



May 2022

CPSC Staff's¹ Statement on Fors Marsh Group's "Refining Sleep Messaging for Seated/Non-Sleep Products Focus Group Study"

The attached report, titled, "Refining Sleep Messaging for Seated/Non-Sleep Products Focus Group Study," presents the findings of research conducted by Fors Marsh Group (FMG), for CPSC, under Contract CPSC-D-16-0002, task order 61320621F1006.

CPSC staff contracted with FMG to conduct focus groups and contextual interviews to gather caregivers' (parents of infants 0–11 months of age) perspectives regarding products in which infants may fall asleep, that the manufacturer asserts are not intended for infant sleep. Infant products that were included in this study were rockers, bouncers, swings, or stroller/carrier travel systems. This study sought to capture caregivers' beliefs about the safety, utility, and risks of infants falling asleep in seated products, their reaction to labels designed to warn against unsupervised sleep, and their ability to discern how those labels influence caregiver behavior.

Overall, the results indicate that parents are aware of the risks of using seated infant products for sleep, although, in some situations, caregivers expressed that the benefits outweighed the risks because these risks (*i.e.*, suffocation, death, and injury from falls) rarely occur. Additionally, caregivers believe they can mitigate risks by staying nearby if their baby does fall asleep. This study indicates on-product warning labels play a small role in caregivers' decisions to purchase or use a particular seated product with their infant.

Many caregivers in this study consider product safety as one factor in deciding to purchase or use seated products with their infant. Most are aware of and look for on-product warnings; however, this was not the sole source caregivers mentioned when looking for product information and use. Some caregivers do not look for warnings because they believe these labels are relatively the same for all infant products. Caregivers evaluated specific language on a recently revised warning label intended to deter caregivers from using seated products for infant sleep: "Stay near and watch child during use. This product is not safe for unsupervised use or unattended sleep." Next, caregivers evaluated the phrase being considered for warning labels: "If baby falls asleep, move baby as soon as possible to a firm, flat sleep surface such as a crib or bassinet." Overall, the latter phrase was well received and met their recommendation of wanting clear guidance of what to do if their child falls asleep in one of these products.

¹ This statement was prepared by the CPSC staff, and the attached report was prepared by Fors Marsh Group, for CPSC staff. The summary and report have not been reviewed or approved by, and do not necessarily represent the views of, the Commission. In no case does the identification of particular equipment or materials imply a recommendation or endorsement by CPSC staff, nor does it imply that the materials, instruments, or equipment are necessarily the best available for the purpose.

