

Manufacturers, media, and safe sleep recommendations

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Manufacturers and the media should follow safe sleep recommendations in their messaging and advertising to promote such safe sleep practices as social standards.¹

We should be especially wary of commercial devices (such as baby monitors, sleep aids, mattresses, or special sleeping surfaces) that claim to reduce the risk of sudden infant death syndrome (SIDS) or other sleep-related deaths. At the time of this update, there is no scientific evidence available that any of these devices reduce the risk of sudden infant deaths, while they may provide a false sense of security and complacency for parents and/or caregivers.^{2,3} It is critical to understand that the use of such products does not undermine the importance of following recommended safe sleep practices.¹

The media issue requires a multifaceted approach. In addition, there are no regulations on what can be said, shown, manufactured, and marketed in relation to safe infant sleep during their first year of life. This is a plea to whomever it may concern.⁴

As long as there is no regulatory framework in place in Argentina in this regard, health care providers have to assume the task of detecting risk messages (texts, photos, videos, and illustrations), offering education through the

media, and commenting, when applicable, with respect and based on sound scientific evidence.⁴

The Eunice Kennedy Shriver National Institute of Child Health and Human Development made recommendations on how to address unsafe sleep images and messages, especially on product-focused social media channels (see <https://safetosleep.nichd.nih.gov/resources/toolkit/address-unsafe>).

It is important to offer helpful, constructive feedback in a kind and nonjudgmental tone. These are options to respond to publications that do not follow safe sleep guidelines for infants. These are practical suggestions on how to respond within a social platform (short message or post for Instagram or Twitter, long message or post for Facebook or LinkedIn), how to respond with an email, or how to comment on the post, noting what about the image is unsafe and offering links or suggestions on how to follow the guidelines.

The U.S. Consumer Product Safety Commission has received reports of deaths attributable to suffocation and entrapment associated with wedges and positioning devices.¹ These products initiated alert and recall processes due to post-marketing failures and risks.^{5,6} These products are made of soft, compressible materials,

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which may increase the risk for unintentional mechanical suffocation.¹ Most of these deaths occurred when infants were placed in these devices in the prone or side-lying position. Other deaths occurred after babies rotated from being on their backs to their stomachs or side because they were not properly attached to the product.

There is information about product alerts (baby care and child equipment) available at the Argentine Consumer Protection website (<https://www.argentina.gob.ar/produccion/defensadelconsumidor/alertas-de-productos>).⁷ However, in Argentina in particular and in Latin America in general, there is still no regulatory agency in place to deal with the safety of non-food consumer products sold online by third parties, which should also establish market surveillance standards. ■

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