

Dear Manufacturer

As a pediatrician/physician/nurse practitioner/RN/observant consumer/parent/bereaved parent of a child who died of sudden infant death syndrome named _____, I am writing in response to the sale of unsafe sleep product. The American Academy of Pediatrics (AAP) through their most recent 2016 Sudden Infant Death Syndrome has recommended that infants less than one year of age sleep in a crib or bassinet without loose blankets, pillows, positioners or bumpers and placed to sleep on their back.

By creating products that are inconsistent with safe sleep, without explicit warnings, many parents may not realize that they are purchasing an unsafe sleep product. Please consider removing this product from your line replacing it with one which is consistent with safe sleep practices. For more information, please see SIDSRisk.org. If you would like you may submit new safe sleep product to be featured on the SIDSRisk.org wall of fame. You have the power to change cultural norms. You have the power to save babies.

Sincerely,

Insert your name here

