

THINKING OUTSIDE THE

BABY BOX



WHAT PARENTS MAY WANT TO CONSIDER



What are Baby Boxes?

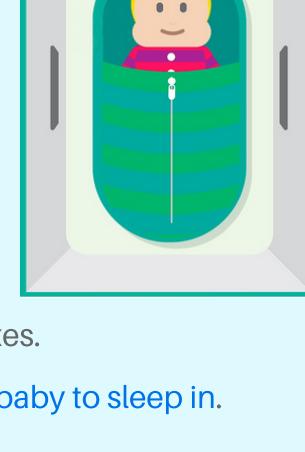
Baby boxes began in [Finland](#) in the 1930's. They were a way to improve the health of mothers and babies by connecting them with public health services.

Other countries, [including Canada](#), are starting baby box programs hoping they will improve baby sleep safety. Also they might help families engage with their local health services and social supports.

There are many different types of programs. The [better ones](#) are part of a broad infant health plan. These are not tied to companies who sell baby products.

Others require health agencies to advertise for [companies](#) in exchange for free boxes.

Some give boxes away at store events. A few give out boxes that are [not safe for a baby to sleep in](#).



Health care experts warn that there is [not enough research](#) to know if baby box programs can reduce SIDS (Sudden Infant Death Syndrome).

Others say [programs that promote a company's free give-aways](#) are more about selling baby products than improving infant health.

Do You Have any Concerns About How Your Private Information Will be Used?



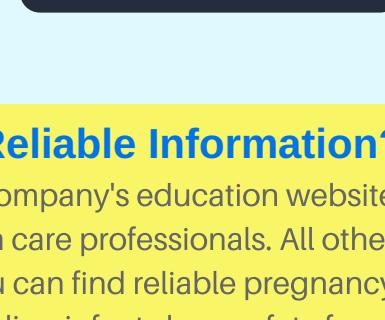
To get a baby box, some programs will ask you to register on a [website](#) that is not run by the BC government or your health authority. Decide how much personal information you want to give a private company whose purpose is to market baby products to you.

Read their Privacy Policy and Terms of Use. You should know how your information will be used by them and other businesses. If the company is based outside of Canada it is harder to know how your information will be used.

How Can You Limit the Amount of Information You Give?

You may choose not to ask for a baby box since the program is voluntary. If you would like a free box, you may try asking your [local health centre](#) if you can have a baby box without registering on a private company website.

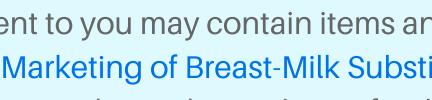
If you must register on a company website, consider checking the 'opt out' box to limit advertising to you. Provide only the information you must give. Leave blank or check 'I prefer not to say' whenever you can. Know that this still means your information may be used for marketing.



Where Can I go for Reliable Information?

Be aware that only some information on a company's education website may have been reviewed by BC health care professionals. All other content may be poor quality or incorrect. You can find reliable pregnancy and parenting information, including infant sleep safety from:

[Healthy Families BC](#)
[Baby's Best Chance](#)
[HealthLink BC](#)



Does the Information, Free Products and Advertising Support Breastfeeding?

Be aware that baby boxes or advertising sent to you may contain items and offers that could violate the [WHO Code of Marketing of Breast-Milk Substitutes](#). This is an international code that makes sure mothers who are breastfeeding or formula feeding are supported and have the right information.



Did you know? Any breastfeeding for 4-6 months reduces the risk of SIDS by 60%



What are Other Options for Safer Sleep?

Instead of a box, you can buy or borrow a bassinet, cradle or crib. Babies may also sleep safely in a drawer or basket. For more information check out [Safer Sleep for My Baby](#).

You may consider sharing your bed with your baby (bedsharing). Breastfeeding, bedsharing and nighttime parenting can be both safe and successful if you reduce the risks. It is not safe for everyone. Here are 2 websites you can trust to help you learn more.

[Infant Sleep Information Resource](#)

[Notre Dame Safe Co-Sleeping Guidelines](#)

Questions? Speak with your Doctor or Registered Midwife, or call your local Health Centre to speak with a Public Health Nurse

Infographic created by the BC Lactation Consultants Association

[www.bclca.ca](#)

