

Safe Sleep: Every Visit. Every Time.

Safe sleep starts with a conversation. Consistent guidance across prenatal, hospital, and pediatric care can reduce the risk of sleep-related infant deaths in Nevada. Every interaction is an opportunity to reinforce evidence-based safe sleep practices and help caregivers navigate real-world challenges.



THE CLINICIAN'S ROLE

Make the most effective approach the most consistent one.

Sudden Unexpected Infant Death (SUID) remains a leading cause of infant mortality, and safe sleep practices are one of the most effective prevention strategies. Clinicians play a critical role — not only in educating families, but in **normalizing safe sleep behaviors early.**

Model them in hospital settings and reinforce them consistently across pediatric care. These conversations don't need to be complex. In fact, the most effective approach is often the most consistent: **every visit, every time.**

3 Moments to Remember



01 PRENATAL

Set expectations early.

Begin the conversation before baby arrives — families are receptive, and it sets the foundation for what "normal" will look like at home.



02 HOSPITAL

Model safe behaviors.

Families follow what they see. Use every interaction to model safe sleep: baby on their back, alone, in a firm, flat sleep space.



03 PEDIATRIC

Reinforce & problem-solve.

Ask open questions at every well-child visit. Acknowledge the realities families face and offer practical alternatives that fit their lives.

— THE ABC's

A simple script for every conversation.

<p>A ASK & ACKNOWLEDGE</p> <p><i>"How and where is baby sleeping right now?"</i></p>	<p>B BUILD TRUST & BRIDGE GAP</p> <p><i>"That's really common — many families experience that."</i></p>	<p>C COACH & CONSISTENCY</p> <p><i>"Would it be okay if I shared a few safer options that might work for your family?"</i></p>
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— PRACTICE CHECKLIST

Make safe sleep a routine part of every clinical encounter.

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| <p>✓ Start the conversation early
Bring it up in prenatal and birth visits.</p> | <p>✓ Reinforce at every visit
Treat it as standing screening, not one-time.</p> |
| <p>✓ Model safe sleep consistently
Demonstrate the ABCs in clinical settings.</p> | <p>✓ Use trusted materials
Hand off printed and or digital resources.</p> |

RESOURCES FOR YOUR PRACTICE

Free safe sleep tools from Southern Nevada Health District.

- Patient education resources
- Product safety & recall info
- Community support tools



[VISIT SNHD.ORG/SUID](https://www.snhd.org/suid) →

