According to the CDC, about 3,500 babies in the U.S. die preventable sleep-related deaths each year. On average, a healthy baby suffocates while sleeping unsafely every month in Pinellas County.

In an effort to prevent these deaths, a local campaign called, Sleep Baby Safely, has been created by Pinellas County leaders. The campaign includes Infant Safe Sleep Training, Direct On-Scene Education, website and social media campaign.

Largo PD will have a certified trainer who will be able to train our officers. They will then be able to recognize those residents in need of Infant Safe Sleep training or proper bedding while they are responding on unrelated calls in the community. The certified trainer will follow-up with the resident to provide training and other services as needed.
WHEREAS, According to the CDC, about 3500 babies in the U.S. die preventable sleep-related deaths each year; and

WHEREAS, On average, a healthy baby suffocates while sleeping unsafely every month in Pinellas County, making it the #1 cause of preventable death for children under 18; and

WHEREAS, As many babies die before their first birthday from this one single cause than in the next 17 years from all other causes of preventable death combined; and

WHEREAS, A group of concerned Pinellas County leaders created a local campaign based on data and facts called Sleep Baby Safely; and

WHEREAS, The campaign features consistent messaging, coordinated materials, a website, PSA, social media toolkit, and easy-to-remember tips given across multiple touch-points across the county; and

WHEREAS, Sleep Baby Safely also uses direct language – for example, suffocation not SIDS – based on data from the District Six Medical Examiner’s Office which has not determined a cause of death as SIDS in over 17 years; and

WHEREAS, In addition to dozens of campaign partners to include physicians, birthing hospitals, parent educators, and home-visiting agencies, the Largo Police Department and other first responders across the county are providing direct on-scene education to help save babies’ lives.

NOW, THEREFORE, I, WOODY BROWN, Mayor of the City of Largo, and on behalf of the City Commission, do hereby proclaim October 2018 as

INFANT SAFE SLEEP AWARENESS MONTH

Urging all citizens to sleep babies safely – ALONE on their BACKS in an empty CRIB every night, every nap, and every time – so we can celebrate the first birthdays of all babies!

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official Seal of the City of Largo, County of Pinellas and State of Florida to be affixed this 16th day of October 2018.

MAYOR

ATTEST:  
CITY CLERK