

Sudden Infant Death Syndrome (SIDS) Awareness Month

2024 Planning Webinar

July 16, 2024

SIDS Awareness Month 2024 Planning Webinar

Agenda

Topic	Presenter
Welcome and Agenda Review	Christina Stile, Safe to Sleep®
Overview of 2024 SIDS Awareness Month Activities and Resources	Susie Johnson, Safe to Sleep®
Implementing and Adapting the #ClearTheCrib Challenge	Ann Schroepfel, Safe Kids Worldwide
Community Engagement for Safe Sleep	Alison Jacobson, First Candle
Empathy and Compassion in Safe Sleep Advocacy	Natasha Shull and Maura Hanke, Charlie's Kids
Questions and Answers	All

SIDS Awareness Month Is a Team Effort

Planning Team Members:

- American Academy of Pediatrics (AAP)
- Centers for Disease Control and Prevention (CDC)
- Charlie's Kids Foundation
- Cribs for Kids®
- *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD)
- First Candle
- Health Resources and Services Administration (HRSA)
- Lorena Kaplan, civilian advocate
- Safe Kids Worldwide
- United States Breastfeeding Committee (USBC)

Overview of 2024 SIDS Awareness Month Activities and Resources

Susie Johnson

Safe to Sleep[®] Campaign



SIDS Awareness Month 2024

Goal and Objectives

- **Goal:** Encourage health care and service providers to educate parents and caregivers about ways to reduce the risk of sleep-related death.
- **Objectives**
 - Equip intermediaries with educational resources for parents and caregivers.
 - Drive engagement with Collaborator and partner digital content.



SIDS Awareness Month 2024 Resources

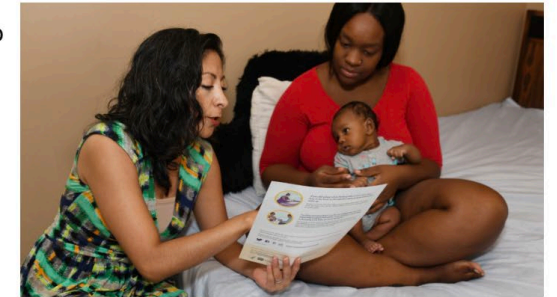
Digital Toolkit Overview

- Social Media Content
- #ClearTheCrib Challenge Instructions
- How to Address Unsafe Sleep Images
- Partner Resources

SIDS Awareness Month Toolkit

October is Sudden Infant Death Syndrome (SIDS) Awareness Month.

In October and beyond, infant caregivers and service and health care providers can join Safe to Sleep® and its partners to encourage safe infant sleep and help raise awareness about ways to reduce the risk of SIDS.



In This Toolkit

- Take the [#ClearTheCrib Challenge](#)
- Find Ready-Made [Social Media Content](#) for Your Pages
- Learn [How to Address Unsafe Sleep Images](#)
- Access Digital and Print [Resources from Partners and Supporters](#)

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

SIDS Awareness Month 2024 Resources

Social Media Content

HELP BABY
SLEEP SAFE EVERY TIME!

Keep pillows, blankets, toys,
and stuffed animals out of
baby's sleep space.



Keep it bare.
Keep it safe.
Keep it simple.



SAFE SLEEP TIP:
**Always place baby
on their back to sleep
for naps and at night.**

Back sleeping reduces the risk of SIDS and other sleep-related death. Learn more about keeping baby safe during sleep at safetosleep.nichd.nih.gov.



SIDS Awareness Month

Learn about safe infant sleep: safetosleep.nichd.nih.gov



SIDS Awareness Month

Learn about safe infant sleep:
safetosleep.nichd.nih.gov

<https://safetosleep.nichd.nih.gov/resources/toolkit/social-media-content>

SIDS Awareness Month 2024 Resources

Spanish, French, and Arabic Materials

- Printable booklets and handouts
- Social media graphics
- Sample social media posts



CONSEJO PARA UN SUEÑO SEGURO:
Siempre coloque al bebé boca

do las

Dormir boca arriba reduce el riesgo de muerte súbita del bebé y muerte repentina. Conozca más sobre cómo mantener a su bebé seguro al dormir en www.nichd.nih.gov



National Institutes of Health
U.S. Department of Health and Human Services

CONSEIL POUR UN SOMMEIL EN TOUTE SÉCURITÉ :
Couchez toujours bébé sur le dos pour les siestes et pour la nuit.

Cette position permet de réduire le risque de mort subite du nourrisson et d'autres décès liés au sommeil. En savoir plus sur le sommeil en toute sécurité de bébé à l'adresse go.nih.gov/ZTB0aL3.



National Institutes of Health
U.S. Department of Health and Human Services



DORMIR EN TOUTE SÉCURITÉ



POUR QUE BÉBÉ DORME EN SÉCURITÉ

Réduire le risque de mort subite du nourrisson (MSN) et d'autres décès liés au sommeil chez le nourrisson



DORMIR EN TOUTE SÉCURITÉ



نوم آمن لطفلك

تقليل خطر حدوث متلازمة موت الرضع المفاجئ (SIDS) وحالات موت الرضع الأخرى المرتبطة بالنوم



النوم الآمن

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

SIDS Awareness Month 2024 Resources


#ClearTheCrib Challenge



Ready for the

#CLEAR the CRIB

Challenge?



(upbeat electronic music playing)

<https://youtu.be/ZMmDAWyUxAE>

SIDS Awareness Month 2024 Resources

Safe Sleep Environment Handout

Use the Safe Sleep Environment handout to accompany the #ClearTheCrib challenge.

Available in:

- English
- Arabic
- French
- Spanish

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



WHAT DOES A SAFE SLEEP ENVIRONMENT LOOK LIKE?

The following image shows a safe sleep environment for baby.



Room share: Give babies their own sleep space in your room, separate from your bed.

Use a firm, flat, and level sleep surface, covered only by a fitted sheet.

Remove everything from baby's sleep area, except a fitted sheet to cover the mattress. No objects, toys, or other items.

Use a wearable blanket to keep baby warm without blankets in the sleep area.

Place babies on their backs to sleep, for naps and at night.

Make sure baby's head and face stay uncovered during sleep.

Couches and armchairs are not safe for baby to sleep on alone, with people, or with pets.

Keep baby's surroundings smoke/vape free.

The Consumer Product Safety Commission sets safety standards for infant sleep surfaces (such as a mattress) and sleep spaces (like a crib). Visit <https://www.cpsc.gov/SafeSleep> to learn more.



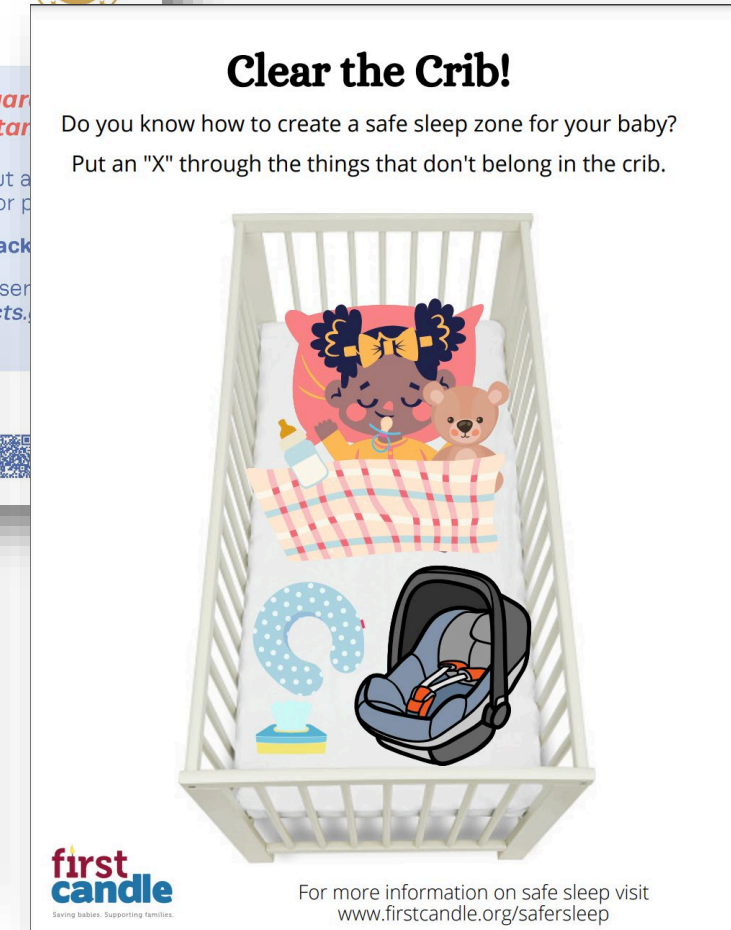
National Institutes of Health
of Child Health and Human Development



SIDS Awareness Month 2024 Resources

Partner Resources

- Social media graphics
- Short articles for newsletters
- Images
- Activity sheets
- Videos
- Flyers
- Smartphone apps

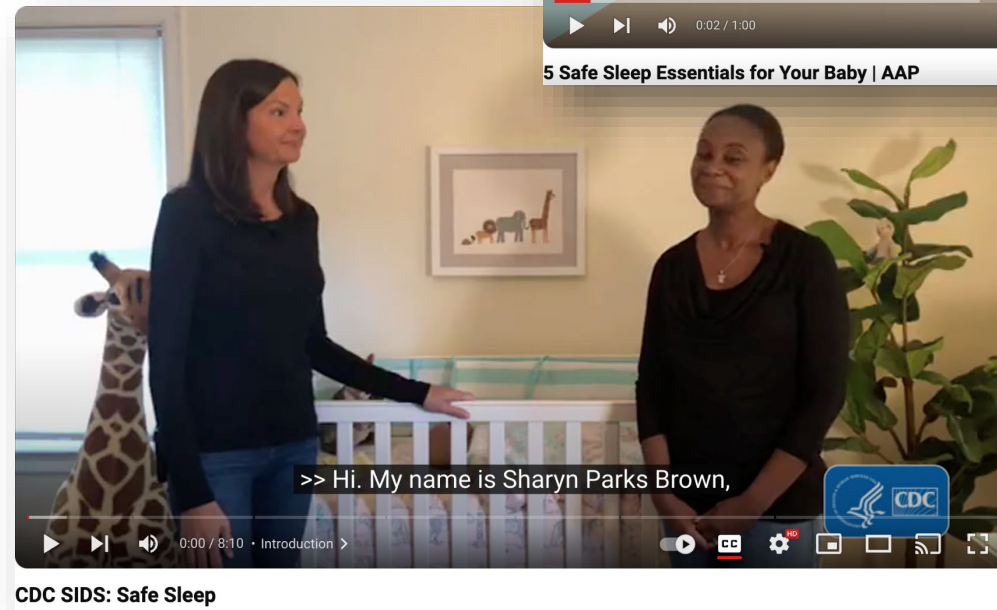


<https://safetosleep.nichd.nih.gov/resources/toolkit/partners>

SIDS Awareness Month 2024 Resources

Partner Videos

- Social media graphics
- Short articles for newsletters
- Images
- Activity sheets
- Videos
- Flyers
- Smartphone apps



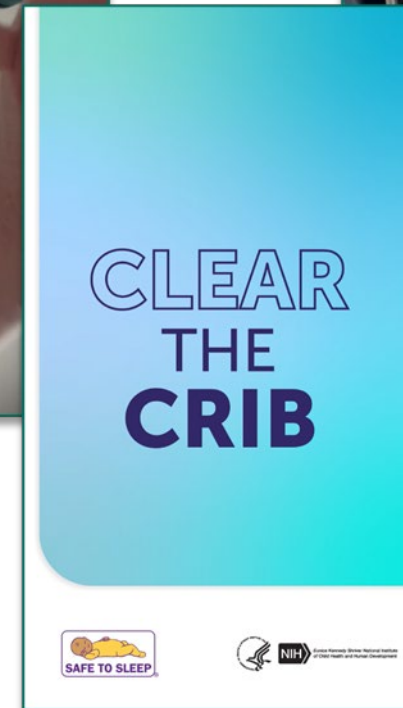
<https://safetosleep.nichd.nih.gov/resources/toolkit/partners>

SIDS Awareness Month 2024 Resources

Safe to Sleep® Instagram Reels

Share safe sleep Instagram reels from NICHD or create your own!

Follow NICHD on Instagram at [@nichd_nih](https://www.instagram.com/nichd_nih/).



https://www.instagram.com/nichd_nih/reels/

#ClearTheCrib In Action

Ann Schroepel

Safe Kids Worldwide



#ClearTheCrib In Action

How To Do The Challenge

1. Set up the safety-approved sleep space.
2. Add up to 10 pieces of crib clutter and at least one of the acceptable item to the sleep area.
3. Review the game instructions.
4. Set a timer for 10 seconds.
5. Count the number of correct items.

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



#ClearTheCrib In Action

Challenge Materials

- Safe Sleep Space (passes CPSC Standards)
- 10 pieces of crib clutter (next slide)
- Acceptable items for the sleep area:
 - Pacifier
 - Fitted sheet
 - Doll or another object to represent a baby (labeled “baby”)
- Handouts
- Certificates
- Timekeeping Device



#ClearTheCrib In Action

Crib Clutter



- Baby wipes
- Bottle
- Pacifier with a string
- Soft/Stuffed toys
- Blanket
- Book
- Pillow
- Baby Lounger
- Extra diapers
- Extra clothes
- Position

#ClearTheCrib In Action Event Opportunities



Babysitting Classes



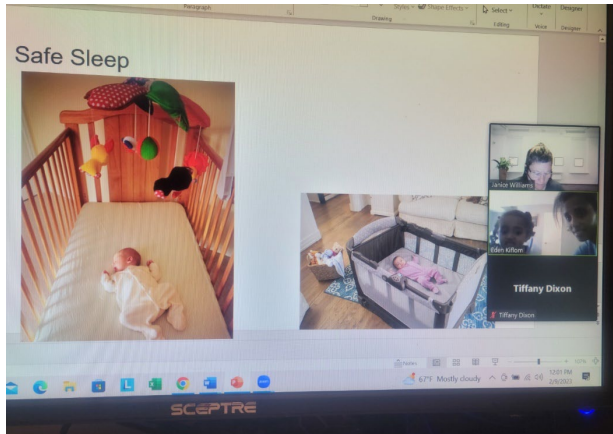
Parent Classes



Community Events



Health & Safety Fairs



Online Courses



In Schools



Baby Showers



Tabletop Displays

#ClearTheCrib In Action

Gary on the Street: Clear the Crib Challenge



Gary on the Street: Clear the Crib Challenge



Street: Clear the Crib Challenge



Sudden unexpected infant death (SUID) accounts for approximately 3,400 deaths each year in the United States.



[Gary on the Street: Clear the Crib Challenge - YouTube](#)

Contact Information

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Community Engagement for Safe Sleep

Alison Jacobson

First Candle

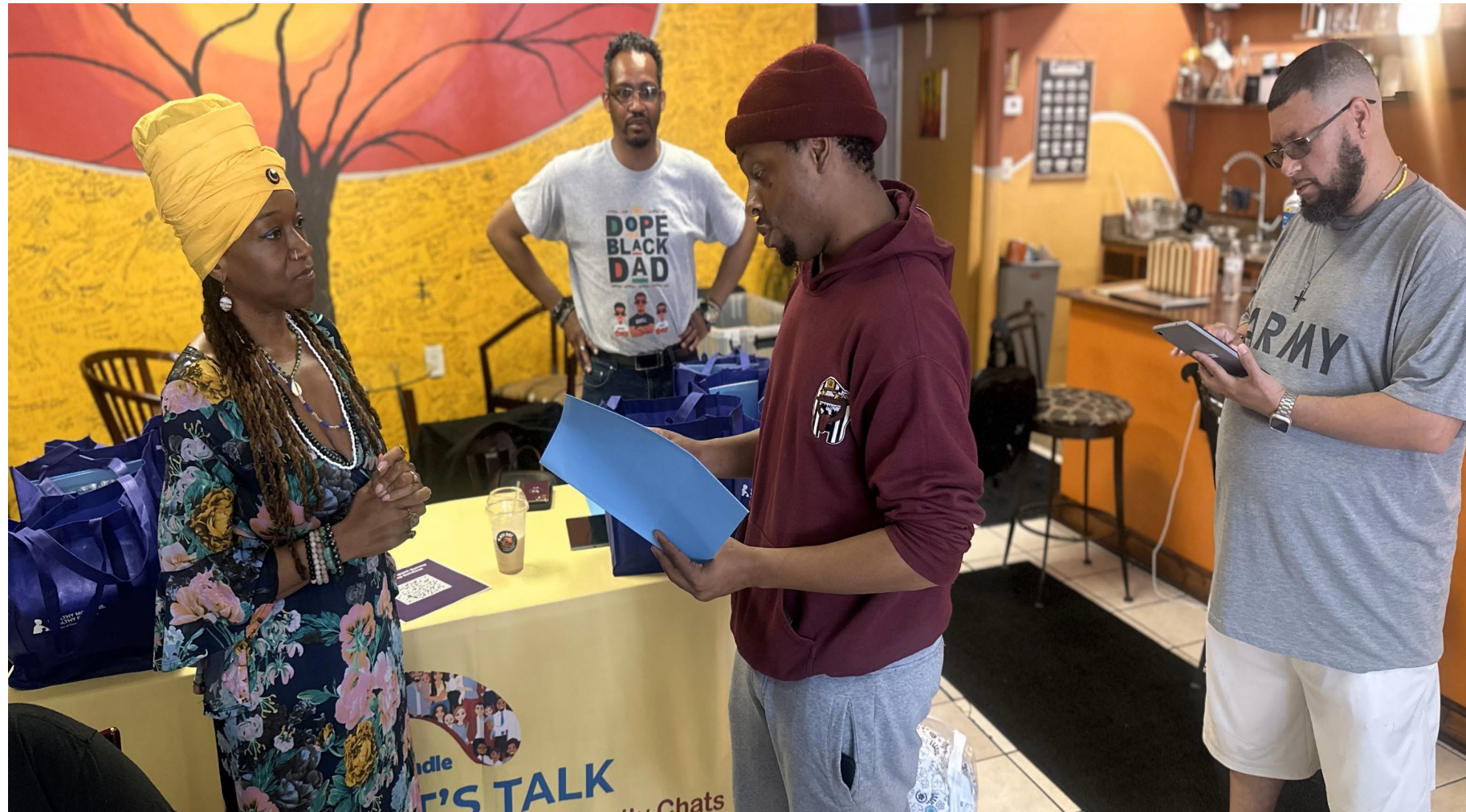


Saving babies. Supporting families.

Community Engagement for Safe Sleep



Everyone has a story.



Self-reflection is required.

Cultural awareness requires open, honest self-reflection. Understanding your lived experiences and beliefs. They play a huge role in how and why you think and act the way you do. It's important to own your own biases and ask yourself:

- Why do I believe what I believe?
- Where do these beliefs come from?
- How can I address them and move forward?

Things to consider:

- Do my materials, handouts, office decor and magazines reflect your parent population?
- Do I start and end with a positive each time I have a conversation with parents and caregivers?
- Do I engage mom's partner?
- Organize a task force of different disciplines to share uniform messages.
- How are messages and information distributed? In some communities, fliers work better than social media.

Respect parents' wishes and needs.

- Body language is important
- Listen, hear, respect them
- Treat each family as unique
- Check assumptions
- Allow time & space to process
- Be that trusted care giver
- Share decision making



Conversation Starters

Let's Talk

I agree with you because...

I'm surprised that...

I learned that...

Could you please tell me more about...

This reminds me of...

what I heard you say was...

That makes me think about...

Where do you get your **infant care** information?

I noticed that...

I figured out that...

I understand what you are saying but I think...

Tell me what you have heard about **breastfeeding**...

Where will your baby **sleep**?

This makes me **wonder** about...

Is there anything I need to know to **better meet your needs**?

Mind if I tell you about

Let's Talk Community Chats.

- Partner with trusted community organizations/leaders.
- Identify doulas, dads and grandparents to become facilitators.
- Facilitators are deployed on a monthly basis to a location selected by community organization where families gather.
- Families have extended conversations about safe sleep concerns, breastfeeding, proper use of infant products, and receive products and information on other local support services.



Questions?

Alison Jacobson
alison@firstcandle.org
firstcandle.org



Empathy and Compassion in Safe Sleep Messaging

Natasha Shull and Maura Hanke

Charlie's Kids

"Great communication begins with connection."

-Oprah Winfrey

- We know safe sleep is hard.
- In Dr. Rachel Moon's most recent study (*The Tension Between AAP Safe Sleep Guidelines and Infant Sleep*, Pediatrics, March 2024), we learned that most people know the ABCs of safe sleep but are not practicing it.
 - "If I had to follow the safe sleep back is best and nothing in the crib and no contact sleeping, I don't think that she would get much sleep, nor would I, so I don't feel too confident in that." – mom from Dr. Moon's Study
- Instead of telling people what to do, lead with WHY to do it.
- Charlie is one of thousands of why we practice safe infant sleep... here is Charlie's story. <https://vimeo.com/909085989>



 **MAURA HANKE**
Charlie's mom
Charlie's Kids Co-Founder



CHARLIE HANKE
April 6, 2010 - April 28, 2010



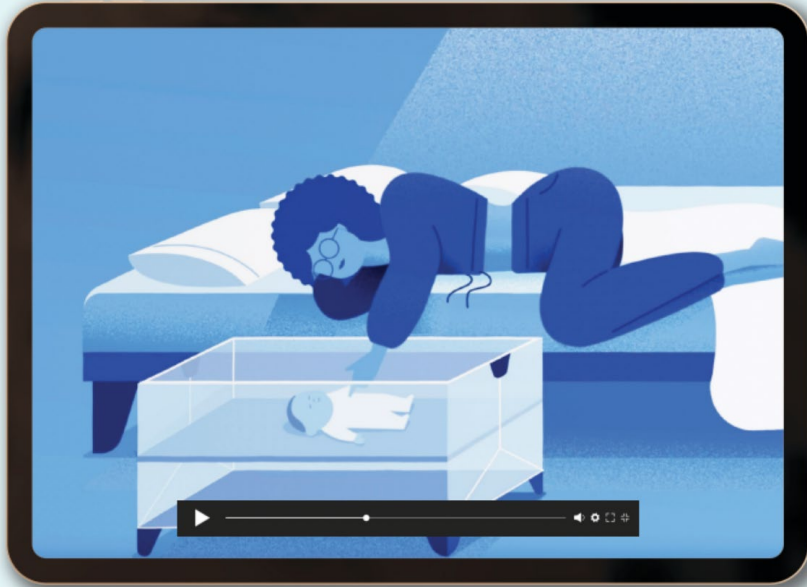
 **SAM HANKE**
Charlie's dad
President, Charlie's Kids

Charlie's Story

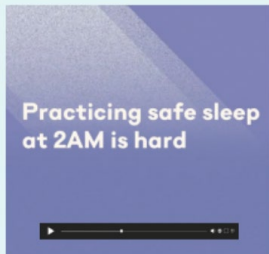


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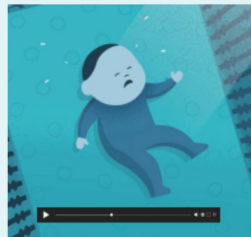
Charlie's Kids Video Library: Empathy in Action



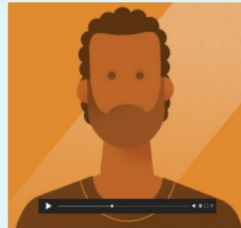
9 Short Videos To Help and Support Parents Practice Safe Infant Sleep – Available in both English and Spanish!



Safe to Sleep
Through
Connection



Babies Sleep
At Night,
Not All Night



How To
Support A
New Parent



[Our Videos - Charlie's Kids \(charlieskids.org\)](https://charlieskids.org)

Need books for SIDS Awareness Month?

FREE BOOKS!

Apply Starting August 1, 2024

charlieskids.org



[https://charlieskids.org/
book-grant-application](https://charlieskids.org/book-grant-application)



Charlie's Kids

Questions?

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Charlie's Kids

CharliesKids.org



Questions and Answers

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**For more information about the Safe to Sleep[®]
campaign, contact:**

1-800-505-CRIB (2742)

or visit

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

Thank you for joining us!

How'd we do? Let us know!

*Check your email for a link
to a quick survey.*

