."

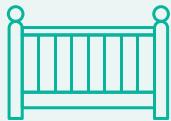
"Older generations need to be educated."

"Cute does not equal safe."

"You don't need much to keep baby safe."

"I think there is a lot of unsafe advice on social."

WHERE AND HOW BABY SLEEPS



84% use crib, bassinet and/or Pack 'n Play



9% sometimes co-sleep or use unsafe products like swings, car seats or infant carriers



4% always or usually co-sleep

SAFE SLEEP INFORMATION



Most received information from health care providers, followed by family sources



Top 5 reasons for unsafe sleep:

1. Sleep deprivation
2. Advice from family/friends
3. Convenience
4. Discomfort of baby/adult
5. Prior experience with other children



Most participants would like more education at community events

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.

One element mentioned

A 17%
ALONE

B 17%
BACK

C 4%
CRIB

Two elements mentioned

A + **B** 20%
ALONE BACK

A + **C** 13%
ALONE CRIB

B + **C** 3%
BACK CRIB

Three elements mentioned

A + **B** + **C** 27%
ALONE BACK CRIB

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.

