

NEWS RELEASE



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For Immediate Release

HALIFAX REGIONAL BIRTHING CENTER RECOGNIZED *INFANT SAFE SLEEP HOSPITAL MODEL OF EXCELLENCE*

ROANOKE RAPIDS, NC (May 4, 2012)—Halifax Regional Medical Center is proud to announce that it has been recognized as an Infant Safe Sleep Hospital Model of Excellence by the North Carolina Healthy Start Foundation.

The North Carolina Healthy Start Foundation is a statewide nonprofit organization based in Raleigh whose mission is to reduce infant deaths and disability and to improve the health of women and young children in North Carolina. The purpose of the award is to recognize hospitals that are proven leaders in infant safe sleep policy, practice, and education. The Infant Safe Sleep Model of Excellence Award, endorsed by the N.C. Hospital Association and the N.C. Child Fatality Task Force, was made available to all hospitals in North Carolina that deliver babies or care for babies less than one year of age.

“This award recognized hospitals that are doing exceptional work in the area of infant safe sleep on a voluntary basis,” stated Janice A. Freedman, Executive Director of the North Carolina Healthy Start Foundation. “Our agency applauds your commitment to ensure that families of the children you care for are knowledgeable about practices that can save lives. Babies leaving your hospital will be safer as a result.”

Hospitals had to meet four areas of excellence to be recognized as an **Infant Safe Sleep Model of Excellence**: Policy, Staff Training and Education, Patient Education and Modeling, and Community Outreach. Halifax Regional Medical Center is one of only five in the state that met each of these criteria and now serves as a model for other hospitals.

Data from the North Carolina Center for Health Statistics state that in 2010 there were 854 deaths to children under age one. Fifty-three (53) of these deaths

were categorized as SIDS, the leading cause of death for babies between 1 month and 1 year of age.

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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.