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City of Milwaukee Officials Release Additional Campaign to Prevent Infant Deaths



Common Council President Willie L. Hines, Jr., Alderman Willie Wade, and Commissioner of Health Bevan K. Baker unveiled another forceful campaign to prevent babies from dying in unsafe sleep environments.

Mattresses with stenciled safe sleep messages were placed along Sherman Avenue on both sides of North Avenue, and on Capitol Drive between 44th and 45th Streets to send the message, loud and clear: adult beds, couches and chairs are not safe for babies.

The locations, Aldermanic districts 15 and 7, were chosen because they have the highest incidents of deaths associated with an unsafe sleep environment in Milwaukee.

“We know that this is hitting Milwaukee’s African American and lower income communities the hardest, but it can happen to anyone,” Baker said. “Nobody is immune to these tragedies. The safest place for a baby is in a crib.”

Similar to our tombstone headboard launched last December, this campaign was designed to be provocative and to serve as a wake-up call to the community that Milwaukee has a serious problem with babies sleeping unsafely and dying unnecessarily.

“Parents, guardians and others must take every precaution to protect the lives of our children,” said Common Council President Hines. “Co-sleeping is simply not worth the risk, and this campaign will help to spread that message in a way that grabs peoples' attention.”

“Our goal with this campaign is to be sure that we communicate with all of the citizens, even the ones that may not have time to access the media or other technology,” Alderman Wade said. “We believe that we can make inroads by providing facts and resources.”

For more information on infant safe sleep, please contact the City of Milwaukee Health Department at 414-286-8620 or visit our Web site at www.milwaukee.gov/safesleep.