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8 Tips Moms and Dads Need to Know About Sleeping with Baby... in the New Book, *Safe Infant Sleep: Expert Answers to Your Cosleeping Questions*

1. **NEW BOOK, *SAFE INFANT SLEEP: EXPERT ANSWERS TO YOUR COSLEEPING QUESTIONS*, RELEASING JANUARY 2020.** Published by Platypus Media; ISBN 978-1-930-775-76-3; 14.95; Original Trade Paperback. The book is divided by 14 chapters, including a list of cosleeping products and resources.
2. **AUTHOR JAMES J. MCKENNA, Ph.D. IS A GLOBAL AUTHORITY ON SLEEP SAFETY AND INFANT CARE.** He is the Founder and Director of the only mother-infant sleep laboratory in the U.S., called the Mother-Baby Behavioral Sleep Laboratory at the University of Notre Dame, <https://cosleeping.nd.edu>.
3. **AUTHOR PIONEERED THE WORLD'S FIRST STUDIES ON THE PHYSIOLOGY AND BEHAVIOR OF COSLEEPING MOTHERS AND INFANTS.** Over 30 years, he has published more than 165 peer-reviewed articles on cosleeping, breastfeeding, evolutionary medicine, and SIDS, and has served as an ad hoc expert consultant for the American Academy of Pediatrics (AAP). His research is referenced by cosleeping-friendly pediatricians, including Drs. Jay Gordon, William Sears, and Jack Newman. Dr. William Sears, popular pediatrician and author of the book's foreword, calls McKenna "the world's authority on cosleeping."
4. **COSLEEPING IS NORMAL.** For most of human history, mothers have effectively combined cosleeping and breastfeeding to provide for their babies' social, psychological, and physical needs. Dr. McKenna says that "safe cosleeping arrangements can actually help protect infants from SIDS or other sleep-related deaths, which are twice as likely to occur for infants sleeping in separate rooms from their parents." In spite of recommendations from the majority of public health organizations to *always* put an infant down in a crib, a 2018 report from the U.S. Department of Health and Human Services (source: 10.5585/mmwr.mm6701e1) reveals that 61.4% of U.S. families cosleep some or all of the night. Many of these families lie to their pediatrician for fear of being reprimanded or worse. **See pages 49-55, 89.**
5. **BOOK CHALLENGES THE STRICT SLEEP RECOMMENDATIONS FROM THE AAP.** The AAP, amongst others, firmly direct moms to never put an infant in an adult bed. This generic, "one-size-fits-all" message, and the powerful public health campaigns used to reinforce it, not only frighten parents, but also put many babies in potentially more dangerous or life-threatening situations, such as (1) falling asleep on a couch or recliner where they are more likely to be crushed, (2) nighttime separation from caretakers who may otherwise notice the baby beginning to choke or turn blue, and (3) parents being so desperately exhausted that they take the baby to bed with them despite not having appropriate safety measurements in place. In contrast, Dr. McKenna argues that the best way to ensure safe sleep is to inform parents of their options and to tailor safety recommendations to fit families' individual needs. No two sleeping arrangements should be the same, because no two families are the same. **See pages 104-107, chart on page 173.**
6. **SLOPPY SCIENCE UNDERLIES CURRENT PUBLIC HEALTH RECOMMENDATIONS.** The AAP statement condemning bedsharing is based on just a few references, most of which have significant flaws. According to the book, these include ignoring vital co-factors and using ill-defined or blatantly wrong terminology. Sloppy science and pre-determined conclusions have prevented public health officials from implementing recommendations using honest, evidence-based medicine. **See pages 96-97.**

7. **RACIAL, CULTURAL, AND CLASS BIAS PERMEATE DATA.** As reported by the *New York Times*, the National Institute of Health, the Center for Disease Control and Prevention, *National Public Radio*, and others, maternal and child health is affected by racial, cultural, and class divides. Due to the daily structural, social, and psychological violence of racism, black and Native American moms and infants experience more health complications and have the lowest breastfeeding rates in the nation—factors that increase the risk of infant death before cosleeping even comes into play. In addition, this book reveals that families who live in poverty have less stable sleep environments, leading to much higher rates of both suffocation deaths and SIDS. Studying infant mortality in these communities, rather than upper middle class ones, public health officials have come to the general conclusion that cosleeping is universally unsafe. Socioeconomic struggles may affect the safety of your child as s/he sleeps, but that doesn't mean the sleeping environment can't be made safe through proper recommendations from healthcare providers. **See pages 82-86.**

8. **INTRODUCING THE TERM *BREASTSLEEPING*.** Dr. McKenna, alongside fellow sleep safety researcher Dr. Lee T. Gettler, coined this term to describe the practice of combining breastfeeding and bedsharing. For the first time, *Safe Infant Sleep* reveals how parents can embrace *breastsleeping* as a distinct form of cosleeping which profoundly affects the biology and sleeping patterns of both mother and baby and will dramatically change the way pediatricians, researchers, and families think about sleep safety recommendations. **See pages 25-26, 40, 111-121, and 159-167.**

To interview Dr. McKenna or review the book timed to the January release, please contact Justin Loeber, Raquel Perazzo, Caroline Hoff, or Jorden James at 212-260-7576 or media@mouthdigitalpr.com