



## Our 2018 Accomplishments

- Supplied safe sleep brochures, printed courtesy of Xerox Corporation, to the Monroe County Department of Public Health to include in the mailing of 9,637 birth certificates in 2018.
- Continued partnership with all hospitals in Monroe County to provide enhanced safe sleep education and safe sleep take-home kits to the parents of newborns. The hospitals' commitment includes providing sleep sacks to every newborn. In 2018, we delivered 8,625 safe sleep kits for a total of 27,609 kits since starting the program in Summer 2015.
- Through our Cribs for Kids program affiliation, our community now has three hospitals – UR Highland Hospital, Rochester General Hospital, UR Strong – that have achieved **Gold Safe Sleep Champion designation**, the highest-level certification recognized by the National Safe Sleep Hospital Certification Program. Unity Hospital is currently working toward this certification.
- Shared safe sleep information at several community events including Healthy Baby Monroe Community Baby Shower, the UR Pediatric Nursing Conference and Babies and Bumps, which donated proceeds from its 2018 event raffle to Baby Safe Sleep.
- Contracted with Metrix Marketing to conduct social research to better understand the level of current knowledge, understanding and compliance with our safe sleep message in our target population.
- Continued to share our comprehensive educational materials and the latest Monroe County Department of Public Health statistics with local pediatricians, hospitals and agencies that work with infants and families.
- The Safe Crib Project raised \$1,000 and was chosen as a recipient of a \$2,500 matching grant from the Cribs for Kids Foundation that enabled us to receive 78 new Cribettes, which feature a raised bassinet insert and sheets printed with a safe sleep message.
- Although fundraising is an ongoing challenge, we raised nearly \$30,000 from private donors and events including Baby Safe Sleep Rocks, Alex and Ani, and Roc the Day. We also received a generous donation from the Glover-Crask Charitable Trust.
- Baby Safe Sleep Coalition social media reaches target audiences through Twitter, Instagram and Facebook, and resulted in post views in 2018 that ranged from 150 to 6,000.