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FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

City of Milwaukee Health Department and Milwaukee Police Department Partner to Promote Safe Sleep
Partnership to expand availability of safe sleep environments for families in need

MILWAUKEE – On Tuesday, Feb. 16, the City of Milwaukee Health Department will expand its Cribs for Kids program through a partnership with the Milwaukee Police Department.

The partnership builds upon a pilot program that began in MPD District 7, and will now provide officers in Districts 2 and 3 with training and easy access to a safe sleep environment (Pack ‘n Play portable crib, fitted sheet, SleepSack wearable blanket). Officers responding to routine calls will be able to refer families directly to a safe-sleep trained Community Liaison Officer.

Approximately 10 to 15 infant deaths each year in the city of Milwaukee are attributable to unsafe sleep environments, making it the third leading cause of infant deaths in the city. A safe sleep environment is one that follows the ABCS of Safe Sleep, meaning that every time an infant sleeps, he or she is:

- A = Alone
- B = On his or her back
- C = In a crib with no bumper pads, blankets, pillows or soft objects
- S = In a smoke-free environment

The City of Milwaukee Health Department Cribs for Kids program and partnerships provide safe sleep environments and education to more than 1,000 families each year. **If a family is in need of a safe place for their infant to sleep, they can dial the MHD at (414) 286-8620.**

- WHAT:** Cribs for Kids Training Session
- WHEN:** Tuesday, Feb. 16
Interview availability at 2:15 p.m.
Training begins at 2:30 p.m.
- WHERE:** City of Milwaukee Southside Health Center
1639 S. 23rd St., Milwaukee
- INTERVIEW AVAILABILITY:** Jill Radowicz, City of Milwaukee Health Department
Milwaukee Police Department representative
- PHOTO-OP:** Safe sleep information and training session

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