

# Our Babies: safe & sound



*Overview: Our Babies Safe and Sound*

Better Health and Better Care Work Groups

WV Health Innovation Collaborative

September 22, 2016

# Acknowledgements

*Our Babies: Safe and Sound* is a project of TEAM for WV Children, with support from:

- WV DHHR Bureau for Children & Families
- WV DHHR Bureau for Public Health: Office of Maternal Child & Family Health
- Claude Worthington Benedum Foundation
- Parkersburg Area Community Foundation
- Advisory Panel of Experts

# ***Our Babies: Safe and Sound***

WV's infant safety educational campaign is focused on 2 issues:

**1. Infant Safe Sleep**

**2. Shaken Baby Syndrome / Abusive Head Trauma Prevention**

★ Overall Goal:

**Help prevent injury and death of WV Infants**

# Campaign Audience Focus

- Expectant parents
- Parents of infants under age of one
- Other caregivers of infants under age of one
- General public (through media and community events...)

# Cornerstones of the Campaign

- AAP guidance and research
- A visible champion: First Lady Joanne Jaeger Tomblin
- Strong partnerships at the national, state, and community levels
- Consistent and repetitive messaging and modeling by trained educators
- A Shared Vision: ZERO INFANT DEATHS

# How Do We Educate Parents/Caregivers?

- Community partners across the state
- Hospital / Home Visitation Program Initiative – With Expanded Partners

*Say YES To Safe Sleep For Babies*

Keep Your Cool and the Period of PURPLE Crying

- Public Education and Media

# Say YES to Safe Sleep for Babies

**Say YES to Safe Sleep**

**MOST (99%)** of West Virginia parents agree the safety of their babies is most important when thinking about where their babies sleep.

**YES**  
Baby always sleeps alone, on her back and in her crib.

**YES**  
Crib is clear of toys, heavy or loose blankets, bumper pads & pillows.

**YES**  
It's safest for baby to sleep in the room where you sleep, but not in your bed.

**YES**  
Dress your baby in light sleep clothing and keep the room at a comfortable temperature.

**YES**  
Mattress is firm & fits close to the sides.

**YES**  
Baby sleeps in a smoke-free room.

**Did you know?**

One baby dies every 10 days in West Virginia as a result of unsafe sleeping.

**MOST (99%)** of West Virginia parents agree they want to do what's best for their children. What's best for infants is saying **YES** to safe sleep.

For video + more information visit:  
[SafeSoundBabies.com](http://SafeSoundBabies.com)

Data from West Virginia Healthy Communities Home Visitation Survey, May 2010 - March 2011.

West Virginia Department of Health and Human Resources

West Virginia State Police

West Virginia State Fire Marshal

West Virginia State Health Department

**TEAM**  
for safe sleep

This program is being presented with financial assistance as a grant to the TEAM for West Virginia Children from the WV Department of Health and Human Resources.



**Healthy Babies Are Dying  
Every 10 days a baby dies in WV  
because of unsafe sleep**

# WV Snapshot

- ◆ **38 deaths attributed to sudden unexpected infant death in WV in 2013**

**WV Vital Statistics**

**Bed sharing/co-sleeping and hazardous bedding are key factors**

# WV Snapshot

- Suffocation & strangulation in an adult bed or other unsafe sleeping surface is the **leading cause** of injury-related death for WV infants under age 1
- Risk of sleeping-related infant death is **40 times** higher for babies who sleep in adult beds compared to babies who sleep in their own cribs

# What Is The Problem?

- Mixed messages from family, professionals, and the media
- Risk factors
- Common challenges
- Parents/caretakers think that his/her baby is the exception to the rule

# Say YES Messages

- Messages always follow guidelines of the American Academy of Pediatrics
- Messages are framed positively and are simple to understand: ABCs
- Non-judgmental approaches are used to meet parents where they are

# *Say YES To Safe Sleep For Babies*

- Reaches parents/caregivers early with consistent, accurate, safe sleep messages prenatally or within few weeks of baby's life through variety of environments
- Uses trained providers to deliver, model, and reinforce consistent messages in different environments with emphasis on reasons behind messaging

# Reaching Parents/Caregivers in Different Environments

- ✓ *Initial education*: prenatally or in-hospital prior to discharge, or in-home or other setting if did not get in hospital
- ✓ *Reinforcement education*: home visits, post-natal visits, child care, well-child visits ...
- ✓ *Community education*: earned media outreach events, mother-baby showers, health fairs, infant safe sleep month, PSAs with WV Broadcasters Association, social media

# Say YES To Safe Sleep For Babies

- \* Piloted in 2014
  - \* **12** hospitals & **22** corresponding home visitation programs
- \* Two expansion phases in 2015 and 2016
  - \* **22** hospitals & **28** home visitation programs
  - \* ***Program now has the potential to reach 91% of all births in WV!***

# 2016 Participating Hospitals

- ❑ Berkeley Medical Center
- ❑ Bluefield Regional Medical Center
- ❑ Cabell Huntington Hospital
- ❑ CAMC Women and Children's Hospital
- ❑ Camden Clark Hospital
- ❑ Garrett County Memorial
- ❑ Grant Memorial Hospital
- ❑ Greenbrier Valley Medical Center
- ❑ Jefferson Memorial Hospital
- ❑ Logan Regional Medical Center
- ❑ Mon General Hospital
- ❑ Ohio Valley Medical Center
- ❑ Princeton Community Hospital
- ❑ Raleigh General Hospital
- ❑ Summersville Regional Medical Center
- ❑ St. Joseph's Hospital
- ❑ St. Mary's Medical Center
- ❑ Stonewall Jackson Memorial
- ❑ United Hospital Center
- ❑ Weirton Medical Center
- ❑ WVU Medicine Children's
- ❑ Wheeling Hospital

# Other Participating Community Partners

- **Early Head Start**
- **Healthy Families America**
- **MIHOW**
- **Parents As Teachers**
- **Right From The Start**
- **Others/New Expansion**

# Ensuring Fidelity & Sustainability

- **Readiness**

Staff training, policy development, TEAM participation agreement, internal champions

- **Implementation**

Order materials, begin providing education & materials, data collection and assessment

- **Success and Sustainability**

Ongoing data collection, training

# **Process and Outcome Evaluation Results of First Year Pilot Phase**

***2015***

# Process Evaluation Results

- Pre-training of hospital/home visitation staff is essential
- Although safe sleep education is provided to parents by birthing hospitals through several modalities, not all hospitals utilized multi-modal learning approach
- Target population understood information provided about infant safe sleep; indications that advice from family members/other influences affect **actual** home practice
- General agreement among professionals delivering program content & parents receiving info that amount of information provided is appropriate

# Process Evaluation Results

- Involvement/support of First Lady Joanne Jaeger Tomblin extremely helpful in bringing public attention to *Say YES to Safe Sleep for Babies* campaign
- Safe sleep educators reported generally high level of support: technical assistance & access to materials/tools
- Type & intensity of relationship between hospitals and home visitation programs varies among regions
- Follow-up & reinforcement of safe sleep practices after babies discharged from hospital needs strengthened/expanded to reach more families

# Outcomes Evaluation Results

- *Say YES to Safe Sleep* initiative an effective means to
  - (1) educate parents/caregivers about recommended infant safe sleep practices
  - (2) influence practices related to infant safety in the home
- *Say YES to Safe Sleep for Babies* education effective in conveying safe sleep practices to nearly 100% of parents/caregivers exposed to teachings
- Over 90% of parents/caregivers provided with information able to correctly answer questions about infant safe sleep practices

# Outcomes Evaluation Results

- Not all parents/caregivers agree with all safe sleep teachings; **at least 15% do not fully agree with some practices encouraged through *Say YES* initiative**
- Practices related to use of blankets & bumper pads less well understood by parents/caregivers
- Messages about sleeping in safety-approved crib, bassinet, or Pack & Play effectively conveyed to all parents/caregivers through prenatal or initial education
- 100% of parents/caregivers making up evaluation cohort 1 intend when they leave hospital to have infant sleep in safety-approved crib, bassinet, or Pack & Play in the home

# Outcomes Evaluation Results

- Approx. 1 in 4 parents/caregivers expect infant will occasionally sleep in baby carrier, baby bouncer, or baby bean bag
- Safe sleep practices not adhered to all of the time with ~ 50% of families included in RFTS 2-month follow-up
- Based on observations of RFTS staff in client homes at 2 months post-partum, ~ **10% to 14% of infants in evaluation cohort appear to be “at risk”**

# Say YES To Safe Sleep For Babies Parent/Caregiver Educational Materials

## Parent/Caregiver Educational Kit

Congratulatory letter from WV's First Lady

*Say YES To Safe Sleep For Babies* brochure

5 minute *Say YES* Parent DVD – also features grandmother

Pledge card

Click pen with messages

*Keep Your Cool When Baby Cries* brochures (“Kate” and “Sean”)

## Additional materials

*Sleep Baby, Safe and Snug* Book (Charlie's Kids Foundation)

*Say YES* Posters

*Say YES* Public Service Announcements

*Say YES* Grandparent Brochure & Poster – coming soon!

***\*Materials are free & focus on the positive!\****

# Brochure

## **MOST** West Virginia Parents are Saying **YES** to Safe Sleep

### **MOST** West Virginia parents agree...

**86%** It is safest for baby to sleep alone instead of in a bed with an adult or other child.

**96%** Toys, heavy or loose blankets, comforters and bumper pads can cause suffocation and should be removed from the crib, bassinet or 'pack and play'.

**92%** Babies should only sleep in safety-approved cribs, bassinets or 'pack and plays' with a firm mattress that fits close to the sides.

**98%** Babies should always sleep in rooms and homes that are smoke-free.

Data from West Virginia Positive Community Norms Parent Survey Key Findings Report, March 2014.

For video + more  
information visit:

[SafeSoundBabies.com](http://SafeSoundBabies.com)

Our Babies:  
**safe&sound**

The West Virginia  
Children's Trust  
Fund

**TEAM**  
for West Virginia  
Children

Claude Worthington  
Benedum Foundation

This program is being presented with financial assistance as a grant to the TEAM for West Virginia Children from the WV Department of Health and Human Resources.

## Say **YES** to Safe Sleep For Babies

**MOST (99%)** of West Virginia  
parents want to do what's  
best for their children.

What's best for infants is  
saying **YES** to safe sleep.



A quick guide to  
keeping your new baby  
safe & sound

# Brochure

**Say YES to Safe Sleep**

**MOST** (99%) of West Virginia parents agree the safety of their babies is most important when thinking about where their babies sleep.

**Did you know?**  
One baby dies every 10 days in West Virginia as a result of unsafe sleeping.

**SafeSoundBabies.com**

**YES**  
Baby always sleeps alone, on her back and in her crib

**YES**  
Crib is clear of toys, heavy or loose blankets, bumper pads & pillows

**YES**  
It's safest for baby to sleep in the room where you sleep, but not in your bed.

**YES**  
Dress your baby in light sleep clothing and keep the room at a comfortable temperature

**YES**  
Mattress is firm & fits close to the sides

**YES**  
Baby sleeps in a smoke-free room

# Pledge Card

**Our Babies:**  
**safe&sound**

## Say **Yes** to Safe Sleep Pledge

My Say **Yes** to Safe Sleep Pledge to: \_\_\_\_\_  
Name of baby

I love you and promise to:

- Make sure that you always sleep alone, and on your back, in your crib or bassinet, even during naptimes.
- Check to make sure your crib is safety approved, and the mattress is firm and fits close to the sides of the crib or bassinet.
- Remove toys, heavy blankets, comforters and bumper pads from your crib, bassinet or pack and play.
- Keep you away from places where people smoke.
- Teach anyone who takes care of you about keeping you safe when you sleep.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SafeSoundBabies.com**



# DVD

Say **YES** to  
Safe Sleep  
for Babies



KEEP YOUR  
**COOL**  
when Baby  
cries

[SafeSoundBabies.com](http://SafeSoundBabies.com)

Our Babies:  
[Safe&Sound](http://Safe&Sound)

The West Virginia  
Children's Trust  
Fund

**TEAM**  
for West Virginia  
Children

How to put an infant to sleep safely, how to cope with crying, and how to help others.

For more information visit:

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[Safe&Sound](http://Safe&Sound)

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## KEEP YOUR **COOL**

All babies cry—that's normal. Even healthy babies sometime cry for a very long time. Have a plan in advance to keep your cool.

- Make sure the baby is safe and sound on his back, in his crib.
- Make sure the baby is OK and not hungry, sick, or needing a diaper change.
- Then step away for a few minutes or call someone.

I have a plan to make sure I never get upset or angry to the point when I might shake my baby.

## Say **YES** to Safe Sleep for Babies

- ✓ Baby always sleeps alone on his or her back in a safe crib or bassinet
- ✓ The safest place for baby to sleep is near you in your room but not in your bed
- ✓ Baby sleeps in a smoke-free room
- ✓ Dress baby in light sleep clothing and keep the room at a comfortable temperature
- ✓ Crib is clear of toys, heavy or loose blankets, bumper pads and pillows
- ✓ Baby's mattress is firm and fits close to the sides

Most West Virginia Parents (99%) want to do what's right for their children. What's best for infants is saying YES to Safe Sleep

## A Resource DVD for Keeping Babies Safe

Say **YES** to  
Safe Sleep  
for Babies



KEEP YOUR **COOL**  
when Baby cries



## FIND OUT

how to keep your baby safe while sleeping, how to cope with crying, and how to help others understand.

# Book from Charlie's Kids Foundation



# Skill Building Tools

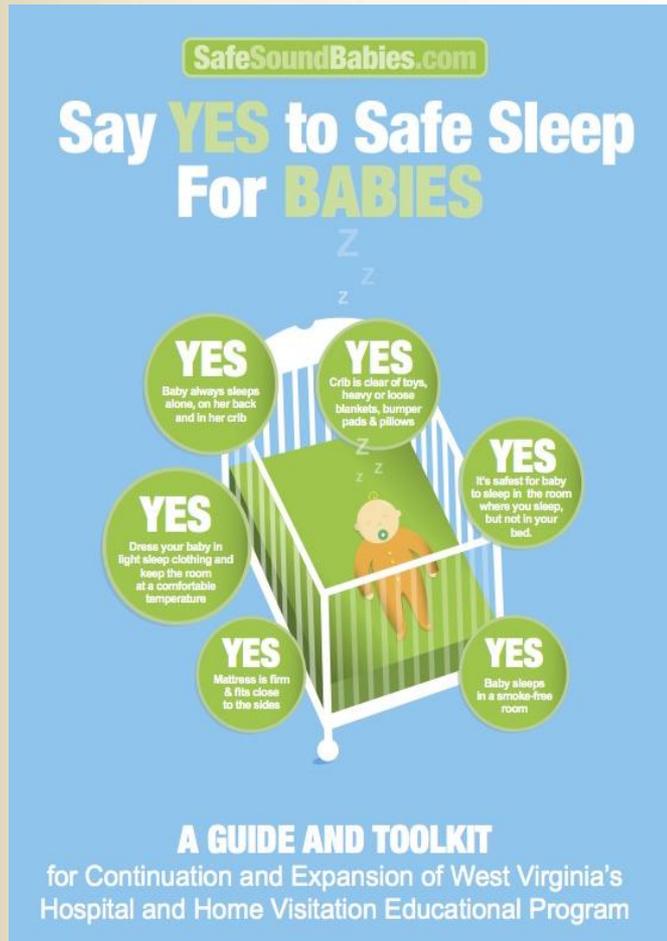
## For Educators

- *Say YES To Safe Sleep* Online Guide & Tool Kit
- *Say YES To Safe Sleep* Online Training Module – Physician, Nurse & Social Worker CEs + WV STARS Approval Underway!
- Parent Education Discussion Points
- Evaluation Recommendations and Findings
- Annual Competency training
- ABCs of Infant Safety regional trainings
- Routine peer-to-peer calls
- Cribs For Kids Q&A Tool
- Website: [www.safesoundbabies.com](http://www.safesoundbabies.com)

# Online Guide and Toolkit

Organized into separate documents

- Background
- Initiative Summary
- Readiness steps/checklist
- Readiness to Action
- Implementation Phase
- **Best practice tools and resources**



# Keep Your Cool When Baby Cries

Here's how cool dads **KEEP THEIR COOL**



## Meet Jeff.

He loves music, fishing and the baby in his life.  
When the baby cries, he knows how to chill.

- Make sure the baby is safe — Alone, on his Back, in his Crib.
- Make sure the baby is OK and not hungry, sick or needing a diaper change.
- Then, step away for a few minutes and do something to relax.  
Or call someone for help.

**Never, ever shake a baby.**

## **KEEP YOUR COOL**

**MOST (93%)** of West Virginia parents agree it is never OK to shake a baby – even if they are very frustrated and the baby will not stop crying.

Our Babies:  
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The  
West Virginia  
Children's Trust  
Fund

**TEAM**  
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Clayde Worthington  
Behavior Foundation

For video + more  
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Data from West Virginia Positive Community Norms Parent Survey Key Findings Report, March 2014.

# Keep Your Cool When Baby Cries

- Shaken Baby Syndrome / Abusive Head Trauma Prevention Component of *Our Babies: Safe and Sound*
- All babies are different, but they all cry!
- All parents can understand and relate to feelings that a crying baby evokes

# SBS/AHT in WV

- Research by Dr. James E. McJunkin
- Analysis of over 500 medical records reviewed from 3 WV children's hospitals
- Charts of all children less than 2 years of age from 1999 - 2009 with ICD – 9 Code for inflicted TBI
- 95 cases of Abusive Head Trauma (AHT) were determined – Peak age of admission: 2 months of age

# *Keep Your Cool Tools*

- “Sean” brochure targeted to Dads/male caretakers
- “Kate” brochure for Moms
- Posters

## It's NEVER ok to shake a baby.

Shaken Baby Syndrome is most often triggered when a baby's caregiver can't cope with long periods of crying.

Shaking a baby or hitting a baby's head can cause serious injury, even death.

Symptoms of head injury may include fussiness, difficulty staying awake, trembling, vomiting, seizures, difficulty breathing and coma.

If a baby has been shaken, early treatment can make a big difference. Call 911 or go to the hospital immediately if you think a baby has been shaken.

Never, ever shake a baby

You can  
**KEEP YOUR COOL**

**MOST (99%) of West Virginia parents agree they want to do what's best for their children.**

What's best for babies is keeping them safe by keeping your cool when they cry.

For more information visit:

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Benedum Foundation

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Cool moms **KEEP THEIR COOL**  
when baby cries



## Meet Kate.

She loves being outdoors, cooking and especially, the new baby in her life. Like MOST West Virginia parents, Kate knows exactly what to do when her baby cries.

MOST (93%) of West Virginia parents agree it is never OK to shake a baby – even if they are very frustrated and the baby will not stop crying.

**A quick guide to keeping your cool when the new baby cries.**

## Know the Facts About Baby Crying

All babies cry, sometimes for a very long time, even healthy babies. It's normal for babies to cry, and it's not your fault. You are not alone, and it's not your fault.

Babies have crying patterns that begin at 2 weeks and tend to peak at 6 to 8 weeks. Crying usually declines by 3 months.

Crying happens more in the evening.

It happens no matter what time of day as long as the baby is awake.

## KEEP YOUR COOL Protect the baby

- Make sure the baby is safe – Alone, on his Back, in his Crib.
- Make sure the baby is OK and not hungry, sick, or needing a diaper change.
- Then step away for a few minutes and relax.

Have a plan like Kate's:

1. Go into another room, take some deep breaths and count to a hundred.
2. Call a friend or parent for advice.
3. Play music to relax yourself and the baby.

What's your plan?

1. I will call \_\_\_\_\_ for help.
2. \_\_\_\_\_
3. \_\_\_\_\_

MOST (96%) of West Virginia parents have a plan to make sure they never get upset or angry to the point where they might shake their babies.

## How you can help others **KEEP THEIR COOL**

MOST (99%) of West Virginia parents agree they should make sure that other caregivers have a plan to avoid getting upset and never shake their babies.

Don't leave your baby with anyone who might not keep their cool or control their temper.

Be sure to tell anyone who spends time with your baby about keeping their cool, how crying is normal and how it can be overwhelming sometimes.

Share the dangers of shaking a baby with everyone – your boyfriend, husband, teenagers, your friends, baby sitters and grandparents. Tell them it is OK to lay your baby down in his crib on his back and take a break for a few minutes.

Make sure they have a plan to:  
**KEEP THEIR COOL.**

[SafeSoundBabies.com](http://SafeSoundBabies.com)

“Meet Kate” Keep Your Cool Brochure

## It's NEVER ok to shake a baby.

- Shaken Baby Syndrome usually happens when a baby's caregiver doesn't cope with long periods of crying and shakes the baby.
- Shaking a baby or hitting a baby's head can cause serious injury, even death.
- Symptoms of head injury may include fussiness, difficulty staying awake, trembling, vomiting, seizures, difficulty breathing and coma.
- If a baby has been shaken, early treatment can make a big difference. Call 911 or go to the hospital immediately.

Never, ever shake a baby

You can  
**KEEP YOUR COOL**

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What's best for babies is keeping them safe by keeping your cool when they cry.

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Our Babies:  
**safoesound**

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Benedum Foundation

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**KEEP YOUR COOL** when baby cries



## Meet Sean.

He loves basketball, cars and the baby in his life. Like MOST West Virginians, Sean knows how to chill when the baby cries.

MOST (93%) of West Virginia parents agree it is never OK to shake a baby – even if they are very frustrated and the baby will not stop crying.

**A quick guide to keeping your cool when the new baby cries.**

## Know the Facts About Baby Crying

All babies cry, sometimes for a very long time, even healthy babies. It's normal for babies to cry, and it's not your fault. You are not alone, and it's not your fault.

Babies have crying patterns that begin to peak at 2 weeks and usually declines by 3 months.

Babies cry more in the evening.

No matter what, it's long as 5 minutes.

about 7,

have a plan.

## KEEP YOUR COOL Protect the baby

- Make sure the baby is safe – Alone, on his Back, in his Crib.
- Make sure the baby is OK and not hungry, sick, or needing a diaper change.
- Then step away for a few minutes and chill out.

Have a plan like Sean's:

- Shoot some hoops for a few minutes.
- Call a friend or parent for advice.
- Play music to relax yourself and the baby.

What's your plan?

- I will call \_\_\_\_\_
- \_\_\_\_\_ for help.
- \_\_\_\_\_

MOST (96%) of West Virginia parents have a plan to make sure they never get upset or angry to the point where they might shake their babies.

## How you can help KEEP THEIR COOL

MOST (99%) of West Virginia parents agree they should make sure that other caregivers have a plan to avoid getting upset and never shake their babies.

Don't leave the baby with anyone who might not keep their cool or control their temper.

Be sure to tell anyone who spends time with the baby about keeping their cool, how crying is normal and how it can be overwhelming sometimes.

Share the dangers of shaking a baby with everyone – your girlfriend, wife, teenagers, your friends, baby sitters, and grandparents. Tell them it is OK to lay the baby down in his crib on his back and take a break for a few minutes.

Make sure they have a plan to:  
**KEEP THEIR COOL.**

[SafeSoundBabies.com](http://SafeSoundBabies.com)

“Meet Sean” Keep Your Cool Brochure

**The Period of**  
**PURPLE**  
**Crying® Program**

*A New Way To Understand Your Baby's Crying*

# *What is the Period of PURPLE Crying?*

- A phrase used to describe the times in a baby's life when they cry more than any other time
- Based upon research across cultures
- Prolonged inconsolable crying bouts occur in completely normal developing infants
- Crying peaks at two months of age

## THE LETTERS IN **PURPLE** STAND FOR

**P**

### **PEAK OF CRYING**

Your baby may cry more each week, the most in month 2, then less in months 3-5

**U**

### **UNEXPECTED**

Crying can come and go and you don't know why.

**R**

### **RESISTS SOOTHING**

Your baby may not stop crying no matter what you try.

**P**

### **PAIN-LIKE FACE**

A crying baby may look like they are in pain, even when they are not.

**L**

### **LONG LASTING**

Crying can last as much as 5 hours a day, or more.

**E**

### **EVENING**

Your baby may cry more in the late afternoon and evening.

**THE WORD PERIOD MEANS THAT THE CRYING HAS A BEGINNING AND AN END**

# *Period of PURPLE Crying® Program*

- Evidence-based skill building program of the National Center on Shaken Baby Syndrome

[www.dontshake.org](http://www.dontshake.org)

- Uses a Triple Dose Strategy
  - Dose 1: Maternity Wards
  - Dose 2: Post-Natal Reinforcement
  - Dose 3: Public Education & Media Campaign
- Tools include DVD and booklet for each parent and tools on soothing methods

# Future Directions

- ☑ Continue expansion of Say YES to all WV birthing hospitals & home visitation programs
- ☑ Achieve national Cribs for Kids Safe Sleep Hospital Certification by all partnering hospitals
- ☑ Keep provider tools and parent materials updated as AAP guidance is revised

# Future Directions

- ☑ Partner with new entities such as other health care providers & childcare centers
- ☑ Gain insights about successes/challenges through ongoing data analysis – continue to collect benchmark data
- ☑ Maintain and expand support to make parent materials and educator training & technical assistance available at no or minimal cost

# Thank you!



# For More Information

Eileen Barker [ewbarker@suddenlink.net](mailto:ewbarker@suddenlink.net)

Becky King [bk0517@gmail.com](mailto:bk0517@gmail.com)

Tools, materials, and resources can be found:

[www.safesoundbabies.com](http://www.safesoundbabies.com)