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.
Primary sleep position for children under 3

Parent places baby on his/her back 43% all
47% Caucasian
31% African-American
39% Hispanic

Parent places baby on his/her side 36% all
36% Caucasian
38% African-American
43% Hispanic

Parent places baby on his/her stomach 15% all
14% Caucasian
20% African-American
12% Hispanic

Items placed in crib with baby

Comforters and quilts 67% all
63% Caucasian
85% African-American
76% Hispanic

Pillows 22% all
18% Caucasian
36% African-American
25% Hispanic

No soft bedding in crib 28% all
32% Caucasian
13% African-American
16% Hispanic

How did parent get information about sleep position?

From pediatrician or Nurse practitioner 40% all
45% Caucasian
22% African-American
35% Hispanic

From baby’s grandparents 18% all
12% Caucasian
39% African-American
20% Hispanic
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.