

Health and Human Services Agency

Shasta County

2650 Breslauer Way
Redding, CA 96001
(530) 229-8484
FAX (530) 229-8447

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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Contact: Terrie Davis, Public Health Nurse, Shasta County SIDS Coordinator, 530-225-5129

“Safe to Sleep” includes new recommendations

SHASTA COUNTY- October is Sudden Infant Death Syndrome (SIDS) Awareness Month. SIDS is the sudden, unexpected death of a baby that doesn't have a known cause even after a complete investigation. SIDS is the leading cause of death among infants between one month and one year of age.

One way to reduce the risk of SIDS is to breastfeed, and the Shasta Breastfeeding Coalition will hold a Resource Fair at Redding Rancheria Tribal Health Center, 1441 Liberty St, Redding from 2pm-4pm in the Lassen Conference Room on Friday, October 7. This event is free and open to all community members. There will be information and resource tables; opportunities to learn more about breast milk banking; onsite screening will be offered; and breast milk donations will be accepted.

SIDS Awareness Month is a great time to remind parents, grandparents, childcare providers and others to provide the safest sleeping area for babies to reduce the risk of SIDS. The American Academy of Pediatrics (AAP) updated the recommendations for reducing the risk of SIDS and other sleep-related causes of infant death. To see a full list of the recommendations, see the Shasta County SIDS information page at: www.co.shasta.ca.us/index/hhsa_index/Health_and_Safety/sids.aspx

For more information, contact Terrie Davis, PHN, Shasta County SIDS Coordinator at 530-225-5129, or go to www.shastahhsa.net.

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