

In 2016, nearly half of all infant fatalities in Virginia were related to unsafe sleep practices. In ongoing efforts to reduce this staggering number, the Virginia Department of Social Services will kick-off a special statewide campaign and call-to-action pledge, [Safe Sleep 365](#). The campaign, which coincides with National Infant Safe Sleep Awareness Month in September and Sudden Infant Death Syndrome (SIDS) Awareness Month in October, emphasizes the core principles of “**Alone, Apart and Always**” to educate all Virginians on simple life-saving practices that will help ensure a safe and healthy environment for infants each time they sleep.

The Safe Sleep 365 campaign includes multi-layered mediums to educate parents and caregivers on the risk factors associated with SIDS as well as safe sleep practices that promote placing infants **ALONE** in a firm crib/bassinet or other safe sleep space, **APART** from people, toys, blankets, pillows or other items, and **ALWAYS** on his/her back in a drug- and alcohol- free environment.

Infant sleep-related deaths are preventable. Reducing the rate of preventable child fatalities throughout the Commonwealth continues to be a priority of our work as an agency.