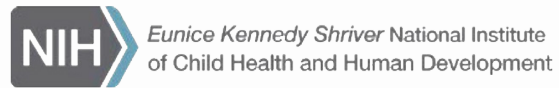


2020 SIDS Awareness Month Activities Refresher Webinar

Tuesday, September 8, 2020

1:00–2:00 p.m. ET





Welcome, Agenda, and Helpful Tips

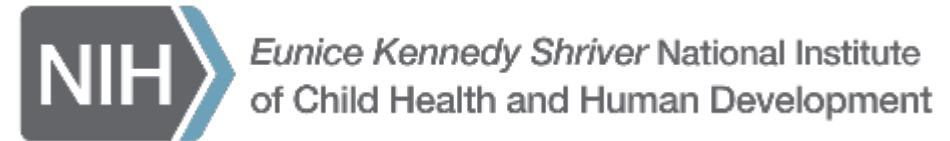
Lorena Kaplan, M.P.H., CHES | NICHD, Safe to Sleep® Campaign Lead

Rose Hooks, M.A. | Safe to Sleep® Campaign Project Manager

2020 SIDS Awareness Month Planning Team



Safe sleep is hard. Your baby is worth it.



Agenda

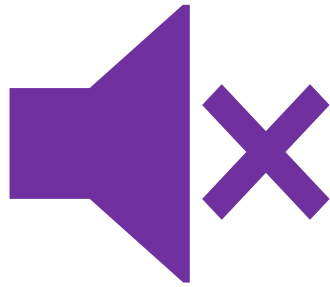
- Brief introduction to the #SafeSleepSnap Activity
- All About the 2020 SIDS Awareness Month #SafeSleepSnap Toolkit
- Safe Infant Sleep Social Media Block Party
- Questions & Answers



Helpful Tips



**This meeting will
be recorded.**



**Please mute your
phones/computer
microphones.**



**Please refrain
from putting the
call on hold if
your phone plays
music when
holding.**



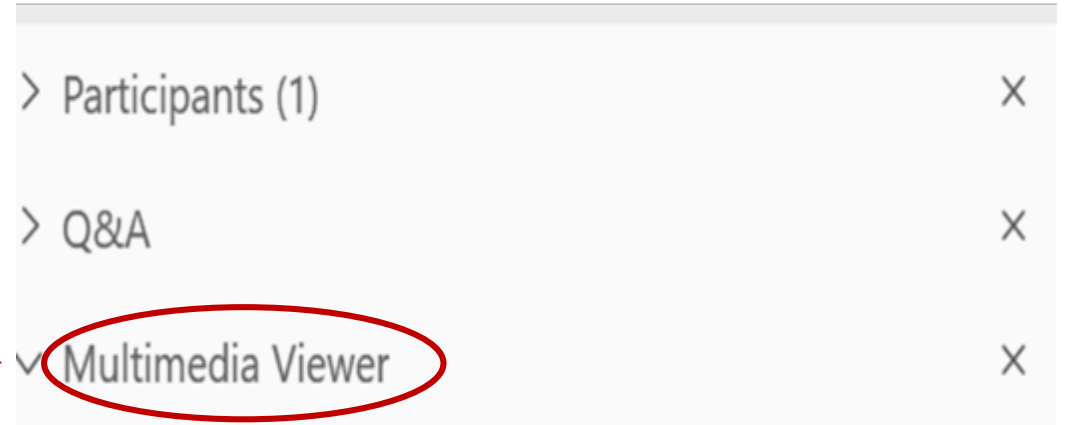
**Closed
captioning is
available.**



**Use the chat
feature to submit
your questions or
for technical
difficulties.**

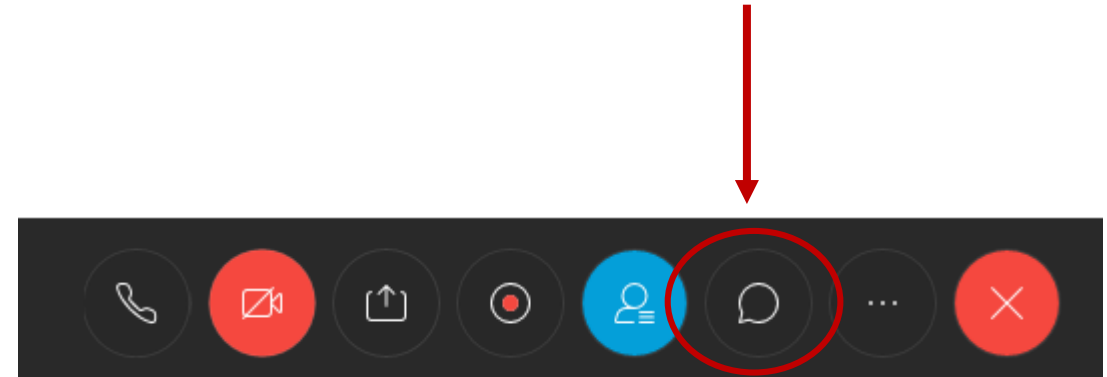
Closed Captioning

- Closed captioning is provided today.
- To view the captioning, click on the drop-down arrow in front of “Multimedia Viewer,” which is located on the right-hand side of your screen.
- Live captioning will then appear in the Multimedia Viewer panel.



Chat Feature

- Use the chat feature to submit your questions and to flag any technical difficulties.





Brief Introduction to the #SafeSleepSnap Activity

About the #SafeSleepSnap Activity

- Created to **raise awareness** about safe infant sleep areas
- Designed to make images of safe infant sleep **more visible** and **“normal”** on social media



All Caregivers Are Encouraged to Participate!





All About the 2020 SIDS Awareness Month #SafeSleepSnap Toolkit

Where Can I Find the Toolkit?

- Navigate to the Safe to Sleep® website homepage
 - Select first item in drop down menu

<https://safetosleep.nichd.nih.gov/resources/sids-awareness-toolkit>



What's in the Toolkit?

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- Flyer (**NEW!**), Graphics, and Expanded Photo Gallery
- Sample Email and Other Language
- How to Handle Unsafe Sleep Images
- Before-You-Post Checklist (**NEW!**)
- Additional Resources
- 2018 and 2019 #SafeSleepSnap Rewind (includes links to example posts from previous #SafeSleepSnap activities)



#SafeSleepSnap Weekly Themes (NEW!)



Week 1

(October 4 to 10)

Always place baby on his or her back to sleep.



Week 2

(October 11 to 17)

Use a firm and flat surface, covered by a fitted sheet and free of soft and loose bedding, crib bumpers, stuffed animals, and toys.



Week 3

(October 18 to 24)

Share your room with baby. Keep baby in your room close to your bed but on a separate surface.



Week 4

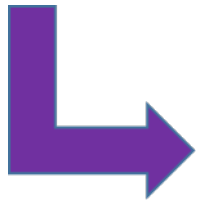
(October 25 to 31)

Breastfeed to reduce the risk of SIDS.

Sample Social Media Posts

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- **Sample Social Media Posts**



51
sample
social media
posts!

Sample Social Media Posts

Posting the right message with a supporting image is key to spreading the word about safe infant sleep on social media.

You can use the following social media posts to encourage participation and to highlight images of infants sleeping safely.

You can tailor the sample social media posts to speak to your community. Don't forget to be creative! For example, including emojis is a great, fun way to capture attention.

If you do tailor the posts, be sure to always include #SafeSleepSnap to help spread the word about safe sleep for babies.



Sample Social Media Posts (continued)

- **General Posts:** Leading up to and during the month of October
- **Weekly Themes:** Posts to fit within each theme

[Sample Facebook Posts](#)

[Sample Instagram Posts](#)

[Sample Tweets](#)



Sample General Posts

Facebook

It's a snap! This #SIDSAwarenessMonth, take a photo of your baby, grandbaby, niece, or nephew sleeping safely and post it with the hashtag #SafeSleepSnap to help spread the message about safe sleep areas. Remember, babies sleep safest on their backs.
#SafeToSleep <http://bit.ly/2WDRkk0>

Instagram

It's a snap! This #SIDSAwareness Month, take a photo of your #baby, #grandbaby, #niece, or #nephew in a #safesleep area and post it with the hashtag #SafeSleepSnap to help spread the message about #safesleep. Remember, #babies sleep safest on their backs. #mom #dad #MomToBe #DadToBe #grandma #grandpa #auntie #uncle #newborn #InstaBaby #infant #SleepyBaby #naptime #SafeToSleep
Link in bio: <http://bit.ly/2WDRkk0>

Sample Weekly Theme Posts

Twitter (Week 2)

A firm, flat mattress in a clutter-free crib, bassinet, or play yard is the best sleep area to help reduce your baby's risk of #SIDS. Post a photo of your baby's #safesleep area with the hashtag #SafeSleepSnap to help spread the word. <http://bit.ly/2AO7I9J> #SafeToSleep

Facebook (Week 2)

A firm, flat mattress in a clutter-free crib, bassinet, or play yard is the best sleep area to help reduce your baby's risk of SIDS and other sleep-related causes of death. Post a photo of your baby's safe sleep area with the hashtag #SafeSleepSnap to help spread the word about safe sleep during #SIDSawarenessMonth. #SafeToSleep
<http://bit.ly/2AO7I9J>

Using Popular Parenting and Baby Hashtags

#SafeSleepSnap

#BabySleepTips

#ExpectingMom

#NewBaby

#DadLife

#SleepTraining

#NewGrandparent

#SafeSleep

#Baby



Tips for Social Media Posts

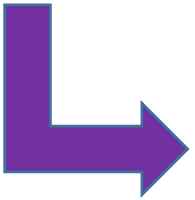
- Include #SafeSleepSnap in all posts.
- Tailor the sample social media posts for your community.
- Be creative and have fun!
- Retweet and repost to show support and spread the word.



Flyer

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- **Flyer (NEW!)**, Graphics, and Expanded Photo Gallery



Flyer



Download and print this flyer to share during any upcoming community events in your area.

[#SafeSleepSnap Flyer with Placeholders for Logos \(PDF 564 KB\)](#)

[#SafeSleepSnap Flyer without Placeholders for Logos \(PDF 437 KB\)](#)

Flyer (continued)

Join the #SafeSleepSnap activity!

What is #SafeSleepSnap?

This fun social media activity encourages parents and caregivers to follow safe infant sleep practices.

How do I join #SafeSleepSnap?

Post a photo of a baby in a safe sleep environment with the hashtag #SafeSleepSnap on your social media account. And you're done—it's a snap! —visit <https://bit.ly/SafeSleepSnap> for ideas and tips.

Why should I join #SafeSleepSnap?

The best way to tell people about ways to reduce babies' risk of SIDS and other sleep-related causes of infant death, like suffocation, is to show them.

Help us to encourage safe infant sleep during Sudden Infant Death Syndrome (SIDS) Awareness Month



Visit the Safe to Sleep® website to learn more about #SafeSleepSnap.

<https://safetosleep.nichd.nih.gov/>



YOUR LOGO HERE

YOUR LOGO HERE

YOUR LOGO HERE



Visit the Safe to Sleep® website to learn more about #SafeSleepSnap.

<https://safetosleep.nichd.nih.gov/>



YOUR LOGO HERE

YOUR LOGO HERE

YOUR LOGO HERE

Graphics


In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- **Flyer (**NEW!**)**, **Graphics**, and Expanded Photo Gallery

18
NEW
social media
graphics!



Social Media Graphics

These social media graphics can help promote and encourage participation across your social media platforms. Select any of the following images to download it to your device. For additional safe infant sleep photos, please visit [NICHD's Flickr page](#) .

Graphics (continued)

Calling All Dads:

Join **#SafeSleepSnap** to encourage safe infant sleep during SIDS Awareness Month.



Instagram

Calling All Dads:

Join **#SafeSleepSnap** to encourage safe infant sleep during SIDS Awareness Month.



Facebook and Twitter

Graphics (continued)



Instagram



Facebook and Twitter

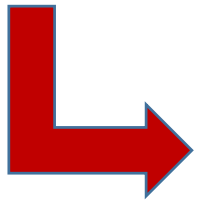
Photo Frame (NEW!)



Expanded Photo Gallery

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- **Flyer (NEW!), Graphics, and Expanded Photo Gallery**



Expanded Photo Gallery.



Find photos of babies sleeping safely through one of the following links:

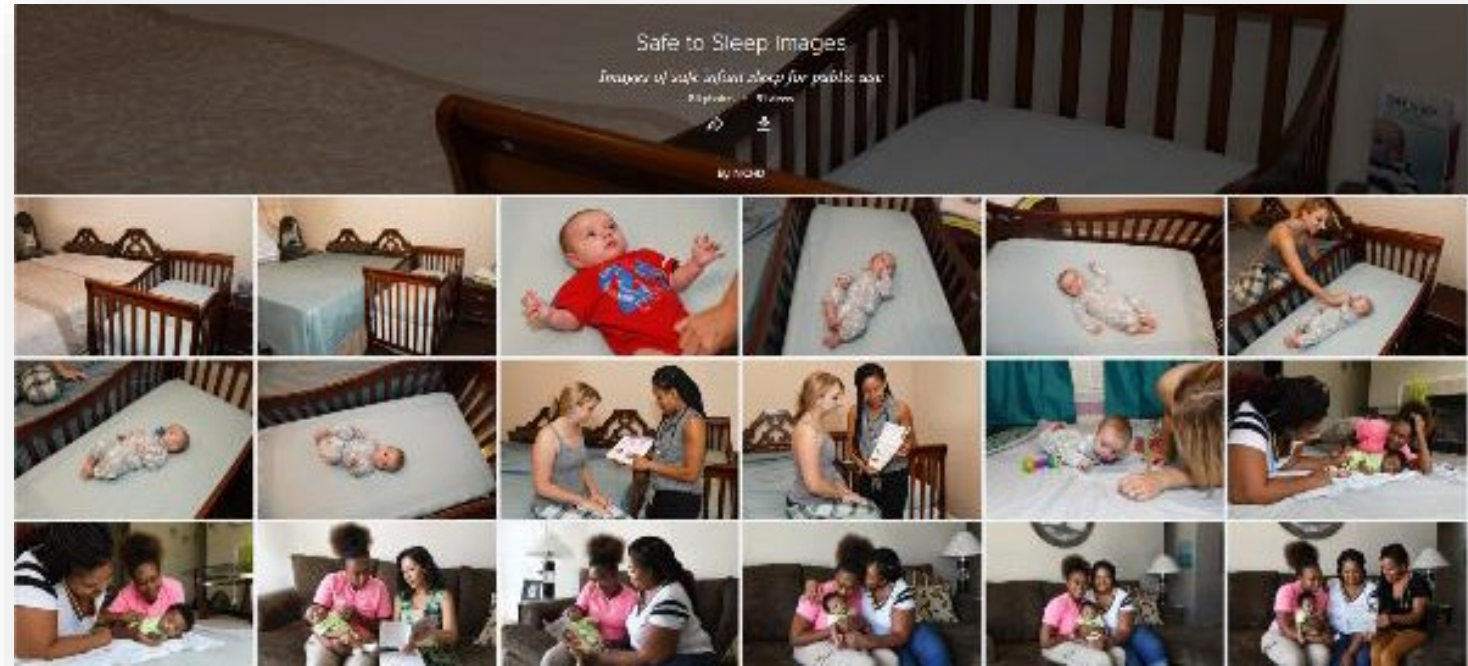
[#SafeSleepSnap Flickr Album](#) 

[Safe Sleep Environments Flickr Album](#) 

[Safe to Sleep Flickr Images](#) 

Expanded Photo Gallery (continued)

- More images of cute babies, safe sleep areas, and diverse families
- Features dads and grandmothers
- FREE!



Available Flickr Albums:

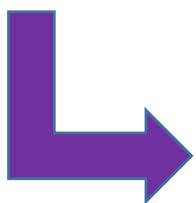
- #SafeSleepSnap
- Safe Sleep Environments
- Safe to Sleep images

137
images!

Sample Email and Other Language

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- Flyer (**NEW!**), Graphics, and Expanded Photo Gallery
- **Sample Email and Other Language**



Sample Email Language



Subject line: It's a snap for SIDS Awareness Month! Spread the word about safe infant sleep.

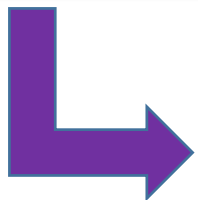
Dear caregivers:

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 called #SafeSleepSnap.

Sample Email and Other Language (continued)

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- Flyer (**NEW!**), Graphics, and Expanded Photo Gallery
- **Sample Email and Other Language**



Other Sample Language

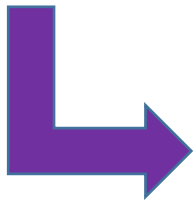


Parents and caregivers, you're invited to participate in a fun and friendly photo activity called #SafeSleepSnap! Show off your cutie and help raise awareness about safe infant sleep during Sudden Infant Death Syndrome (SIDS) Awareness Month in October. All caregivers, including moms, dads, grandparents, and more, can participate by posting a photo of their little one in or next to a safe infant sleep area and using the hashtag #SafeSleepSnap. (Not sure what a safe sleep area looks like? Check out [this page](#) for details.)

How to Handle Unsafe Sleep Images

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- Flyer (**NEW!**), Graphics, and Expanded Photo Gallery
- Sample Email and Other Language
- **How to Handle Unsafe Sleep Images**



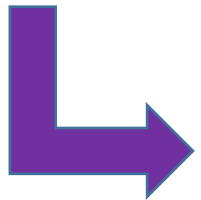
How to Handle Unsafe Sleep Images

It is likely that you will receive submissions or be tagged in images that show an unsafe sleep area or do not follow safe infant sleep guidelines. Though we don't recommend posting or sharing those photos, they offer a good teaching opportunity.

Before-You-Post Checklist (**NEW!**)

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- Flyer (**NEW!**), Graphics, and Expanded Photo Gallery
- Sample Email and Other Language
- Before-You-Post Checklist (**NEW!**)



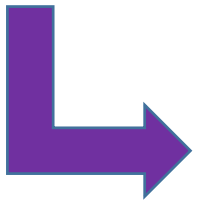
Before-You-Post Checklist (**NEW!**)

Thank you for participating in #SafeSleepSnap! Use this checklist before you post to make sure your photo and message are ready to go.

Additional Resources

In this toolkit, you'll find:

- How to Participate
- Weekly Themes (**NEW!**)
- Sample Social Media Posts
- Flyer (**NEW!**), Graphics, and Expanded Photo Gallery
- Sample Email and Other Language
- Before-You-Post Checklist (**NEW!**)
- **Additional Resources**



Additional Resources

[Safe Sleep Environment Guidance](#)



[More Information About Safe Infant Sleep](#)





Safe Infant Sleep Social Media Block Party

October 26–29, 2020



**It's almost
time to
party!**



Safe Infant Sleep Social Media Block Party

#SafeSleepParty

What?

A block of daily 8- to 15-minute events (“parties”), during one week in October, on Facebook live. Party hosts will share information about safe infant sleep, cover hot topics, and answer frequently asked questions.

Who?

You! And parents, caregivers, colleagues, friends, and anyone else who wants to learn more about, promote, and practice safe infant sleep.

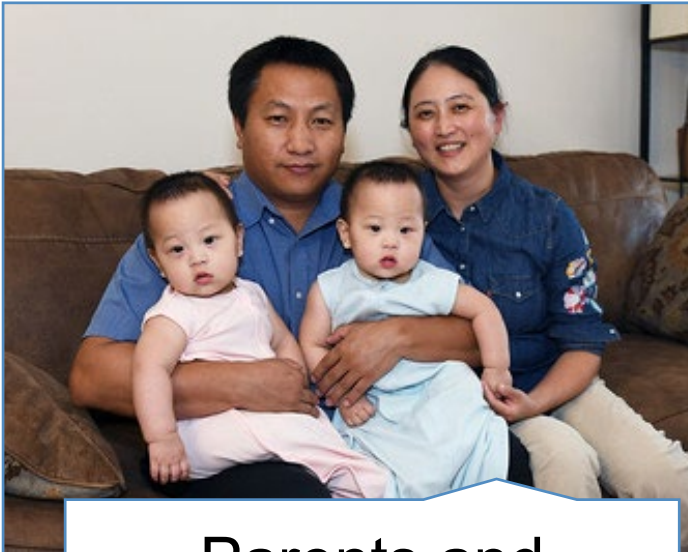
When?

October 26–29, 2020.

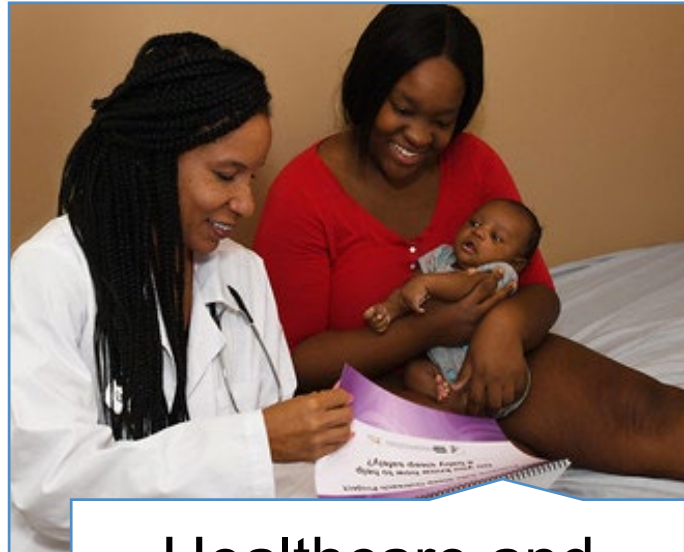
Why?

Parents, caregivers, service providers, and helpers get a lot of information from social media. We want to be part of the discussion and to share evidence-based, real-world advice for how to keep babies safe while they sleep.

Who's invited?



Parents and
caregivers



Healthcare and
service providers



Safe infant sleep
advocates



Schedule

**Monday, October 26,
3:30 p.m. ET**



NICHD + Children's National Hospital

Doctor's Tips for
Breastfeeding
Mamas: Let's Talk
About Safe Infant
Sleep!

**Tuesday, October 27,
7:30 p.m. ET**



Charlie's Kids

Fireside Chat with
Dr. Sam: Why Is
Practicing Safe
Sleep So Hard, and
How Can Dads
Help?

**Wednesday, October 28,
7 p.m. ET**



First Candle + Regal Lager® & Love to Dream™

The First 90 Days:
What Every Parent
Must Know About
Safe Sleep

**Thursday, October 29,
12 p.m. ET**



Cribs for Kids®

Caregiver
Confidence:
Implementing Your
Safe Sleep Plan in a
Caregiving Setting

Getting Ready for the Party



Submit questions to the
presenters ahead of each party
nichdSafetoSleep@mail.nih.gov

Invite members of your network
to join the parties



Week of the Party

- Check the time, dates, and hosts for each party.
- Visit each hosts' Facebook page.
- Scroll down to their feed and you should see a video with the word "live" next to it.
- If you don't see the video, wait a few minutes and then hit refresh.





Next Steps

What's Next?

**Plan and
Prepare**

**Spread
the Word**

**Join the
Fun**

Celebrate!

Stay in touch!

Email

- Safe to Sleep® e-updates

2020 SIDS Awareness Month Planning Team Social Media Accounts

- CDC
- Charlie's Kids Foundation
- Cribs for Kids®
- First Candle
- NICHD

Hashtags

- #SafeSleepSnap
- #SafeSleepParty
- #SIDSAwarenessMonth

Questions and Answers

nichdSafetoSleep@mail.nih.gov





Thank you.
Be safe. Be well. See you in October!

#SafeSleepSnap
#SafeSleepParty