

NEWS RELEASE



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For Immediate Release

NEW PARENTS LEARN ABOUT SIDS FROM HALIFAX REGIONAL

ROANOKE RAPIDS, NC (October 11, 2010)—Halifax Regional is teaming up with the North Carolina Healthy Start Foundation to educate new parents about the dangers of SIDS, Sudden Infant Death Syndrome.

The Medical Center is distributing onesies (baby garments) to every baby born at Halifax Regional in October, national SIDS awareness month. Parents will receive educational information explaining how to reduce the risks of SIDS and accidental suffocation and strangulation while sleeping.

SIDS is a leading cause of infant death. Every year in North Carolina, more than 100 babies die from some form of sleep problem. Many of these preventable deaths are related to excess bedding and parents sleeping with their babies.

Safe sleep tips for new parents include:

- Put your baby on his/her back to sleep
- Use a firm mattress for baby's crib
- Keep pillows, comforters and soft blankets, stuffed animals and toys out of the crib
- Require that the baby sleep in his/her own crib
- Do not allow smoking near your baby
- Keep the room temperature comfortable (68 to 75 degrees)

The North Carolina Healthy Start Foundation is coordinating the “Back to Sleep” campaign in collaboration with the State Division of Public Health.

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About Halifax Regional

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit www.halifaxregional.org.

The NC Healthy Start Foundation is collaborating with hospitals across the State to distribute onesies. For more information about baby’s safe sleep, visit www.NCHealthyStart.org or call 919 828.1819.