

# Safe Cribs for Missouri Expansion

July 7, 2020

## Purpose of project:

To ensure consistent messaging about safe sleep state-wide.

## Objective (What does success look like?):

The Safe Sleep Cribs for Missouri program is currently in 65 counties within the state. The goal of the initiative is to expand the number of counties which contract with DHSS's crib program to help ensure consistent safe sleep messaging state-wide to 80 counties.

## Project Milestones:

July 2020: Secure additional funding for the Safe Cribs for Missouri program.

August 2020: Develop a recruitment strategy to increase the participation of LPHA's in the Safe Crib for Missouri program.

January 2021: Finalize contracts with LPHA's who have agreed to join the Safe Cribs for Missouri Program.

## Measures and Targets:

Increase participation from 65 counties to 80 counties.

Increase funding from \$65,000 to \$98,000.

## Roles:

*OFABS/Procurement*

*Daniel Lane*

*Mary List*

*Pam Good*

**Stakeholders:** DHSS, Safe Cribs for Missouri program participants, LPHA's, and Children's Trust Fund.