
Dear Editor

I am writing in response to the photo/display of a baby sleeping on your site.

In this photo, you have an infant sleeping in an unsafe sleep situation.

The American Academy of Pediatrics (AAP) recommends that infants less than one year of age sleep in a crib or bassinet without blankets, pillows, bumpers or other soft items and placed to sleep on their back to prevent death.

- Pillows, quilts, and comforters can obstruct a baby's nose or mouth, so should never be used in the crib.
- Crib bumper pads were initially designed to prevent injury or entrapment through wide crib slats. New crib standard require crib slat spacing to be <math><2-3/8</math> so bumpers are no longer needed and, in fact, present a hazard. Bumper pads have been implicated in deaths by suffocation, and strangulation . Even mesh 1 bumper pads are dangerous
- Infant sleeping on the stomach is associated with more than double the risk of dying during sleep.

By publishing photos of babies sleeping with these items, or on their stomach, it normalizes, and in some cases, even glamorizes, this unsafe sleep habits and may encourage families to adopt these unsafe behaviors.

Media messages have been very influential in decisions regarding sleep position.

Studies have shown that recommendations from physicians and nurses are combined with media materials in a parent's decision on sleep position and that consistent demonstration of safe sleep by the media increased the odds that a parent will place their child to sleep on their back by 54%.

Mothers who believe their baby is comfortable sleeping on their back are 4 times more likely to place their baby to sleep on their back so publishing images of 7 content, happy and comfortable babies on their back can help promote this life-saving habit.

Please consider removing this photo and replacing it with one which demonstrates safe sleep practices. For more information, please see SIDSRisk.org. If you replace this photo with a safe sleeping photo, please feel free to submit it for inclusion on the SIDSRisk.org wall of fame.

You have the power to change cultural norms.
You have the power to save babies.

Sincerely,

References:

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