



PUT THEM TO BED AS IF THEIR LIFE DEPENDS ON IT. BECAUSE IT DOES.

Babies sleep safest on their backs. It makes it easier for them to breathe, and they are less likely to choke if they spit up.

Babies sleep safest alone, on their backs, in a bare crib or bassinet — not in bed with you.



NO PILLOWS



NO BLANKETS



NO TOYS



**NOT ON
THEIR BELLY**



**NOT IN BED
WITH YOU**

To learn more about Safe Sleep visit nyc.gov/safesleep or call 311.

#NYCSafeSleep

NYC

Office of the Mayor

Administration
for Children's
Services

David A. Hansell
Commissioner

Department of
Health & Mental
Hygiene

Mary T. Bassett, MD, MPH
Commissioner



PUT THEM TO BED AS IF THEIR LIFE DEPENDS ON IT. BECAUSE IT DOES.

Babies sleep safest in a bare crib. Loving but unsafe practices like putting pillows, blankets, and toys in your baby's crib can lead to suffocation and even death.

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PUT THEM TO BED AS IF THEIR LIFE DEPENDS ON IT. BECAUSE IT DOES.

Babies sleep safest alone. Tired parents can fall into a sound sleep and accidentally roll over, causing their baby to suffocate.

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