October Press Release Template – Sudden Infant Death Syndrome Awareness Month

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For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**Health coalition: SIDS deaths can be prevented by quitting smoking**

**(CITY, WI)** – October is Sudden Infant Death Syndrome (SIDS) Awareness Month, a time to remember those little ones we’ve lost to SIDS and share information to prevent future SIDS deaths.

SIDS is the sudden death of an infant less than 1 year old that cannot be explained after a thorough investigation, autopsy and review of medical records. SIDS is a subset of Sudden Unexplained Infant Death (SUID), which is the leading cause of death for infants 1-12 months of age.

The U.S. Centers for Disease Prevention and Control (CDC) reports that smoking during pregnancy increases the risk for SIDS and that infants that are exposed to secondhand smoke after birth are also at greater risk for SIDS. From 2011-2013, **XX%** of pregnant women in **(NAME)** County smoke **(YOU CAN FIND THIS DATA ON PAGE 14 OF THIS DOCUMENT:** [**http://uwm.edu/cuir/wp-content/uploads/sites/111/2016/05/Smoking-During-Pregnancy\_1990-thru-2013\_released-5-4-2016.pdf**](http://uwm.edu/cuir/wp-content/uploads/sites/111/2016/05/Smoking-During-Pregnancy_1990-thru-2013_released-5-4-2016.pdf)**).**

The good news is that free and effective programs are available to help pregnant women and new mothers quit smoking, including the First Breath program, which provides quit coaching and encouragement throughout the pregnancy, and the Wisconsin Tobacco Quit Line (1-800-QUIT NOW).

**“INSERT QUOTE FROM COALITION REPRESENTATIVE ABOUT HOW QUITTING SMOKING IS HARD, BUT THAT IT CAN BE DONE AND IT’S DEFINITELY WORTH IT,” SAID (NAME). “TALK ABOUT HOW PREGNANCY AND POST-PARTUM CAN BE REALLY STRESSFUL TIMES FOR (COUNTY) WOMEN, BUT THAT THEY DON’T HAVE TO DO IT ALONE—SUPPORT IS AVAILABLE.” (NOTE: THIS QUOTE WOULD BE EVEN MORE EFFECTIVE IF IT CAME FROM A FORMER TOBACCO USER OR FROM A MOM THAT QUIT SMOKING DURING PREGNANCY/NEW MOTHERHOOD)**

In addition to quitting smoking or not exposing babies to secondhand smoke, other ways to reduce SIDS risk include:

* Always placing babies on their backs to sleep for every sleep
* Using a firm sleep surface, such as a mattress in a safety-approved crib, covered by a fitted sheet
* Having the baby share your room, not your bed. Your baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else
* Keeping soft objects such as pillows and loose bedding out of your baby's sleep area

For more on SIDS prevention, visit http://www.cdc.gov/sids/parents-caregivers.htm.

Visit <https://www.wwhf.org/first-breath/> to learn more about Wisconsin’s First Breath program.

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