



## Safe Sleeping



### Keep Me Safe By:

- Placing me on my back while sleeping
- Giving me a pacifier at nap and bed time
- Keeping me out of a grown-up's bed
- Making sure I sleep on a firm mattress
- Not smoking around me

In March, the Hayes Hitzeman Foundation partnered with VCU Health System and CJW Medical Center to launch the *This Side Up* campaign, an educational effort that seeks to raise awareness of SIDS. The campaign strives to educate anyone who looks after a baby that babies are at less of a risk for SIDS if they are placed on their backs at nap or bed time. Adorable, yet educational, onesies feature the *This Side Up* logo on the front and helpful tips that may reduce the risk of SIDS on the back to remind parents and grandparents, daycare providers and babysitters, nannies and relatives that babies are safest when sleeping on their backs.

You can get involved too, visit  
[www.thissideupcampaign.org](http://www.thissideupcampaign.org)

Presented by

