

Safe to Sleep® Event Ideas

Consider these ideas for planning an event to promote safe infant sleep in your community.

- **Offer a Presentation on Safe and Unsafe Sleep Environments**
Set up a crib or play yard and have participants identify what should and should not be placed in the crib to make it a safe sleep environment. You can set up an unsafe environment and have people try to list all the ways the environment is not safe, such as a loose quilt or blanket included in the crib, plush toys, etc. Have people remove what they think is unsafe from the sleep environment or give them a basket of sleep items and have them select which ones they think are safe for the sleep environment and put them in the crib. Use a doll to demonstrate how to lay an infant in a crib correctly.
- **Hold a Safety Baby Shower**
Present this as a part-education, part-social activity. Present information on safe infant sleep or show the Safe Sleep for Your Baby video. Accompany the presentation with a discussion and perhaps a quiz game with prizes provided to the winners. Offer gift baskets of baby products as door prizes to attendees. This event has been particularly successful with low-income or teenage expecting mothers.
- **Create Social Media Postings**
Post a new tip or fact about safe infant sleep every day or week for a month on Facebook or Twitter. Use Instagram or Pinterest to post a photo of an unsafe sleep environment and ask people to comment on what makes the sleep area unsafe. You can make it a game by offering a prize or acknowledgement to the first commenter to name all of them.
- **Conduct Trainings for Health Professionals and Future Health Professionals**
Provide information or host a training event for local health professionals including pediatricians, family physicians, nurses, and other care providers. You can also use the trainings to raise awareness among students studying to become a health professional.
- **Capitalize on WIC and Other Social Service Programs for Children**
Reach out to your state's WIC program and to the staff of the child protective services unit. Offer materials (or link to the Safe to Sleep® educational materials) to educate lay people and increase the knowledge of agency staff. Capitalize on previously planned events and education sessions sponsored by other agencies to connect and spread safe to sleep messages with families and young children.
- **Develop Events for Specific Audiences**
Organize an event for a particular group of people who regularly care for infants, including grandparents, high school students, or childcare providers. Provide a safe sleep presentation as part of a health class at the senior or community center.
- **Develop Partnerships**
Consider partnering with other local agencies to help host events and conduct outreach. Partnerships are valuable for outreach, and local partners are key to gaining community buy-in to promote safe infant sleep messages. Partnerships also can help you earn media attention, spread the messages about the campaign, and educate community members on safe infant sleep. For long-term outreach initiatives, forming a coalition of partners who can bring different resources to the table—staff capacity, targeted audience members, available space, promotion capability—is vital.