



## Safe to Sleep® 2019 SIDS Awareness Month #SafeSleepSnap Toolkit

Thank you for your interest in this year's #SafeSleepSnap photo activity for SIDS Awareness Month. We appreciate your commitment to safe infant sleep practices and to raising awareness about safe sleep environments. Your participation is a valuable part of the campaign's efforts to affect social norms around safe infant sleep by making images of safe sleep environments more common on social and other types of media.

### Goals

The goals for the partner engagement in the #SafeSleepSnap activity are to:

- Increase the number of organizations helping to promote the #SafeSleepSnap activity by using and encouraging the use of the #SafeSleepSnap hashtag
- Affect social norms around safe infant sleep by making images of safe sleep environments more prevalent on social media

### How to Use This Toolkit

This digital toolkit offers resources and guidance to help your organization plan and conduct your own #SafeSleepSnap photo activity during SIDS Awareness Month. In addition to raising awareness about safe infant sleep, we hope you will have fun with your #SafeSleepSnap photo activity, so be creative! This toolkit describes two activity options and provides resources and sample materials you can use. You can also tailor the sample materials to meet your organization's specific activity, needs, and goals.

### #SafeSleepSnap Activity Options

There is no right or wrong way to do a #SafeSleepSnap activity, but this toolkit highlights two options: Option A, a social media activity, which the #SafeSleepSnap planning team will launch in October 2019; and Option B, a safe infant sleep photo challenge.

#### **Option A: Social Media #SafeSleepSnap Activity**

Invite your followers to post a photo of a baby in a safe sleep environment or of baby and parent(s) next to a safe sleep environment on their own social media accounts, using the #SafeSleepSnap hashtag in their posts.

- **This is the option that the #SafeSleepSnap planning team will be using in 2019. We've included some sample promotional posts and images for this option later in the toolkit.**
- This is the *least resource-intensive* option. It only requires your organization to promote the activity, which you can do across your organization's social media channels. You can track public engagement through the hashtag.



### **Option B: #SafeSleepSnap Challenge**

In 2018, NICHD and CDC conducted a #SafeSleepSnap safe infant sleep photo challenge with their staff. After hearing about this activity at the Cribs for Kids<sup>®</sup> conference, some organizations have expressed interest in carrying out their own challenge. For this option, challenge one or more partner organizations to collect #SafeSleepSnap photo submissions from their followers through email and/or social media. Whichever partner collects the most “wins.”

- This is a *more resource-intensive* option that may require your organization to promote, track, review, and reward photo submissions.
- Participating organizations will need to agree on a way to collect image submissions (e.g., asking followers to tag your organization along with #SafeSleepSnap), a common scoring method, ways to address any unsafe environment photos, and a way to celebrate the winner, all before starting the challenge. Remember, the goal is to get as many photos of safe sleep environments or infants next to their safe sleep environments as possible. A safe sleep photo will need to show an infant sleep environment that follows the safe sleep recommendations from the American Academy of Pediatrics (AAP). You can see what a safe infant sleep environment looks like by visiting this [page](#).
- Once you and your partners agree on the rules of this fun and friendly challenge, each organization will track the total number of submitted photos (of safe and unsafe sleep environments) from your audiences. Whichever group gets the most safe sleep photo submissions is the winner, and the winner can be announced on the participating groups’ social media channels.

Promotional posts and materials from NICHD and CDC’s 2018 staff challenge are available in [Appendix A](#). We’ve provided sample invitation language and a sample response for a submission that does not follow safe sleep environment guidance later in this toolkit.



## Option A Resources: Social Media #SafeSleepSnap Activity

You can use this sample language and other materials to promote your #SafeSleepSnap activity on your organization's e-newsletter, website, and other communication channels. Tailor as needed to tell audiences about your activity and to include details specific to your outreach and timeline.

### **Sample Invitation Language for Social Media Activity**

Dear parents and caregivers:

To help raise awareness about safe infant sleep during Sudden Infant Death Syndrome (SIDS) Awareness Month in October, we're inviting you to participate in a fun and friendly photo activity: the [\[insert your organization name\]](#) #SafeSleepSnap.

Parents, grandparents, aunts, uncles—anyone can participate by sharing a photo of a baby (up to 12 months of age) in a safe sleep environment on their social media accounts. Make sure you use the hashtag #SafeSleepSnap so everyone can see the adorable pictures of babies in safe sleep environments!

(Not sure what a safe sleep environment looks like? Check out [this page](#) for details.)

Here are the specifics:

1. Post a photo of your baby, grandbaby, niece, or nephew in—or next to!—a safe sleep environment on your social media accounts (Facebook, Twitter, Instagram, Pinterest).
2. Use the hashtag #SafeSleepSnap in the post. This is how we'll know you participated!
3. Give yourself kudos for taking part in [\[insert your organization name\]](#)'s #SafeSleepSnap and helping us to raise awareness about safe infant sleep!

Be creative! Practicing safe infant sleep can be fun. Creativity and humor are encouraged in the photos and captions, as long as the baby's sleep environment is still safe and follows safe sleep recommendations. [This album](#) includes examples you can use as inspiration.

This is your opportunity to both show off your cutie and help other parents and caregivers to see that safe infant sleep can be fun.

We will also be posting #SafeSleepSnap photos on our accounts throughout October, so please like, share, and retweet with your friends and followers.

We look forward to seeing your #SafeSleepSnap!



## Sample Promotional Social Media Posts

You can use and/or revise the language below to promote your #SafeSleepSnap activity on your social accounts. It's a great way to keep your followers engaged in the activity and active in the safe infant sleep conversation. Please feel free to use example photos in [this album](#) as inspiration in your social media posts.

### Facebook

- Show your followers what a safe sleep environment for baby looks like! Take a pic of your baby, grandbaby, niece, or nephew sleeping safely and share it with your followers using #SafeSleepSnap. Remember, safe sleep environments are firm, flat, & free of soft and loose items. Babies sleep safest on their backs! <http://bit.ly/2WDRkk0>
- October is #SIDSawarenessMonth. Help raise awareness of what a safe infant sleep environment looks like. Share a pic of your baby, grandbaby, or niece/nephew in a safe sleep environment with #SafeSleepSnap. Remember, babies sleep safest on their backs! <http://bit.ly/2WDRkk0>

### Twitter

- For #SIDSawarenessMonth, share a pic of baby, grandbaby, niece, or nephew sleeping safely & use #SafeSleepSnap in your post. <http://bit.ly/2WDRkk0>
- It's a snap! For #SIDSawarenessMonth, take a pic of baby, grandbaby, niece, or nephew sleeping safely & share with your followers. Use #SafeSleepSnap to spread the word about safe infant sleep. <http://bit.ly/2WDRkk0>

### Instagram

- During #SIDSawarenessMonth, help us celebrate safe infant sleep! Take a pic of your baby, grandbaby, niece, or nephew sleeping safely and share it with your followers using #SafeSleepSnap. Remember: Safe sleep environments are firm, flat, and free of soft and loose items. Babies sleep safest on their backs! Use the link in bio to see what a safe sleep environment looks like. #SIDS #SafeSleep #baby #infant #mom #MomToBe #dad #DadToBe #family  
*Link in bio:* <http://bit.ly/2WDRkk0>
- It's a SNAP! This #SIDSawarenessMonth, take a pic of your baby, grandbaby, niece, or nephew sleeping safely and share it with your followers using #SafeSleepSnap. Remember, babies sleep safest on their backs! Link in bio for safe sleep example. #SIDS #SafeSleep #baby #infant #mom #MomToBe #dad #DadToBe #family  
*Link in bio:* <http://bit.ly/2WDRkk0>



## Option B Resources: #SafeSleepSnap Photo Challenge

Consider using this copy to promote your effort in your organization's e-newsletter, on the website, or through other channels to tell audiences about your #SafeSleepSnap photo challenge. Feel free to tailor this content with your organization's name and specific dates that fit into your outreach timeline.

### **Sample Invitation for #SafeSleepSnap Challenge with Another Organization/Office**

Dear parents and caregivers:

To help educate other parents and caregivers about safe infant sleep during Sudden Infant Death Syndrome (SIDS) Awareness Month, we're inviting you to participate in a fun and friendly photo activity: the [insert your organization name] #SafeSleepSnap. Parents, grandparents, aunts, uncles—anyone can participate.

We're collecting photos of babies (up to 12 months of age) in safe sleep environments by [specify email, social media, Facebook, etc.] to raise awareness about safe infant sleep. We're also in a friendly competition with [insert other organization name(s)] to see which group can collect the most #SafeSleepSnap photos.

(Not sure what a safe sleep environment looks like? Check out [this page](#) for details.)

Photos that come with permission [insert if needed: and a signed photo release form] may be featured on [insert your organization or partner organization(s)]'s social media accounts.

[Insert if needed: As a part of this SIDS Awareness Month observance, we are also (add any incentives your organization may offer) throughout October.]

How You Can Participate:

1. Submit a photo by [add date]  
Email a photo of your baby, grandbaby, niece, or nephew in a safe infant sleep environment to [insert email address] with "#SafeSleepSnap" as the subject line.  
AND/OR  
Post a photo of your baby, grandbaby, niece or nephew in a safe infant sleep environment on your own social media accounts (Facebook, Twitter, Instagram, Pinterest), using the hashtag #SafeSleepSnap and tagging [insert your organization and/or partner organization(s) social media accounts] in the post.
2. Give yourself kudos for taking part in [insert your organization name]'s #SafeSleepSnap and helping us to raise awareness about safe infant sleep! [insert if needed: Look for (incentive) in your email inbox.]
3. Look for your photo  
If you included your permission [insert if needed: and a signed release] with your photo, the picture may show up on [insert "our" or participating organization name(s)] social media accounts during October.
4. Check for announcement of the winner



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of Child Health and Human Development



We will announce the #SafeSleepSnap winner on [insert "our" or organization name(s)] [website, social media, other] at the end of October or in early November. The winner will have bragging rights for a full year!

Be creative! Creativity and humor are encouraged in the photos and captions, as long as the baby's sleep environment follows safe sleep recommendations. [This album](#) includes some examples you can use for inspiration.

This is your opportunity to show off your cutie and raise awareness about safe infant sleep!

We will be posting #SafeSleepSnap photos throughout October, so please like, share, and retweet with your friends and followers.

We look forward to seeing your Safe Sleep Snap!





## How to Respond to Submissions with Unsafe Sleep Environments

It is likely that you will receive submissions or be tagged in images that show an unsafe sleep environment or do not follow safe infant sleep guidelines. Though we don't recommend posting or sharing those photos, they offer a good teaching opportunity. You may want to email or direct message the person to respectfully remind them what a safe infant sleep environment looks like.

Dear [Participant's Name]:

Thank you for your #SafeSleepSnap submission. We appreciate your efforts to spread the word about safe infant sleep. Unfortunately, your submission does not meet the recommendations for safe infant sleep.

According to the latest [safe infant sleep guidelines](#) from the American Academy of Pediatrics, safe sleep environments are firm, flat, and free of soft and loose items, such as toys and loose bedding. Babies should also always sleep on their backs to reduce the risk of Sudden Infant Death Syndrome (SIDS).

We invite you to review this [safe sleep environment checklist](#) or to visit [this page](#) for details on a safe infant sleep environment.

We encourage you to take new pictures of baby sleeping safely and submit them for the #SafeSleepSnap challenge! You can also share this example [[attach the image below or insert your own example](#)] of a baby in a safe sleep environment on your social media accounts. Be sure to use #SafeSleepSnap in your posts!



Thank you again for your submission! Please let us know if you have any questions.

Best,

[Add signature and name of participating organization(s)]



## Additional Resources (For Both Options)

### **Safe Sleep Environment Guidance**

When promoting your activity to your followers and friends, consider providing one of the following links that offer guidance to parents and caregivers for taking their #SafeSleepSnap photos.

- [What does a safe sleep environment look like?](#) or <http://bit.ly/2WDRkk0> (from the Safe to Sleep® Campaign)
- [Checklist for Infant Sleep & Breastfeeding Images \(from the National Action Partnership to Promote Safe Sleep\)](#)
- [Creating a safe infant sleep environment \(from First Candle\)](#)
- [What can I put in the crib? \(from Cribs for Kids® Safe Sleep Academy\)](#)
- [Dos and Don'ts of Safe Sleep \(from Charlie's Kids Foundation\)](#)

### **Sample Photo Release Form**

Some organizations require a signed photo release form for any user-provided images because of privacy or security rules. For images of babies, a signature from a parent or legal guardian is often required.

Before you start your #SafeSleepSnap activity, check with your organization's leadership about any requirements for sharing user-provided photos on social media accounts.

If your organization does not already have a photo release form, you can view this [sample form](#) from NIH.

### **Other Resources**

- [Safe to Sleep® Campaign Website](#)  
This website provides information and materials about safe infant sleep, safe infant sleep environments, and ways to reduce the risk of SIDS and other sleep-related causes of infant death. The campaign also provides [digital content that you can use to spread the word about safe infant sleep](#).
- [Centers for Disease Control and Prevention SUID/SIDS](#)  
This website provides information about Sudden Unexpected Infant Death (SUID) and SIDS and describes CDC's activities to address them. The [Parents and Caregivers](#) page shares information and resources caregivers can use to help babies sleep safely.
- [First Candle FAQs About Safe Infant Sleep](#)  
This page answers common questions about SIDS and safe sleep practices.
- [Cribs for Kids® Safe Sleep Academy](#)  
This website includes information and resources for parents and caregivers about [safe infant sleep practices and creating a safe home environment](#).
- [Charlie's Kids SIDS Myths & Facts](#)  
This page addresses common myths and questions about safe sleep practices.





## Appendix A: Materials from the 2018 NICHD/CDC #SafeSleepSnap Challenge

In 2018, NICHD and CDC conducted a #SafeSleepSnap challenge activity for staff. The following materials and information were used by NICHD and CDC for the challenge and are provided, unchanged, for reference. If you use this content, please update the names and page links to reflect those of your organization and partners.

### **Listserv Invitation to NIH Parents and Caregivers**

Dear NIH employees, parents, and caregivers,

The Centers for Disease Control and Prevention (CDC) has challenged NIH to a fun and friendly photo competition—the #SafeSleepSnap Challenge—and we need your help to WIN!

Whether you're a parent, grandparent, aunt, or uncle, you can help Team NIH win by sharing a photo of your pride and joy (up to 12 months of age) in a [safe sleep environment](#) (<http://bit.ly/2ya3fz5>). Each employee submission will count as 1 point for our beloved NIH, but you can earn extra points, too (see below).

With your permission and [photo release form](#) (<http://bit.ly/2wTvK03>), your photo may be featured on NIH/NICHD's social media accounts in October to commemorate SIDS Awareness Month. Make sure you submit these items to us by **September 21**.

### *How You Can Help NIH Win:*

1. Submit a Photo by 9/21
  - Email a photo of your baby, grandbaby, niece, or nephew in a safe sleep environment to [safetosleep@mail.nih.gov](mailto:safetosleep@mail.nih.gov) with #SafeSleepSnap as the subject line. Please review the Safe to Sleep® campaign's [What Does a Safe Sleep Environment Look Like page](#) (<http://bit.ly/2FtgppW>) before taking your photo.
2. Earn Extra "Style Points"
  - Creativity and humor are encouraged, as long as you still follow safe infant sleep recommendations. Please review the Safe to Sleep® campaign's [What Does a Safe Sleep Environment Look Like page](#) (<http://bit.ly/2FtgppW>) for details. Here are some examples of style points you can earn:
    - Featuring a baby in an outfit with a funny or unique message (+0.5 points)
    - Showing mom, dad, or another person wearing a matching or funny outfit (+0.5 points)
    - Using a creative filter on the image (+0.5 points)

**Important:** Please avoid visible brand names or logos if possible. View [this album](#) (<http://bit.ly/2oPFZPt>) for inspirational examples.



### 3. Look for the winner in October

- Your photo will contribute to NIH's total score and may be shared on NIH social media accounts throughout SIDS Awareness Month in October. Only entries with photo consent forms completed by a parent or guardian will be shared on social media.

## Graphics for Promotion



## Social Media Samples

### Facebook

- Are you up for the challenge? The [NIH/CDC #SafeSleepSnap](#) Challenge photo competition runs September 11 through 21. NIH parents, grandparents, aunts, and uncles can support #TeamNIH by taking a photo of their pride and joy (up to 12 months of age) in a safe sleep environment. Send it to



[safetosleep@mail.nih.gov](mailto:safetosleep@mail.nih.gov) with #SafeSleepSnap as the subject line. Visit <http://bit.ly/2ya3fz5> to see what a safe sleep environment looks like.

- Images sent with a signed photo consent form (<http://bit.ly/2wTvK03>) may be used throughout SIDS Awareness Month in October to help spread the word about what a safe infant sleep environment looks like. Let's go, #TeamNIH!

### Twitter

- Help #TeamNIH win the NIH/@CDCgov #SafeSleepSnap Challenge! Send a photo of your baby/grandbaby/niece/nephew (<1yo) in a safe sleep environment to [safetosleep@mail.nih.gov](mailto:safetosleep@mail.nih.gov). Use #SafeSleepSnap as the subject & send by 9/21. View a safe sleep environment at <http://bit.ly/2ya3fz5>

### Instagram

- Calling all NIH staff: Help #TeamNIH win the @NIHgov/@CDCgov #SafeSleepSnap Challenge from 9/11 to 9/21. Send a photo of your baby, grandbaby, niece, or nephew (up to 1 year old) in a safe sleep environment to [safetosleep@mail.nih.gov](mailto:safetosleep@mail.nih.gov). Put #SafeSleepSnap in the subject line. Images w/a signed consent form (short link) may be used throughout SIDS Awareness Month in October to help spread the word about what a safe infant sleep environment looks like. Let's go, #TeamNIH!

### ***Announcement of Challenge Winner to NIH Employees***

Dear Colleagues,

Thank you for helping us spread the word about the Safe to Sleep® #SafeSleepSnap Challenge. With your help, NIH beat CDC for the title of #SafeSleepSnap Challenge winner. Employees from across NIH submitted a total of 44 photos that displayed their adorable infants in a safe sleep environment. This was a true NIH-wide effort, and we are grateful for your participation. Look for NIH employee photos on NICHD's social media channels throughout October, and help us educate the public about safe infant sleep by sharing our posts.

Thanks again, and go #TeamNIH!



### Example Submissions Shared on Social Media During SIDS Awareness Month

(Please note that NICHD and CDC received signed photo release forms to allow use of these photos on social media accounts.)

Spread the word during #SIDSawarenessmonth. Share this example of baby in a safe sleep environment. Or take a pic of your baby, grandbaby, niece, or nephew sleeping safely and share it with your followers. Be sure to use #SafeSleepSnap in your post! Remember: safe sleep environments are firm, flat, & free of soft and loose items. Babies sleep safest on their backs! #SafeToSleep <http://bit.ly/2Ftgqpw>

