

Face up to wake up™



Healthy Babies Sleep Safest on Their Backs.

Culturally Appropriate American Indian and Alaska Native
SIDS Risk Reduction Resource Kit

Produced and Distributed By CJ Foundation for SIDS

A tool designed for use by health and medical service providers, and community health trainers

Nationwide SIDS rates for infants of American Indian mothers
are 2.6 times those of the non-Hispanic white mothers

In the United States, the death of nearly 8 babies a day, every day, will be attributed to Sudden Infant Death Syndrome. Last year the Department of Health and Human Services' Office of Minority Health and the Indian Health Service worked with the Association of American Indian Physicians and the CJ Foundation to identify and assist communities of need. The



Smoke-Free Families National Dissemination Office, supported by The Robert Wood Johnson Foundation also joined forces with the CJ Foundation. Grants were awarded to the Great Lakes Inter-Tribal Council, Lac Du Flambeau, WI; the University of North Dakota, Grand Forks, ND; and the Aberdeen Area Tribal Chairmen's Health Board, Aberdeen, SD, to expand SIDS risk reduction activities.

American Indian organizations serving populations that suffer some of the highest SIDS rates in the country, joined forces with the CJ Foundation for SIDS to develop culturally appropriate educational materials to support activities to: reduce alcohol use by pregnant women, reduce maternal and second hand smoke, increase the knowledge of SIDS among pregnant and teenage mothers, and enhance local Back to Sleep campaigns.. The Foundation included the information in this Face Up to Wake Up™ SIDS Risk Reduction Resource Kit, developed to disseminate materials across Indian Country, free of charge.

The kit includes a manual designed to assist the educator in both one on one and classroom instruction and also to enhance the instructors' current level of understanding regarding SIDS. To further assist instructors, two videos in both VHS and CD-ROM format are also included. There is also a resource CD that contains posters, brochures, PSAs, radio spots and other educational materials ready to be printed. These resources can be used to educate through display, distribution and individual instruction.

If you would like to request this resource kit, order online at www.cjsids.com .
Please allow 3 weeks for delivery.

