

Sudden Infant Death Syndrome (SIDS) Awareness Month

Activities Webinar

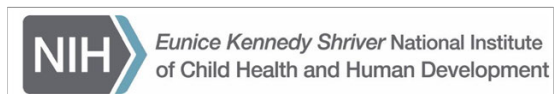


Table of Contents

- **Overview**
- **First Candle:** Real Talk About Safe Sleep
- **U.S. Breastfeeding Committee:** Bridged Messaging: Breastfeeding and Safe Infant Sleep
- **Centers for Disease Control and Prevention:** How to Host a Live Virtual Event
- **Charlie's Kids:** Animated Safe Sleep Shorts
- **Cribs for Kids:** Best Practices for Increasing Engagement
- **Conclusion**



Overview

Christina Stile, ELS
Office of Communications
Eunice Kennedy Shriver National Institute
of Child Health and Human Development (NICHD)
National Institutes of Health (NIH)



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



Task

- Influence social norms around safe infant sleep by making images of safe sleep environments more prevalent on social media.
- Encourage and engage in conversations about safe infant sleep and share evidence-based, real-world advice on how to keep babies safe while they sleep.



Goals

- Increase activity reach to caregivers, with a special focus on dads and grandparents.
- Increase user-generated content and encourage the creation of new and creative content across additional channels.
- Support capacity building among key safe sleep influencers.
- Encourage collaboration and knowledge sharing about safe infant sleep among influencers.
- Increase the number of people participating in SIDS Awareness Month activities.

Weekly Themes

- **Week 1 (Oct. 3):** Always place baby on their back to sleep to reduce the risk of SIDS.
- **Week 2 (Oct. 10):** Use a firm and flat mattress in a safety-approved crib, free of soft and loose bedding, such as bumpers, stuffed animals, and blankets.
- **Week 3 (Oct. 17):** Share your room with baby. Keep baby close to your bed but on a separate surface—for example, in their own crib or bassinet.
- **Week 4 (Oct. 24):** Breastfeed to reduce the risk of SIDS.

SIDS Awareness Month Digital Toolkit

- How to Do a #SafeSleepSnap Activity
 - Before-You-Post Checklists
- Example Social Media Posts
 - Audience Specific Messages: Parents and Grandparents
- Weekly Message Themes
- Flyer, Photo Frame, and Photo Gallery
- How to Address Unsafe Sleep Images
- Resources from Our Partners



Real Talk About Safe Sleep

Alison Jacobson

CEO & Executive Director, First Candle

firstcandle

Saving babies. Supporting families.

***“Change comes from listening,
learning, caring, and conversation.”***

—Gwen Ifill



Saving babies. Supporting families.

What we have heard:

- No matter what they are told by a doctor, moms believe the safest place for a baby is in bed.
- Dads want to be involved, but they are unsure how to do it.
- Grandma is not who we envision.
- COVID-19 has highlighted the disparity in access to care and education.
- Families don't receive enough information or often enough.

Ask questions first, not later.

- Meet families where they are.
- Ask the right questions:
 - “Where will your baby sleep?” vs. “Do you have a safe place for your baby to sleep?”
 - “Did you know breastfeeding helps you and your baby?” vs. “Are you breastfeeding?”
 - “Where do you place your baby when you’re exhausted?” vs. “Do you have a crib or play yard for your baby?”
 - “What have you heard about sharing a bed with your baby?” vs. “Keep your baby in the same room but not in your bed.”
 - “Have you, your partner, and grandparents talked about where your baby will sleep?” vs. “Do you know about safe sleep?”



Saving babies. Supporting families.

Straight Talk for Infant Safe Sleep

- Implicit bias and safe sleep training for care providers (up to 5 contact hours for nurses)
- Recognized by the National Institute for Children's Health Quality as a “promising practice for eliminating disparities in sleep-related infant deaths”
- Addressing the “whys” behind safe sleep and starting conversations
- Meeting families where they are—start with the common denominator: exhaustion!
- Creating an environment that reflects the community

Our Safe Sleep Guardians

- Celebrate rather than critique.
- There is power in numbers...and they are growing!
- Take it offline.
- Ask questions.
- Recruit community advocates.

<https://firstcandle.org/safe-sleep-guardians/>



We are here to listen, learn, and collaborate!

alison@firstcandle.org

Instagram: [@firstcandle](https://www.instagram.com/firstcandle)

Facebook: [@FirstCandleforBabies](https://www.facebook.com/FirstCandleforBabies)

Twitter: [@First_Candle](https://twitter.com/First_Candle)



Saving babies. Supporting families.



Bridged Messaging: Breastfeeding & Safe Infant Sleep


Nikia Sankofa, MPH, MPA
Executive Director
U.S. Breastfeeding Committee



USBC Membership

- Most unified voice advocating for breastfeeding policy & practice change in the U.S.
- 100+ professional, educational, governmental, coalitions & community-based organizations





***Consistent, integrated
messaging about safe
infant sleep and
breastfeeding is
essential for all
caregivers.***

USBC's Safe Sleep and SIDS Awareness Month page
<http://www.usbreastfeeding.org/page/safe-sleep-awareness-month>

NAPPSS: A National Initiative



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[About](#) + [Approach](#) + [Impact](#) + [Resources](#) + [Partner](#) +

Initiatives

National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN)

NAPPSS-IIN is an initiative to make infant safe sleep and breastfeeding the national norm by aligning stakeholders to test safety bundles in multiple care settings to improve the likelihood that infant caregivers and families receive consistent, evidence-based instruction about safe sleep and breastfeeding.



NAPPSS is a project of National Institute for Children's Health Quality that is funded by HRSA's Maternal and Child Health Bureau (MCHB).



COALITION RESOURCES

- Breastfeeding Coalition Directory
- Breastfeeding Support Image Gallery
- National Conference
- Action 20: National Leadership
- Webinar Archive Directory

Coalitions Directory

The USBC maintains this directory with information provided by breastfeeding coalitions from across the country. Note that there is only one official state-level coalition in each state (or U.S. territory). In order to register as such, the state/territorial coalitions shown have agreed to abide by the USBC's [Guidelines for Breastfeeding Coalitions](#).

New Listings: To add your tribal, cultural, or local/community coalition to this directory, [request a Group Profile](#).

Updating Listings: To update/change your listing, please [login to update](#) your coalition's Group Profile record in the site. (Note: You must have Group Administrator access rights to update your coalition's profile.)

- [Jump to Tribal Coalitions](#)
- [Jump to Cultural Coalitions](#)
- [Jump to Local/Community Coalitions](#)

Breastfeeding Coalition USBC Members

The following coalitions are [members](#) of the United States Breastfeeding Committee:

Category	Member Name/Website	Profile
Cultural	Adelante, The Latino Network for Health and Education Site in Development	Profile
Cultural	African American Breastfeeding Coalition of Oregon https://www.aabco.org	Profile
State/Territorial	Alabama Breastfeeding Committee www.alabamabreastfeeding.org	Profile
State/Territorial	Alaska Breastfeeding Coalition www.alaskabreastfeeding.org	Profile
Cultural	Alimentación Segura Infantil www.asi-iycf.org	Profile

USBC Coalitions Directory

- Visit our online directory to connect with a state/territorial, local, tribal, or cultural breastfeeding coalitions
- Participate in National Breastfeeding Month Activities
 - Provide data on SIDS/SUIDS and human milk feeding for social media
- Request coalition participation in SIDS Awareness Month Activities



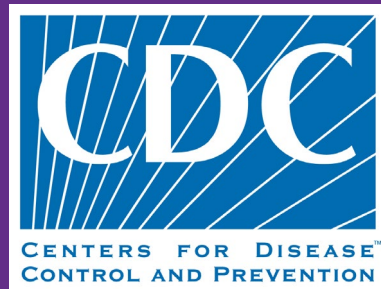


How to Host a Live Virtual Event

Emily Johnston, M.P.H., CHES

Public Health Advisor, Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion
Maternal and Infant Health Branch



CDC's Facebook Live Event: Safe Sleep for Infants

Emily Johnston, M.P.H., CHES

Public Health Advisor

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Maternal and Infant Health Branch

2021 SIDS Awareness Month Webinar

July 23, 2021

OVERVIEW

Let's talk about **safe sleep** for infants.

Wednesday, October 16 | 2 p.m. ET | facebook.com/cdc



Sharyn Parks Brown, PhD, MPH
Epidemiologist, Maternal and Infant Health Branch
Division of Reproductive Health



Carri Cottengim, MPH
Health Scientist, Maternal and Infant Health Branch
Division of Reproductive Health

- CDC decided to host a **Facebook Live event** to communicate safe sleep messages during October's SIDS Awareness Month in 2019.
- Communication and scientific staff worked together to quickly develop a **script and Q&A and hold practice sessions** in a home nursery.
- The team connected with partners before the event to **encourage promotion**.

@CDCChronic | cdc.gov/chronicdisease

www.cdc.gov

ACTION



- During the event, two CDC staff members demonstrated key features of a safe sleep area, including **placing the baby on her back, in her own crib, without loose blankets, toys, or bumper pads.**
- Staff also addressed **common concerns from parents and caregivers** and responded to viewer comments posted on the Facebook feed during and after the broadcast.

RESULTS



- As of June 2021, the CDC Safe Sleep Facebook Live had more than **19,000 views, 250 reactions, and 140 comments.**
- This event significantly surpassed the average views for **remote CDC Facebook Live events at 7,689.**
- The video is archived on [CDC's SIDS website](#) and served as an inspiration for the recent [NICHD Spanish-language Facebook Live event](#) featuring Lorena Kaplan (NICHD) and Carrie Shapiro-Mendoza (CDC).

ACKNOWLEDGEMENTS

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Carrie Shapiro-Mendoza, Ph.D., M.P.H.

Kelly Morris, M.P.H., CHES

Kelly Hanlon, M.S.

Brittany Behm, M.P.H.

Jackie Rosenthal, M.P.A.

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





Animated Safe Sleep Shorts

Kate Desmond
Executive Director, Charlie's Kids Foundation



Charlie's Kids Presents 

Animated Safe Sleep Shorts

Eye-catching, 15- and 30-second shareable videos to grab scrollers and engage with caregivers on a digital level

Today's Discussion

Topics to Cover

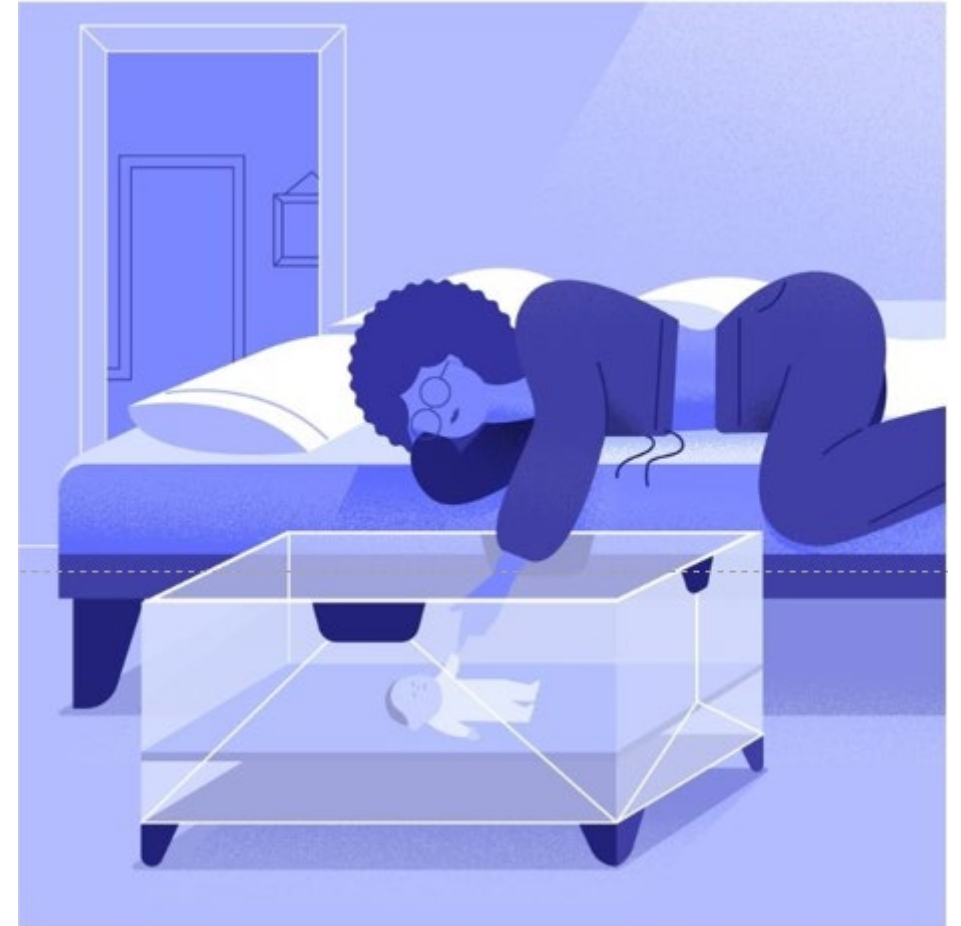
- The Process
- Animated Video Library
- Customization
- How To Use
- Sneak Peak
- Questions



The Process

Listen. Learn. Share.

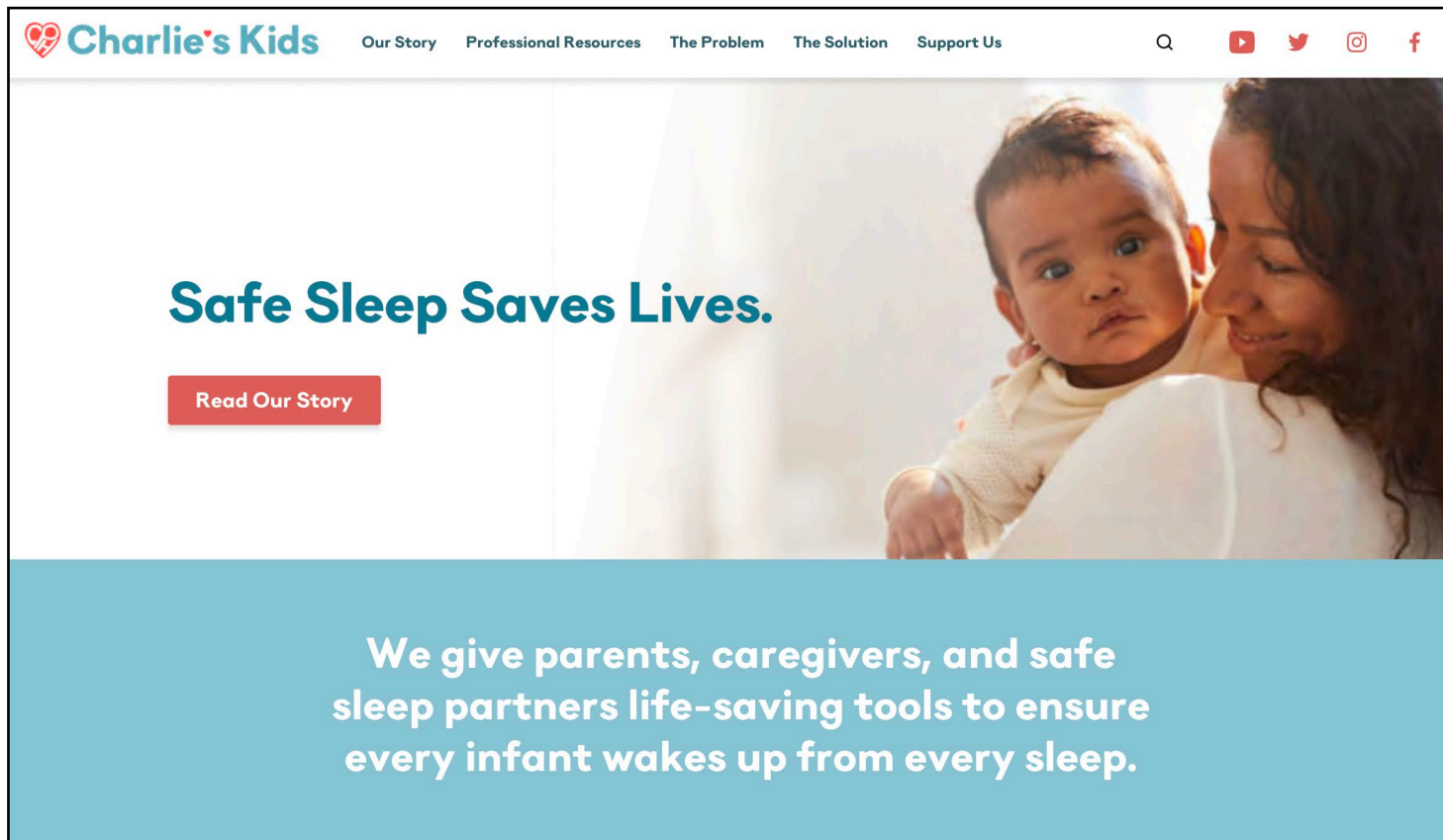
- Started with safe sleep basics and empathy.
- Worked with Cradle Cincinnati to hire Black women to be our thought partners and guide content, visuals, and voiceover.
- Reviewed and revised.
- And now it's time to...
 - Share with friends and partners.
 - Help make safe sleep a viral conversation.



Coming Soon

Safe Sleep Digital Library

www.charlieskids.org



Make It Your Own.

- We believe the best ideas ought to be shared, so the final screen of each video is fully customizable to include your logo and contact information.
- Much like our book, you can help us get these into the hands of caregivers that need the education.
- **A win for one is a win for all.**



How To Use the Videos

- Instagram
- Waiting Room iPads/TVs
- Text Message Check-Ins
- YouTube Channel
- PSA on Local TV
- Church Lobby TVs/Screens
- Conversation Starter
- Parenting Classes
- Facebook
- Patient Room iPads/TVs
- Electronic Billboard
- Instagram TV
- Paid Ads: Amazon Prime, Facebook, Hulu
- Program Website
- Church Mom Groups
- Staff Training Classes



Sneak Peak
5...4...3...2...1

Connect with Us



Twitter

[@Charlies Kids](https://twitter.com/CharliesKids)



Facebook

[@CharliesKidsFoundation](https://www.facebook.com/CharliesKidsFoundation)



Instagram

[@Charlies Kids](https://www.instagram.com/CharliesKids)

www.charlieskids.org

info@charlieskids.org



Best Practices for Increasing Engagement

Kelly James
Social Media Manager, Cribs for Kids, Inc.®



Campaign Goals

- Encourage the normalization of safe infant sleep
- Empower existing safe sleep advocates
- Promote safe infant sleep resources



Come Prepared

- Use the campaign as an opportunity to promote the work that your organization does to further safe sleep awareness in your community year-round
- Create a checklist of talking points to include as you create posts
- Create a list of safe sleep organizations to interact with throughout the month

 **Cribs for Kids® National Infant Safe Sleep Initiative**
Published by Kelly James · September 14, 2020 · ...

Join us in changing the culture surrounding [#safesleep](#) in recognition of Sudden Infant Death Syndrome (SIDS) Awareness Month in October.


The [#SafeSleepSnap](#) activity encourages safe infant sleep advocates and infant caregivers to come together on social media to share safe infant sleep images and messages, help normalize safe sleep practices, and celebrate the role that all caregivers have in keeping baby safe during every sleep.

The digital toolkit offers resources and guidance to help you or your organization plan and participate in [#SafeSleepSnap](#) during SIDS Awareness Month.

Use this link to access the [#SafeSleepSnap](#) Activity and Toolkit - <https://safetosleep.nichd.nih.gov/.../sids-awareness-toolkit>

Come Prepared

- Develop original content that will help you achieve your campaign goals
- Use calls to action and bold language to encourage participation
- Gather images that depict an ideal safe infant sleep environment
- Know your audience


**Cribs for Kids® National Infant Safe Sleep Initiative**
Published by Kelly James · September 22, 2020 ·

Join us in changing the culture surrounding [#safesleep](#) in recognition of Sudden Infant Death Syndrome (SIDS) Awareness Month in October.

The [#SafeSleepSnap](#) activity encourages safe infant sleep advocates and infant caregivers to come together on social media to share safe infant sleep images and messages, help normalize safe sleep practices, and celebrate the role that all caregivers have in keeping baby safe during every sleep.

The digital toolkit offers resources and guidance to help you or your organization plan and participate in [#SafeSleepSnap](#) during SIDS Awareness Month.

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Engage!

- Set aside time each day to interact with the campaign
- Engage with your followers by starting conversations about safe infant sleep
- Engage with the hashtag to attract new followers

Like



Retweet



Share



**Cribs for Kids® National Infant Safe Sleep Initiative**
Published by Kelly James · October 1, 2020 ·

We NEED for new parents to see what a [#safesleep](#) environment looks like when they log onto social media!

You can help by posting a picture of your safe sleeper on your timeline with the hashtag [#SafeSleepSnap](#).

Become a part of the Safe Sleep Snap movement!

[#safesleepawarenessmonth](#) [#SIDSawarenessmonth](#)



#SafeSleepSnap



Cribs for Kids® National Infant Safe Sleep Initiative
Nonprofit Organization

 Send Message

Consider Creating a Partnership to Amplify Your Message



Cribs for Kids® + Safe Infant Sleep Evidence-Based Support Group Partnership

Creative Contests and Giveaways

- Weekly contests with giveaways encourage participation
- Set aside safe sleep awareness resources to procure prizes
- Consider asking a local foundation or hospital to sponsor your #SafeSleepSnap contest

♥♥♥♥ It's October which means it's CONTEST TIME!! ♥♥♥♥

Throughout the month of October we will be hosting several contests and give aways to promote awareness about SIDS prevention and to help raise money so that Safe Infant Sleep can purchase cribettes and educational materials to distribute to families in need all around the US. Prizes are provided by [Cribs for Kids® National Infant Safe Sleep Initiative](#) (and they are amazing, so you definitely want to enter)!

Our first contest is going to be all about #SafeSleepSnap and we will be giving away 3 prizes to randomly selected participants. The prizes will be a snappette (onesie), a snoozette (sleep sack), and a swaddlette (a swaddle) all provided by Cribs For Kids!

Here is how to enter:

1. Go to your profile and create a post about [#safesleepsnap](#) with a picture of your safe sleeper in their safe sleep space (see example photo attached to this post.
2. Take a screen shot of your post.
3. Come back to this post and post the screenshot in the comments.
4. That's it! You're entered!

You have until Thursday, October 8th at 8pm CST to submit your entry. Only entries submitted to this post will be considered. If you have any questions, feel free to PM me.

Best of luck and I can't wait to see your safe sleepers!

PS. Any pictures or posts that display an unsafe sleep environment will be addressed by moderators. If you have any questions about safety, please see the units tab, submit a post, or PM a modmin!



Hallie Conrad Wedding

Moderator



+2

October 6, 2019 · 🌐



MINI CONTEST

Due to a hilarious typo in [#SafeSleepSnap](#), we've decided to hold a mini contest this week titled: [#SafeSleepSnape!](#)

Your task for this one is simple: create a safe sleep meme featuring Severus Snape! I've included a few examples that I made to get you started. You can use any image of Snape that you'd like (although, maybe not the one of him bleeding from DH) and any wording you'd like, but we would prefer it to be educational about safe sleep. Don't focus on what's unsafe, focus on what's safe! Don't worry about adding the logo or the web address. I will take care of that after the contest is over.

We will be selecting several winners for this one (mod discretion on how many), so give us your best! You may submit multiple entries. Be sure to go through and like your favorite ones because we will give consideration to the memes with the most likes. Entries will be accepted until Thursday 10/10 at 9pm CST. Entries must be submitted on this thread. Entries submitted to the post queue or PM will not be accepted.

Also, don't forget to check out our main contest thread for this week here:

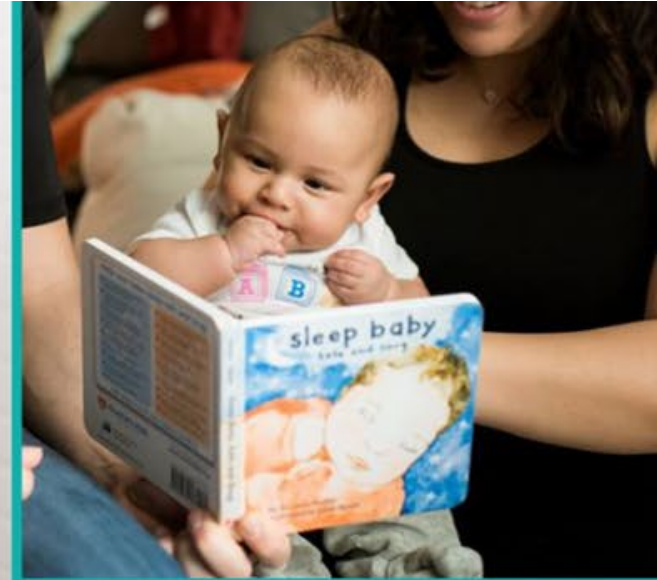
<https://www.facebook.com/groups/SafeInfantSleep/permalink/2483477848404138/>

As always, if you have any questions, comments, or concerns, please contact me, [Hallie Conrad Wedding](#), or 📩 Jessica Baird!

Happy meme-ing!



#SafeSleepSnap Giveaways





Helping every baby sleep safer

www.cribsforkids.org



— Shop to Save Lives —

www.ettecetera.com

Follow us on Facebook, Instagram, and Twitter: @CribsforKids



Conclusion

Christina Stile, ELS
Office of Communications
NICHD, NIH



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



Conclusion

- If you have inquiries about SIDS Awareness Month or would like additional guidance, please contact:
 - Christina Stile, ELS, stilec@mail.nih.gov
 - Matt Trojan, on behalf of the Safe to Sleep® Campaign, mtrojan@palladianpartners.com
- Please complete the survey about this webinar so that we can continue to improve.

