



FOR IMMEDIATE RELEASE

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[STURGIS, MI – August 2, 2010] Sturgis Hospital Birthing Center is very excited to introduce the new safer way to sleep for the newborn. In the interest of protecting newborns from Sudden Infant Death Syndrome (SIDS), we are introducing the use of the HALO SleepSacks.

Lose blankets in the crib pose carbon dioxide rebreathing and smothering risk for children less than 1 year of age. As an alternative the following agencies suggest the use of a wearable blanket such as a SleepSack: First Candle/SIDS Alliance, the American Academy of Pediatrics and the Consumer Products Safety Commission all support the use of a SleepSack.

The administration and staff at Sturgis Hospital are all committed to reducing the risk of SIDS.

“One very easy way we can help is to model the behavior we would like to see in our parents. One very simple way is to continue with the “back to sleep” campaign, education and to introduce the SleepSack to all new parents,” said Melanie Mann,

Birthing Center Manager. “We are very pleased to announce the conversion from blankets to sleep sacks with all of our newborns and will also provide the parent with a SleepSack to take home

The sleep sac was designed by a parent who lost an infant to SIDS, and now being used in hospital nurseries nationwide, the HALO SleepSack is a wearable blanket which replaces loose blankets that can cover your baby’s face and interfere with breathing. It’s the only product that carries the First Candle/SIDS Alliance gold seal, the Canadian Foundation gold seal recommendation and the Home Safety Council’s Innovation Award for Consumer Safety.

SIDS, sometimes called “crib death,” is the sudden, unexpected death of an infant one month to one year of age with 90% occurring within the first 6 months of life. This usually happens between the hours of 10 p.m. and 10 a.m., but certainly can happen during daytime naps. SIDS claims the lives of more than 2,000 babies in the US every year.

(Electronic Photo attached: Melanie Mann, Birthing Center Manager holding Faith Tabitha Perez)

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