EVENT TOOL KIT
Thank you for your interest in hosting an event to support Northwest Infant Survival & SIDS Alliance. We want to help you be successful and hope that most of the things you will need are included here, but if they aren’t, please don’t hesitate to contact us! We welcome a conversation with you!

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Included:

- Information about Northwest Infant Survival & SIDS Alliance to help inform and inspire your guests
- Ideas for types of parties/events you might host
- Photos

About Northwest Infant Survival & SIDS Alliance

Mission: Northwest Infant Survival & SIDS Alliance is dedicated to reducing the risk of sudden unexpected infant death through education and supporting research while providing bereavement services.

What we do: For over 54 years, Northwest Infant Survival & SIDS Alliance (NISSA) has been providing support to parents enduring the unthinkable: the sudden and unexplained death of a previously healthy baby.

While the foundation of our work is bereavement support, we know that education is vital to reducing the risks of infant death. There is a lot of misinformation about SIDS, which is often worse than no information. Northwest Infant Survival & SIDS Alliance provides education to thousands of people each year about SIDS and the most current evidence-based safe sleep practices to reduce the risk of sudden infant death syndrome and prevent other sleep-related deaths.

The infant mortality rate is often used as an indicator to measure the health and well-being of a community, because factors affecting the health of entire populations can also impact the mortality rate of infants. There are obvious differences in infant mortality by age, race, and ethnicity; for instance, the mortality rate for non-Hispanic black infants is more than twice that of non-Hispanic white infants.
According to the Association of Maternal and Child Health Programs in Washington, infant mortality death declines are due to increased education and awareness. We don’t know what causes SIDS, so we cannot say how to “avoid” it, but we can provide you with evidence based guidelines for reducing the risk of SIDS and other sleep related infant deaths. First and foremost, educate yourself and everyone who cares for your baby on how to reduce the risks by following these guidelines:

1. Always lay your baby to sleep face up.
   Side and tummy positions are not safe.

2. Don’t smoke while pregnant and never smoke near your infant.
   While pregnant or considering pregnancy do not smoke. Never let others smoke near your baby. Smoking is a major risk factor for SIDS.

3. Don’t let your baby get too hot.
   Overheating is a leading risk factor for SIDS. Dress your baby in as much or as little as you would wear. If your baby is sweating, has damp hair, or a heat rash, he or she may be too hot. Room fans have been shown to reduce the risk of SIDS. Consider using a wearable blanket or other type of sleeper instead of a blanket.

4. Lay your baby to sleep in an approved crib, on a firm mattress.
   Do not let the baby sleep on soft things, like a couch, pillow, sheepskin, foam pad, or waterbed. Remove all loose bedding, stuffed animals, and pillows from crib. Crib bumpers are dangerous.

5. If possible, breast feed your baby.
   Breast feeding has been shown to reduce the risk of SIDS.

6. Offer your baby a pacifier at all sleep times.
   Pacifiers have been shown to reduce the risk of SIDS.

7. Put your baby on his or her tummy to play when your baby is awake and supervised.
   Make sure someone is always watching. “Tummy Time” is good for your baby because it makes neck and shoulder muscles stronger.

8. Don’t share sleep surfaces.
   Adult beds, couches, and chairs are not safe for infant sleep and increase the risk of SIDS, suffocation and accidental infant death. After breast feeding put your baby back in his or her crib.

10. Share these tips with others.

Northwest Infant Survival & SIDS Alliance 2015 Accomplishments:
U.S. Infant mortality has declined 12% since 2005 after holding steady for many years, according to the Centers for Disease Control and Prevention. However, SIDS and other sleep related infant death remain the #1 cause of death in infants between 2 months and one year of age. Efforts to educate and reduce the risks of SIDS and SUID are making a difference.

Supported and provided information to 92 newly bereaved families.

Provided 412 cribs and safe sleep education to families in need.

Sent a safe sleep packet including an educational poster and the Washington Administrative Code (WAC) regulations to every daycare provider in the state (over 4,700 with over 16,000 employees).

Presented in-depth safe sleep education in a variety of settings to over 2,213 individuals including parents, caregivers, students, and health professionals.

Delivered safe sleep education to nearly 90,000 new parents in Washington through Child Profile.

Appeared on six local news programs, with a total of over 15 airings.

Collaborated with organizations, hospitals and coalitions across the state to coordinate awareness of current evidence based practices to reduce the risk of sudden infant death.
How you can support Northwest Infant Survival & SIDS Alliance

If you would like to hold a party or event to benefit NISSA, please let us know! We can help promote your event, will provide materials and send thank you letters to your guests.

Event theme ideas:

Set up a collection box at work for collecting pacifiers, onsies, play yard (pack n play) sheets and sleep sacks.

Suggest that members of your book club each bring an item for one meeting.

If your teenagers are involved in scouting, key or any other community group, see if they are interested in putting on an event.

Have a dinner party or BBQ and pass the hat.

Crib bumpers are dangerous, collect them from neighbors, family members, garage sales and thrift stores. We will make them into quilts for the homeless.

Are you expecting your second or more baby? Encourage your friends to have a shower benefitting low income families. (gifts of onsies, pacifiers and play yard (pack n play) sheets are needed)

Many families ask about putting together a run or stroller event. We have a number of materials which make planning easy and can help with all the details. Contact the office to get the additional written materials.

Other items we can provide:

Logo
Family stories
Copy for your newsletter or invitation
Flyer
Publicity in our newsletter, facebook, twitter and website.
Speakers
Anything else? Just ask!
Thank you for your interest in helping families grieving for an infant loss and education to help reduce the risks of such losses. We hope you will partner with us.

Northwest Infant Survival & SIDS Alliance is supported by donations from individuals, foundations and businesses.

We are a nonprofit organization
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