#ClearTheCrib Challenge

Help combat infant mortality by promoting a safe sleep environment for infants. During Sudden Infant Death Syndrome (SIDS) Awareness Month, help encourage safe sleep for babies by taking the #ClearTheCrib Challenge and sharing your videos with the **#ClearTheCrib** and **#SafeSleepAL** hashtags.



1. **Set up the safety-approved sleep space.** Make sure there is enough room for participants to safely move around the space.
2. **Add up to 10 pieces of crib clutter and at least one piece of the acceptable item(s)** to the sleep area. Spread out and mix up the items so the participant has to really think about whether an item belongs in the sleep area.

   Tip: Have a nearby box or container (such as a basket or bucket) in which to place items pulled out of the sleep space during the game.
3. **Review the game instructions** and educate participant(s) on safe sleep environments, using the What Does A Safe Sleep Environment Look Like? handout.
4. **Set a timer for 10 seconds.** Give a participant 10 seconds to #ClearTheCrib. They should remove crib clutter but leave in the acceptable item(s). Before starting the timer, give the participant(s) a 3-2-1 countdown. Once the 10 seconds are up, say, "Stop."

   Tip: Use a cell phone camera or another video recording device to record the participant(s) as they complete the activity. If posting on social media, be sure to get permission from all participants shown in the video.
5. **Count the number of correct items** the participants(s) removed and left in the sleep space. If multiple people are playing, the individual who removed/left in the most correct items wins! Give the winner a champion certificate and give others participation certificates. Be sure to celebrate all participants for their interest in learning about safe sleep environments.

   Optional: Take pictures of the participant(s) with their certificate(s) and post the pictures on a bulletin board or on social media, if appropriate.

   Optional: Discuss the activity with participant(s) after you've finished. Were they surprised by any of the "unsafe" crib items? Do they have any questions? Is this something they would play with family members or friends?
6. **Optional: Share approved videos and/or images** on social media using the #CleartheCrib and #SafeSleepAL hashtags!

Reference: https://safetosleep.nichd.nih.gov/resources/toolkit/clearthecrib