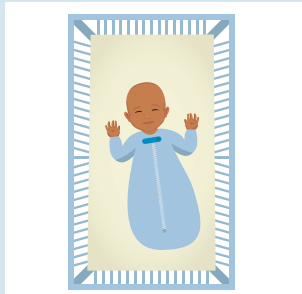


SAFE SLEEP GUIDELINES

What You Need to Know

FLAT ON BACK



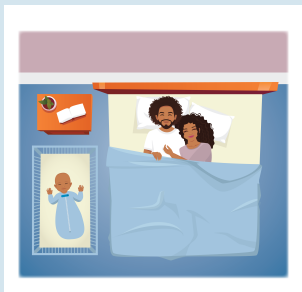
Babies should be placed on a firm and flat (not propped up or inclined) surface with a tight-fitting sheet **on his/her back for every nap time and bedtime.**

FIRM NOT FLUFFY



To test if a surface is too soft, press your hand down and then lift it up. If your hand leaves an indentation, it's too soft.

CREATE A SAFE SLEEP ZONE



What does that mean? Baby should be alone, without pillows, blankets, stuffed animals, or even bumpers.

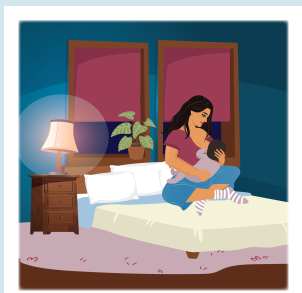
Nothing but baby.

IF IT'S FOR SITTING, IT'S NOT FOR SLEEPING



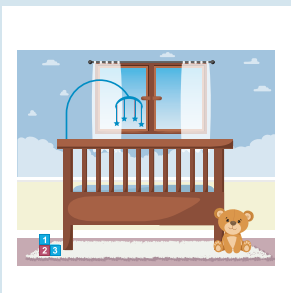
Swings, car seats and infant carriers are great for supervised awake time but not for sleep. Baby's chin can fall onto his/her chest and cause the airway to close.

BREAST IS BEST



Not every mom is successful or chooses to but, if you do, it's important to stay awake when you're breastfeeding. Sit up in bed, set an alarm or ask someone to help you stay awake.

CRIBS INSTEAD OF COUCHES



It's cozy to lay with your baby on a couch or armchair but **if you're tired, put your baby in his/her crib, bassinet or play yard.** Baby can roll off you and get wedged in between the cushions or fall to the floor.