



What is a Baby Box?

The Baby Box Co., inspired by a Finnish tradition, is an innovative, integrated program equipping parents with education and resources to give their babies a safe start in life. Baby Boxes can be used as a safe sleep space for a baby's first five to six months of life.

The Box serves as the baby's first bed and includes a mattress, a fitted sheet, and prefilled bags with baby-friendly products. Please see the following [picture](#) of the assembled Baby Box ([overhead view](#)). Once assembled, the Baby Box measures 26.75" x 16.75" X 11.5".

How long can baby use the box for?

The length of time baby can use the Box depends on how quickly baby grows. We recommend babies to cease using their Baby Box as a primary sleep space once they can pull themselves up independently. A baby who can roll, however, is perfectly safe inside his or her Baby Box, and the Box will not tip over as long as the Box sits on a sturdy surface. Our Baby Boxes are tested and certified to hold up to 52 lbs.

What is Baby Box University?

Baby Box University is an online platform established by The Baby Box Co. which provides new and expecting parents with universal access to educational resources and support. Through Baby Box University, parents have access to videos, articles, e-books, and more! The Baby Box Initiative includes a localized education syllabus that all parents must take in order to receive their Baby Box.

How will expecting parents receive their Baby Box?

To get a Baby Box delivered, new and expecting parents simply register on [Baby Box University](#) and watch short, educational videos on parent and child health topics. The videos, which take about 10-20 minutes to watch, were filmed with local health experts and cover topics such as safe sleep and breastfeeding.

1. Go to www.babyboxuniversity.com to register for free.
2. Select your local syllabus.
3. Take the education syllabus to receive the completion certificate.
4. Complete your details to find a community pick-up location or to request home delivery for your Baby Box.

Do parents have to sign up to Baby Box University to receive a Box?

Yes. Our education platform, Baby Box University, is the heart of our operation; there is no evidence to support that Baby Boxes impact health outcomes if they are distributed without education and community support. Therefore, we view ourselves as an education company and community partner, which utilizes the Baby Box as an effective and sustainable engagement tool.

Can parents complete the syllabus offline if they're unable to access the internet?

No, the syllabus is online.

Is there a cost?

No, there is no cost to you or the parents receiving the Boxes. However, if the direct shipping option is selected, there may be a shipping fee.

Is the Baby Box safe?

Baby Boxes meet or exceed all applicable tenets of the CPSC, Health Canada, and EN standards for bassinets. Baby Boxes are not technically considered bassinets in the United States, however, they are in Canada, UK, and Europe. Due to the overwhelming popularity of the Baby Box, the CPSC/ASTM has a joint task force underway implementing an updated USA bassinet standard, which includes Baby Boxes as a mandated, regulated child care product. In the interim, Baby Box Co. has voluntarily tested its product to the existing CPSC bassinet standards. For more information on the Baby Box Co Safety, visit [here](#).

What does it mean to be a certified Baby Box Advocate?

We love organizations who are passionate about helping parents. Together, we can improve outcomes for mothers and children by educating new parents about child development and key health issues. As a Certified Baby Box Advocate, your organization will be able to receive promotional materials such as flyers, posters, and/or a sample box. We want to support you in our shared effort of creating more opportunities for parents in the community to have equal access to education and Baby Boxes through our free program.

In addition, as a Certified Baby Box Advocate there will be opportunities to partner with us to host a community event!

Here are some additional benefits for being a part of our community of advocates:

- Official advocate for our Baby Box Initiative
- Print materials
- Sample Box for display
- Hassle free distribution of Baby Boxes
- Exclusive Certified Baby Box Advocate newsletter

Count us in! How does our agency become a certified Baby Box Advocate site?

Complete the [Baby Box Advocate Registration](#), once this is submitted we will be in touch with next steps.