

SAFE SLEEP CAMPAIGN 2000

SIDS AWARENESS SURVEY

**Conducted by Caravan[®] Opinion Research Corporation International
Released by the U.S. Consumer Product Safety Commission**

The survey polled almost 500 parents with children under the age of three years about their practices for placing their babies to sleep (before they were old enough to roll over). It also polled parents' attitudes about a safe sleeping environment to reduce the risk of Sudden Infant Death Syndrome (SIDS).

Key Findings

Sleep Position

- Only 31% of African-American parents surveyed put their babies to sleep on their backs as recommended to reduce the risk of SIDS.
- African-American parents are more likely to believe incorrectly that putting babies to sleep on their stomachs is the best way to reduce the risk of SIDS.
- 43% of all parents say they put their babies to sleep on their backs.

Soft Bedding in Crib

- In general, parents are not following recommendations to avoid soft bedding such as quilts, comforters and pillows in the crib with a baby under 12 months. 67% of all parents put these items in the crib with their baby and 85% of African-American parents put these items in the crib.

How Parent Learned About Sleep Position

- 39% of African-American parents say they learned about sleep position from their baby's grandparents while 22% said they learned it from a pediatrician or nurse practitioner. That compares to 12% of Caucasians who say they learned about sleep position from their baby's grandparent, while 45% say they learned about it from a pediatrician or nurse practitioner.
- African-American parents are more likely than Caucasian parents to place their babies to sleep on their stomachs because that's the way their families have always done it.

Other family, friends	13% all
	12% Caucasian
	17% African-American
	16% Hispanic

Reasons for not placing baby to sleep on back

Fear baby will choke on vomit	52% all
	47% Caucasian
	71% African-American
	72% Hispanic

Family tradition	22% all
	18% Caucasian
	40% African-American
	32% Hispanic

Fear baby will develop flat spot	15% all
	13% Caucasian
	21% African-American
	17% Hispanic

Safest sleep position to reduce risk of SIDS

Baby on its back	44% all
	49% Caucasian
	27% African-American
	29% Hispanic

Baby on its side	34% all
	31% Caucasian
	41% African-American
	39% Hispanic

Baby on its stomach	5% all
	4% Caucasian
	12% African-American
	3% Hispanic

The survey was conducted by Caravan® Opinion Research Corporation International. Telephone interviews were conducted among a national probability sample of 5,078 adults comprising 2,542 men and 2,536 women 18 years of age and older, living in private households in the continental United States. Interviewing for the survey was conducted among 460 parents of children under the age of three during the period of March 23-April 16, 2000. All participants were contacted via random digit dialing to ensure a representative sample of parents nationwide. The margin of error for this sample is ± 5 percent.