



Background

- Cribs for Kids is a national nonprofit organization that works to reduce infant sleep-related deaths by distributing portable cribs and promoting safe sleep education.
- Sudden Unexpected Infant Death (SUID), which includes SIDS, accidental suffocation, and unknown causes, results in over 3,700 infant deaths annually (CDC, 2022).
- Accidental suffocation (in adult beds, on couches, or with soft bedding) is a major contributor to these sleep-related deaths (see Figure 2).

CDC 2020 Breakdown of SUID

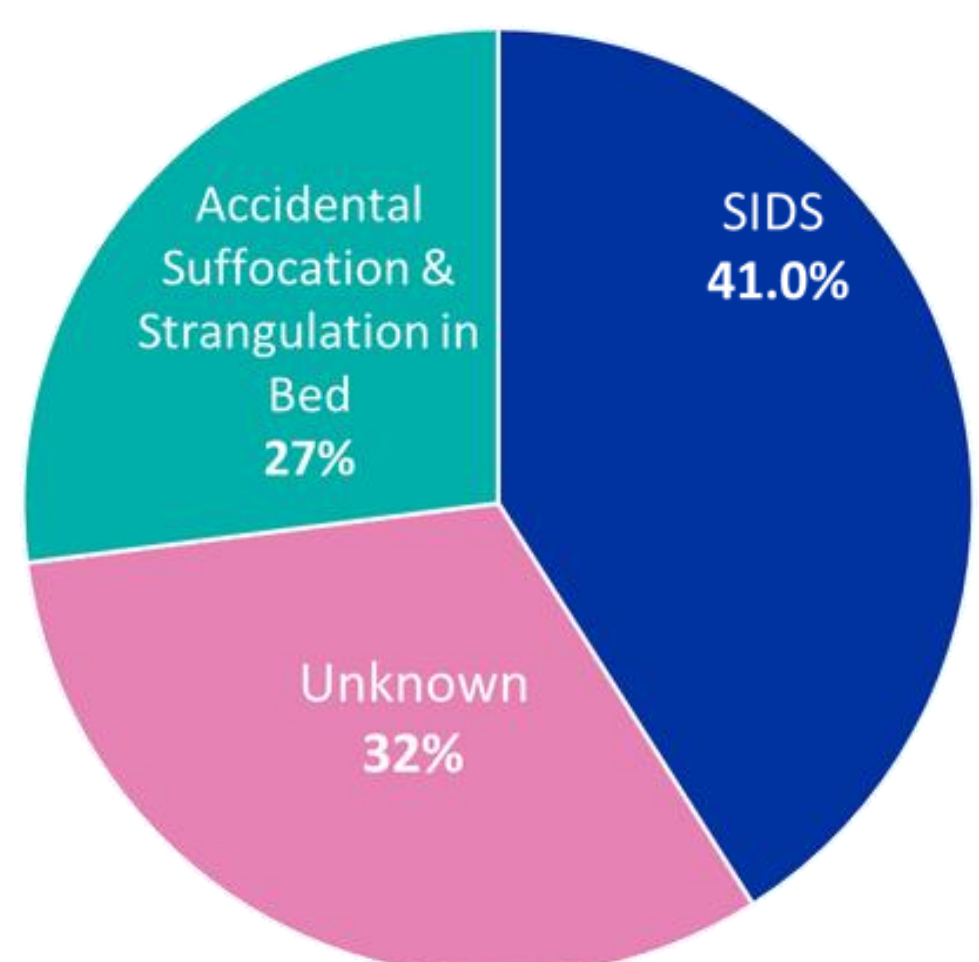


Figure 1. Causes of Sudden Unexpected Infant Death (SUID) in the U.S., 2020 (CDC, 2020)

Project Context: The Yellow Card

- The Yellow Card is a half-page paper form distributed with free cribs by Cribs for Kids.
- It collects basic demographic and risk data on caregivers and infants receiving a play yard.
- Information includes caregiver and baby's name, age, race/ethnicity, zip code, infant feeding method, smoke exposure, and more.
- Originally designed for intake and tracking only – it did not include any safe sleep education.
- The card helps programs understand who is being served, monitor risk factors for unsafe sleep, and report on reach and impact.

Risk Factor	Sharing (%)	Non-Sharing (%)
Adult Bed	75.7	22.0
Crib/Bassinet/Portable Crib	2.1	51.8
Soft Bedding Present	68.3	73.8
Prone Sleep Position	30.4	49.5
Maternal smoking	41.4	30.5

Figure 2. Risk Factors Among SUID Cases by Surface Sharing Status (SUID Case Registry, 2011–2020)

Project Objectives

- Improve** the visual layout and clarity of the Yellow Card
- Ensure** culturally sensitive and respectful language
- Incorporate** key caregiver education points on safe infant sleep
- Maintain** HIPAA compliance and program tracking function
- Support** standardized data collection across distribution partners

Results

1. A half-page form distributed with free cribs to collect basic caregiver and infant data. Used widely across Cribs for Kids programs.

- Strengths:
- Captured basic demographics (e.g., age, birthdate, race/ethnicity).
 - Asked about key risk factors (e.g., prematurity, household smoking).
 - Simple paper format usable by many community partners.

- Opportunities for Improvement:
- Add clear, consistent safe sleep education.
 - Provide caregiver support and risk reduction guidance.
 - Improve visual layout for readability and ease of use.
 - Remove sensitive or unnecessary questions (e.g., income, pregnancy history).
 - Use inclusive, supportive tone to foster trust and engagement.

Original Yellow Card

2. Drafted a redesigned card with simplified structure, plain language, and visual flow.

- Simplified the card into four structured sections for clarity.
- Replaced dense text with concise, plain language.
- Added a checklist for safe sleep education topics.
- Introduced a clean layout with color-coded headers.
- Focused on caregiver confirmation and follow-up needs.

Final Version: Cribette and Care Card (CC Card)

The final version (Cribette and Care Card) expanded these improvements by incorporating caregiver support and risk-reduction questions, using inclusive language, and organizing content with color-blocked sections for visual flow. Additionally, it added QR codes linking to educational resources and crib setup guides, creating a more interactive and supportive tool for families.

3. Developed a final, user-friendly card with enhanced caregiver education and interactive resources.

- Includes brief, clear safe sleep messages under each question.
- Uses inclusive, caregiver-friendly language throughout.
- Color-blocked layout improves flow and readability
- Adds QR codes linking to crib setup video and safe sleep resources.
- Asks about sleep location, feeding, and risk factors to support education and follow-up.
- Designed to be celebratory while collecting actionable, non-invasive data.
- Available in both paper and digital formats for flexible distribution.

Draft 1: Initial Redesign

The initial redesign (Draft 1) simplified the original yellow card into four structured sections with clear headers, plain language, and a checklist format for safe sleep education. This version focused on creating a straightforward tool that improved readability and captured essential caregiver information.

Methods

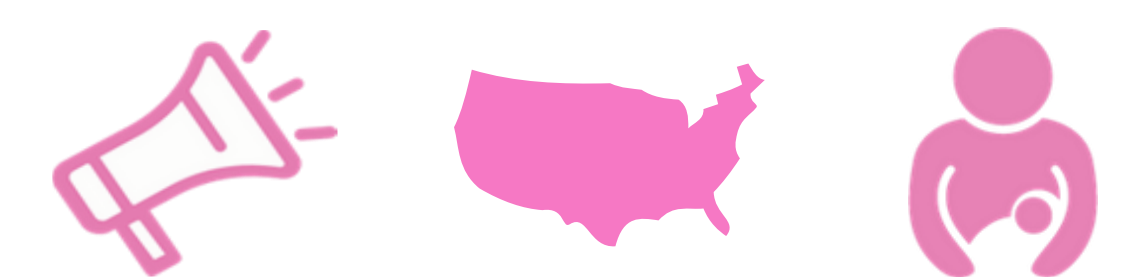
- Conducted a literature review on sleep-related infant death risk factors and disparities. *Key terms: safe infant sleep, SUID, SIDS, sleep-related event, sudden unexpected infant death*
- Reviewed publicly available data and resources from the CDC, AAP, and Cribs for Kids websites to understand high-risk populations and current safe sleep guidelines
- Assessed the current Yellow Card for readability, clarity, and cultural responsiveness

Public Health Significance

Sleep-related infant deaths are largely preventable, yet they remain a leading cause of infant mortality in the United States. This project addresses a critical gap in caregiver education by transforming a basic data collection form into a visually engaging, culturally responsive, and educational resource. By embedding safe sleep messaging directly into the distribution process, the redesigned card helps promote behavior change, support informed decision-making, and reach families most at risk.

Next Steps

- Present revised Yellow Card to Advisory Board for feedback
- Finalize design based on recommendations
- Pilot test across multiple distribution sites
- Translate into additional languages
- Evaluate caregiver understanding and behavior change
- Launch digital version for broader reach
- Create standardized guidance for distributors
- Monitor data trends to inform future outreach



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