

#SAFESLEEPSNAP WEBINAR



KATE DESMOND (CHARLIE'S KIDS), ALISON JACOBSON (FIRST CANDLE),
KELLY JAMES (CRIBS FOR KIDS), EMILY JOHNSTON (CDC), AND LORENA KAPLAN (NICHD)

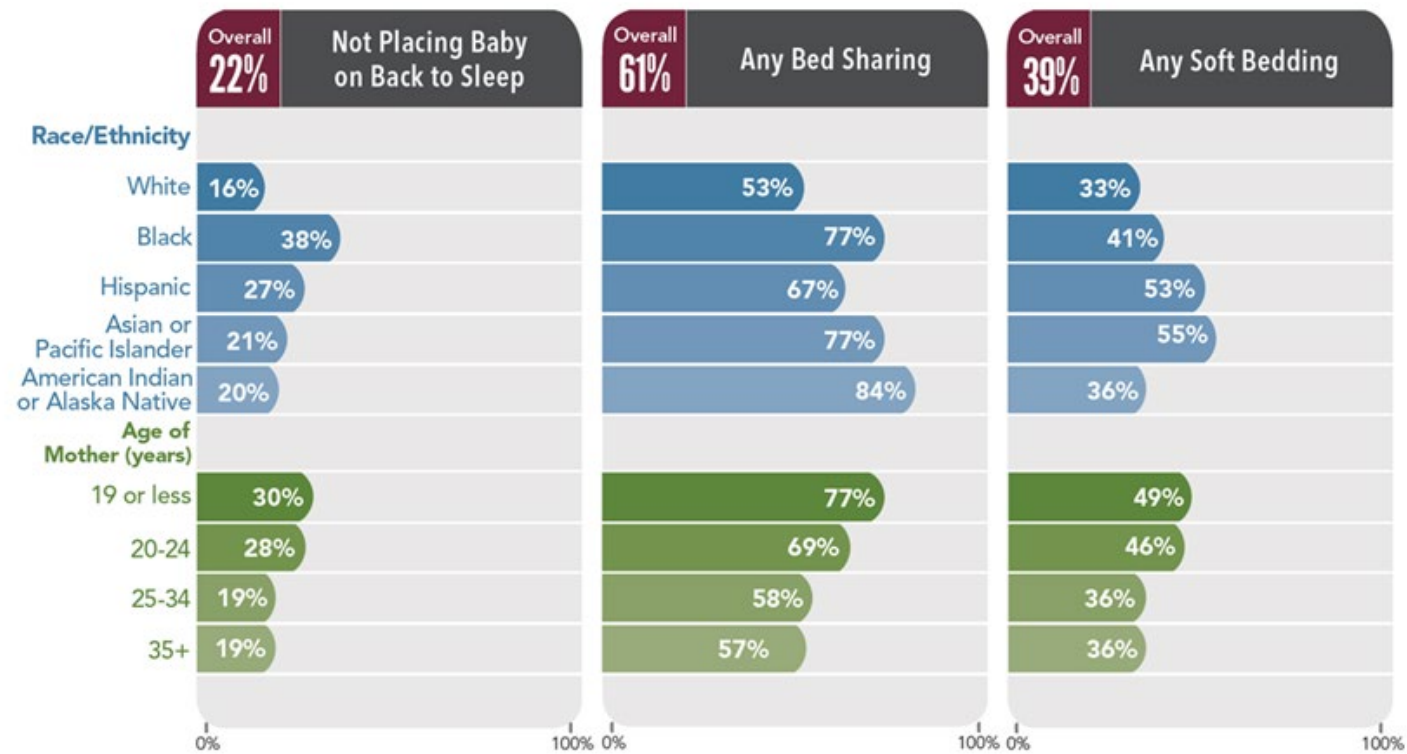
JULY 15, 2019

AGENDA

- **CDC** – Background on safe sleep practices and #SafeSleepSnap 2018
- **NICHD** – Overview of 2019 #SafeSleepSnap activity
- **First Candle** – Promising practices for reaching intended audiences
- **Charlie's Kids** – Creative ways to reinforce safe sleep messages with audiences on different social platforms
- **Cribs for Kids** – Collaborations to enhance your safe infant sleep promotion activities
- **Q&A**

CDC VITAL SIGNS: SAFE SLEEP FOR BABIES

UNSAFE SLEEP PRACTICES WITH BABIES ARE COMMON.



SOURCE: Pregnancy Risk Assessment Monitoring System (PRAMS), 2015.

Graphic source: <https://www.cdc.gov/vitalsigns/safesleep/index.html>

SAFE SLEEP TIPS FOR PARENTS AND CAREGIVERS

1



Place your baby on his or her back for all sleep times - naps and at night.

Graphic source: <https://www.cdc.gov/vitalsigns/safesleep/index.html>

SAFE SLEEP TIPS FOR PARENTS AND CAREGIVERS

2



Use a firm sleep surface, such as a mattress in a safety-approved crib.

Graphic source: <https://www.cdc.gov/vitalsigns/safesleep/index.html>

SAFE SLEEP TIPS FOR PARENTS AND CAREGIVERS

3



Keep soft bedding such as blankets, pillows, bumper pads, and soft toys out of baby's sleep area.

SAFE SLEEP TIPS FOR PARENTS AND CAREGIVERS

4



Have baby share
your room, not
your bed.

WHAT DOES A SAFE SLEEP ENVIRONMENT LOOK LIKE?



The infographic features a central photograph of a woman in a white shirt and red pants placing a baby in a white crib. The crib is in a bedroom with a bed and a nightstand. Seven yellow circular icons with lines pointing to specific areas in the photo illustrate safety guidelines. The icons are: a person in a room (top left), a crib (top center), a person on a couch (top right), a person smoking (top right), a baby in a crib (bottom center), a baby on their back (bottom right), and a baby with a blanket (bottom left).

Baby's sleep area is in the same room, next to where parents sleep.

Use a firm and flat sleep surface, such as a mattress in a safety-approved crib*, covered by a fitted sheet.

Baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.

Do not smoke or let anyone else smoke around your baby.

Do not put pillows, blankets, sheepskins, or crib bumpers anywhere in your baby's sleep area.

Keep soft objects, toys, and loose bedding out of your baby's sleep area. Make sure nothing covers the baby's head.

Dress your baby in sleep clothing, such as a wearable blanket. Do not use a loose blanket, and do not overbundle.

Always place your baby on his or her back to sleep, for naps and at night.

Graphic source: https://www1.nichd.nih.gov/publications/pubs/Documents/Safe_Sleep_Environment_rev.pdf

#SAFESLEEPSNAP 2018

- **Timing:** SIDS Awareness Month 2018
- **Collaboration:** CDC's Division of Reproductive Health (DRH) and National Institutes of Health (through the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, or NICHD)
- **Goal:** Increase awareness about key safe infant sleep practices
- **Strategy:** Implement a friendly photo competition, #SafeSleepSnap, to increase social media engagement on safe infant sleep



INSPIRATION

The #SafeSleepSnap photo challenge was inspired by Charlie's Kids' #ISpySafeSleep campaign



#ISpySafeSleep

I spy with my little eye
A safe crib
And a baby on his back
No blankets or animal pals
Just a cute little sleep sack

I spy with my little eye
Sleep Baby Safe and Snug
At a community baby shower
A safe crib in a magazine
And a nurse with super powers.

 **Charlie's Kids**
FOUNDATION
www.charlieskids.org

Tell us how you and your community are encouraging and practicing safe sleep. See a cute pic on instagram that shows safe sleep? Have a little one that loves his sleep sack? Know a nurse dedicated to the cause? Show us! We want to see safe sleep in action. Safe sleep is indeed hard, but it is worth it.

Share your picture, use the hashtag [#ispysafesleep](https://twitter.com/Charlies_Kids/) and tag us to be entered to win either a case of our books (community organizations) or a \$50 Amazon gift card (individual). Play all throughout the month of October. Winners will be announced November 1

Graphic source: https://twitter.com/Charlies_Kids/

INSPIRATION CONTINUED

The #SafeSleepSnap photo challenge was also inspired by CDC's #SunSafeSelfies campaign, which achieved a reach of 7.4 million people



Graphic and photo source: <https://www.cdc.gov/cancer/skin/sunsaferselfie/index.htm>

PHASE I: EMPLOYEE CHALLENGE

September 2018: CDC/DRH and NIH/NICHD encouraged safe sleep photo submission through employee email listservs and social media

Help promote the NIH/CDC
#SafeSleepSnap
Challenge!

Help #TeamNIH win the Challenge. By September 21, 2018, send a photo of your baby, grandbaby, niece, or nephew (up to 1 year of age) **in a safe sleep environment** to safetosleep@mail.nih.gov with the subject line #SafeSleepSnap.



Eunice Kennedy Shriver National Institute of Child Health and Human Development



PHASE I: EMPLOYEE CHALLENGE CONTINUED

- Submission guidelines included:
 - Review of safe infant sleep environment checklist
 - Link to full Safe to Sleep® messages for safe infant sleep
 - Photo release (optional)
- Individual teams for CDC and NIH earned 1 point per photo of a safe sleep environment



Graphic source: https://www1.nichd.nih.gov/publications/pubs/Documents/Safe_Sleep_Environment_rev.pdf

PHASE I: EMPLOYEE CHALLENGE CONTINUED

- Creativity and humor were encouraged
- Participants had the opportunity to earn “style points,” as long as the submission followed safe infant sleep recommendations
- For example, if the #SafeSleepSnap featured a baby in a safe sleep environment wearing an outfit with a funny or unique message, Teams CDC or NIH earned extra credit (+0.5 points)



Sample photos provided by NIH parents who signed photo releases

PHASE I: EMPLOYEE CHALLENGE CONTINUED

- In addition to guidelines, CDC and NIH provided the following message to participants:
 - With your permission, your photo will be featured on CDC/NIH's social media accounts in October for SIDS Awareness Month if you fill out a photo release form.
 - This is your opportunity to show some CDC/NIH pride and help educate the public about safe infant sleep!

SAMPLE PHOTOS FROM CDC STAFF



Sample photos provided by CDC parents who signed photo releases

SAMPLE PHOTOS FROM CDC STAFF



Sample photos provided by CDC parents who signed photo releases

SAMPLE PHOTOS FROM NIH STAFF



Sample photos provided by NIH participants who signed photo releases

SAMPLE PHOTOS FROM CDC STAFF



Sample photos provided by CDC parents who signed photo releases

SAMPLE PHOTOS FROM CDC STAFF



Sample photos provided by CDC parents who signed photo releases

SAMPLE PHOTO FROM NIH STAFF



Sample photos provided by NIH participants who signed photo releases

SAMPLE PHOTOS FROM CDC STAFF



Sample photos provided by CDC parents who signed photo releases

SAMPLE PHOTOS FROM CDC STAFF



Sample photos provided by CDC parents who signed photo releases

RESULTS OF EMPLOYEE CHALLENGE CONTINUED

- Both NIH and CDC received a greater number of creative and compliant photo submissions than expected
- The #SafeSleepSnap challenge provided a new way for CDC and NIH to collaborate and to spread the word about safe infant sleep among employees

PHASE II: PUBLIC CHALLENGE

- October 2018: CDC/DRH and NIH/NICHD encouraged members of the public to post their own #SafeSleepSnap photos on social media



RESULTS OF PUBLIC CHALLENGE

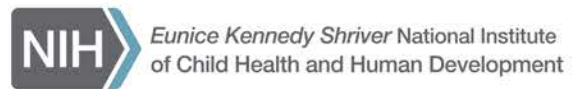
- #SafeSleepSnap challenge (employee + public) generated **1,541,921** potential impressions
- Hashtag was used 45 times by 24 authors across Twitter
- Photo competition introduced Safe to Sleep[®] content to a new social audience (e.g. employees)



ACKNOWLEDGEMENTS

- Carri Cottengim, CDC
- Shanna Cox, CDC
- Meredith Daly, NICHD
- Kate Desmond, Charlie's Kids
- Sarah Foster, CDC
- Kelly Hanlon, CDC
- Dawn Holman, CDC
- Linda Huyhn, NICHD
- Kelly James, Cribs for Kids
- Lorena Kaplan, NICHD
- Kelly Morris, CDC
- Christine Olson, CDC
- Sharyn Parks Brown, CDC
- Jackie Rosenthal, CDC
- Richard Russell, CDC
- Carrie Shapiro-Mendoza, CDC
- Kim Seigfreid, NIH
- Christina Stile, NICHD
- Paul Williams, NICHD
- Twanna Campbell, Anna Kern, & team at Palladian Partners
- All NIH & CDC #SafeSleepSnap Challenge Participants

2019 #SafeSleepSnap Overview





2019 Focus: Enhance Participation to Increase Reach

- NICHD and CDC organized a planning team of organizations with social media expertise to increase public reach and participation.
- Key Partners:
 - First Candle
 - Cribs for Kids
 - Charlie's Kids
- More partners, bigger ideas, more fun!



Goals



To increase the number of organizations helping to promote the #SafeSleepSnap activity by using and encouraging the use of the #SafeSleepSnap hashtag.



To influence social norms around safe infant sleep by making images of safe sleep environments more prevalent on social media.



To show that safe infant sleep can be fun and cute without all the unsafe and unnecessary “extras”



Audiences of Interest

- **Primary:** Advocates and organizations with an interest in safe infant sleep that have the capacity to implement their own #SafeSleepSnap activity. Breastfeeding organizations, health, and social service providers are subgroups of the primary audience.
- **Secondary:** Parents and caregivers who will be reached through advocates and organizations participating in the #SafeSleepSnap activity.



The #SafeSleepSnap Toolkit

- Digital toolkit offers resources and guidance to help your organization plan and conduct your own #SafeSleepSnap photo activity during SIDS Awareness Month.
- No right or wrong way to do a #SafeSleepSnap activity! What matters is that we all work together to make safe infant sleep the national norm.



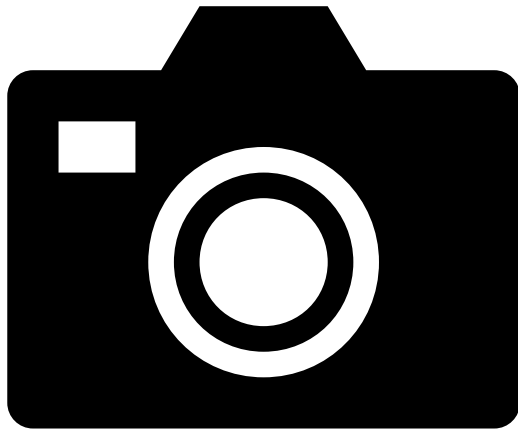
Toolkit Highlights

- Sample invitation language for social media activity
- Sample promotional social media posts
- Access to images of safe sleep environments
- Two suggested options for #SafeSleepSnap implementation
 - Tailored resources
- And much more...





How Will You #SafeSleepSnap?



- Customize the activity to fit your organization's capacity, goals, and audience needs
 - Option A: Social Media #SafeSleepSnap Activity
 - Option B: #SafeSleepSnap Challenge



Option A: Social Media #SafeSleepSnap Activity

- Invite your followers to post a photo of a baby in a safe sleep environment, or baby and parent(s) next to a safe sleep environment, on their own social media accounts using the #SafeSleepSnap hashtag in their posts.
 - Least resource-intensive option
 - Invites your organization to promote the activity across social media channels
 - Track engagement using the #SafeSleepSnap hashtag





Option A: Sample Toolkit Resources For You

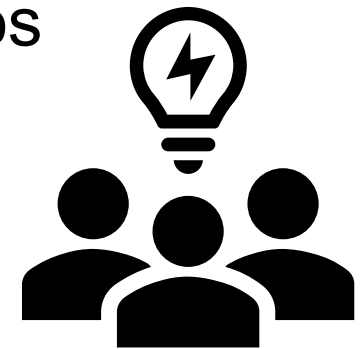
- Invitation language for social media activity
- Promotional social media posts
- Access to images of safe sleep environments
 - #SafeSleepSnap Image [Album](#) on Flickr
- And more...





Option A Implementation Tips

- Participating organizations should consider doing the following prior to launching the activity:
 - Collecting images of safe sleep spaces that resonate with your audience
 - Build “hype” around this activity by sharing teasers with your followers
 - Think of ways to address any unsafe environment photos
 - Have fun and be creative!
- Don't forget to use the #SafeSleepSnap hashtag





Option B: #SafeSleepSnap Challenge



- Challenge one or more partner organizations to collect #SafeSleepSnap photo submissions from their followers through email and/or social media and whichever organization collects the most, “wins.”
 - More resource-intensive option
 - May require participating organizations to do the following for photo submissions:
 - Promote
 - Track
 - Review
 - Award
 - Announce the “winner(s)”



Option B: Sample Toolkit Resources For You

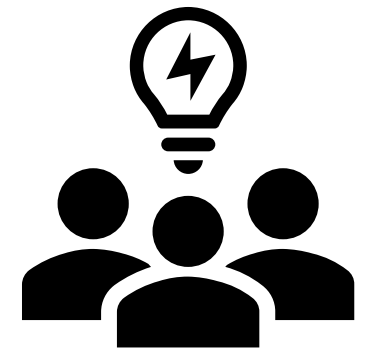


- Invitation for #SafeSleepSnap Challenge with another organization/office
- Response to submissions with unsafe sleep environments
- Submissions shared on social media
- Photo release form
- Access to images of safe sleep environments
 - #SafeSleepSnap Image Album on Flickr
- And more...



Option B Implementation Tips

- Participating organizations should consider agreeing on the following *before* starting the challenge:
 - How to collect image submissions (e.g., asking followers to tag your organization along with #SafeSleepSnap)
 - Using a common scoring method
 - Ways to address any unsafe environment photos
 - How to celebrate the winner
- Don't forget to use the #SafeSleepSnap hashtag





#SafeSleepSnap Toolkit – Additional Resources



- Safe sleep environment guidance
- Checklist for infant sleep and breastfeeding images
- Sample promotional graphics
- Sample materials from 2018 CDC/NIH challenge



Join Us!

- Help us make this a successful social media campaign by participating in this year's #SafeSleepSnap photo activity for SIDS Awareness Month
- Remember to use #SafeSleepSnap in your activity or challenge

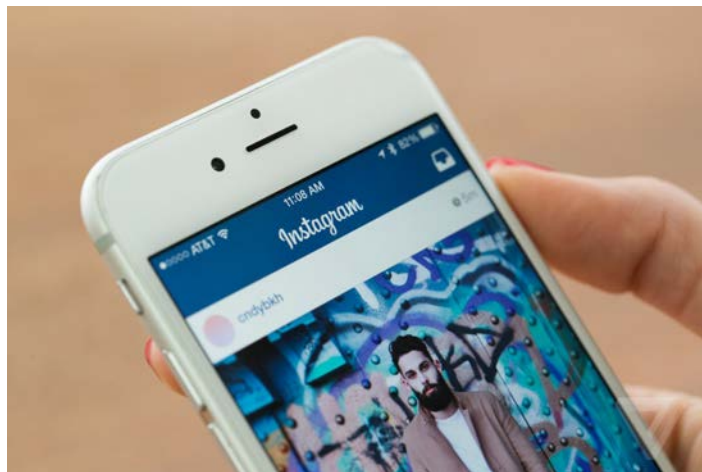
“Alone we can do so little; together we can do so much.”

~Helen Keller





#safesleepsnap



Make it insta worthy

- Planning your posts
- Story vs. Feed?
- Expand your call to action
- Consider amount of hashtags
- Include others with tags to maximize reach
- Be responsive
- Analyze and review

Support on your other channels

- Twitter vs. Facebook posts
 - Know your audience
 - Share some news
- Tagging specific people/brands on Twitter
- Leave character count for retweet
- Retweet others with comment and #SafeSleepSnap
- Tag on Facebook
- Use humor!



Safe sleep is hard. Your baby is worth it.

**Using different social media platforms to
CELEBRATE. INFORM. INSPIRE. #safesleep**

📷 | *Instagram*



**Celebrate the companies and celebrities doing it right.
Give kudos for positive #safesleep images.
Gain reach.**



charlies_kids • Following



charlies_kids Thank you to the #NCAA for showing #safesleep in your well-being commercial! #lessworrymorejoy #SIDS

121w



Liked by betsyboo116 and 22 others

MARCH 12, 2017

Add a comment...

Post



charlies_kids

Following

341 posts

322 followers

79 following



charlies_kids • Following



charlies_kids #Repost @ryanlochte with #repostapp

Happy Father's Day to all! And thank you to Ryan and Kayla for sharing Sleep Baby Safe and Snug with baby Caiden!

♥ #safesleep #charlieskids

Sleep sleep my son. #CZL
#daddyduties

107w



242 views

JUNE 18, 2017

ryanlochte

Add a comment...

Post





ryanlochte

Follow

980 posts

909k followers

446 following

Ryan Lochte

12 Time Olympic Medalist #teamtyr @tyrsport Twitter - @ryanlochte
Snapchat - ryanlochte



ryanlochte • Follow



ryanlochte Sleep sleep my son #CZL #daddyduties

107w



ker.mendez @noda.saw

101w Reply



antoinette1love Cuuuuute!!!

100w Reply



workwithkbeaman This is so precious many congrats to you and your wife



331,577 views

Add a comment...



Post



BUT 4 Days Later....





 ryanlochte  • Follow ...



 ryanlochte  Apparently the coffee didn't help lol! #CZL #tiredaf

106w




 janetmiyake7912 How's the weather down there? Oregon has toasty weather today 

106w Reply

 janetmiyake7912 Does he have a favorite blanket? 

106w Reply



 Liked by amymarie0608 and 52,591 others

JUNE 21, 2017

Add a comment...

Post





Charlie's Kids
@Charlies_Kids Follows you

Tweets	Following	Followers	Likes
3,439	197	722	1,009



Charlie's Kids @Charlies_Kids · May 2
Thank you, @goodhousemag, for promoting #safesleep!!
"... experts will tell you that the answer to "Should you use a crib bumper?" is an unequivocal no." #SIDS #SUID #infantmortality



PSA: It Is NEVER EVER Okay to Use Crib Bumpers
Between 1990 and 2016, there were 282 injuries and 107 baby deaths associated with crib bumpers.
goodhousekeeping.com

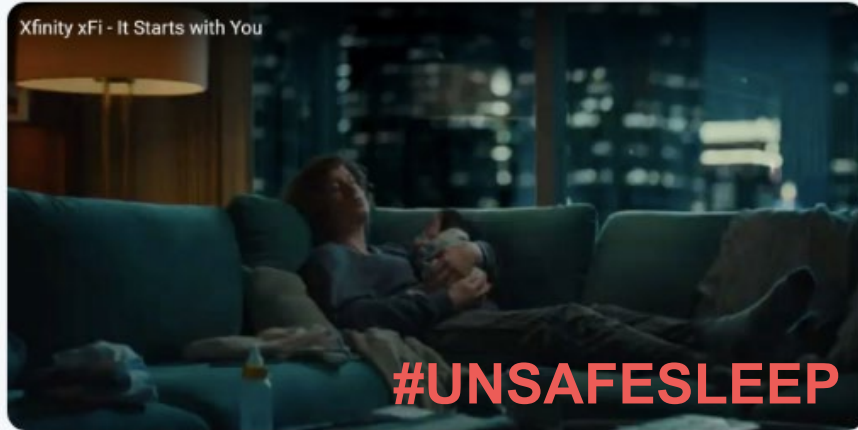
3 2

SHARE

+



Charlie's Kids @Charlies_Kids · Feb 10
We urge advertisers/creatives to depict #safesleep, unlike this image. 2016 @AmerAcadPeds guidelines state: "Couches & armchairs are extremely dangerous places for infants & place them at extraordinarily high risk of infant death." @comcast & @Xfinity - please do better. #SIDS



2 14 21

CALL OUT

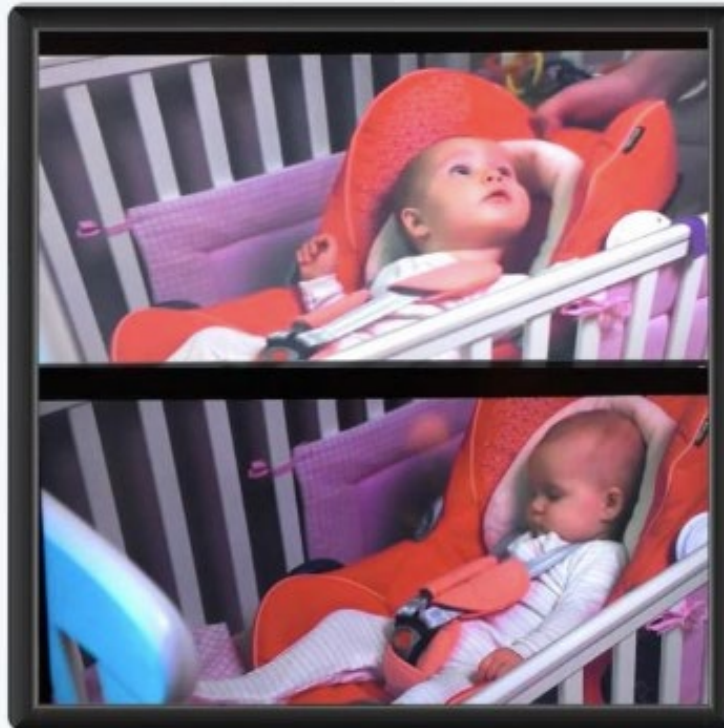


INSPIRE CHANGE



Charlie's Kids @Charlies_Kids · 18 Oct 2015

.@Keurig Yes-sometimes it's hard to get babies to sleep. But pls stop portraying unsafe sleep in your commercial!



2 7 8



Keurig

@Keurig

Follow

Replying to @Charlies_Kids

@Charlies_Kids We really appreciate your feedback, and recently revised our TV ad which can be seen here: krg.bz/1GYxsPY.

11:26 AM - 4 Nov 2015

1 Retweet 7 Likes





 3,128 follows

More followers



More champions





Charlie's Kids Foundation

Published by Betsy Boo [?] · November 23, 2018 · 🌐



"Because they're sold, people assume that they're safe and the fact is they're not." — Dr. Ben Hoffman, chairman of the [American Academy of Pediatrics](#) Council on Injury, Violence and Poison Prevention

ALONE. BACK. CRIB. Every baby. Every sleep. #safesleep #SIDS Kids In Danger Cribs for Kids® National Infant Safe Sleep Initiative



WSJ.COM

Infant-Sleep Deaths in Focus in Fight Over Role of Consumer-Safety Agency



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 6,500 people.

31,597

People Reached

5,206

Engagements

Boost Post

👍 Susie Mansfield, Alyssa Piljan-Gentle and 33 others 6 Comments 238 Shares



Charlie's Kids Foundation

Published by Betsy Boo [?] · May 2 · 🌐



Thank you, Good Housekeeping, for promoting #safesleep!!

"... experts will tell you that the answer to "Should you use a crib bumper?" is an unequivocal no."

#SIDS #SUID #infantmortality



GOODHOUSEKEEPING.COM

PSA: It Is NEVER EVER Okay to Use Crib Bumpers

Between 1990 and 2016, there were 282 injuries and 107 baby deaths...



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 6,500 people.

9,203

People Reached

453

Engagements

Boost Post

👍 John P. Hill, Chuy-Prissy Yerena and 67 others

58 Shares



THE SAFE SLEEP COMMUNITY

Spreading Safe Sleep through Collaboration



Our Overlapping Values - Spreading Safe Sleep Together

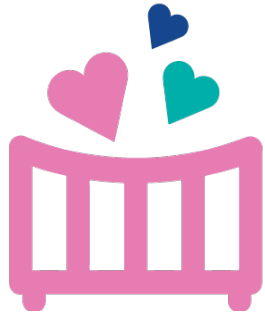
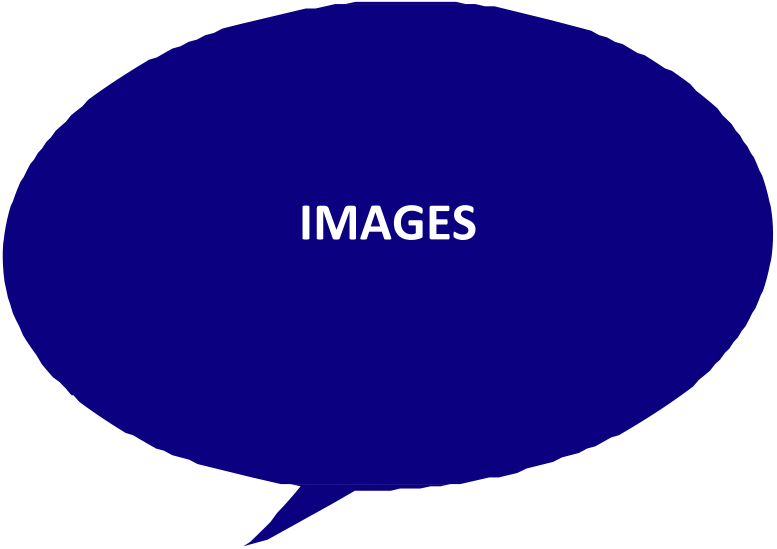
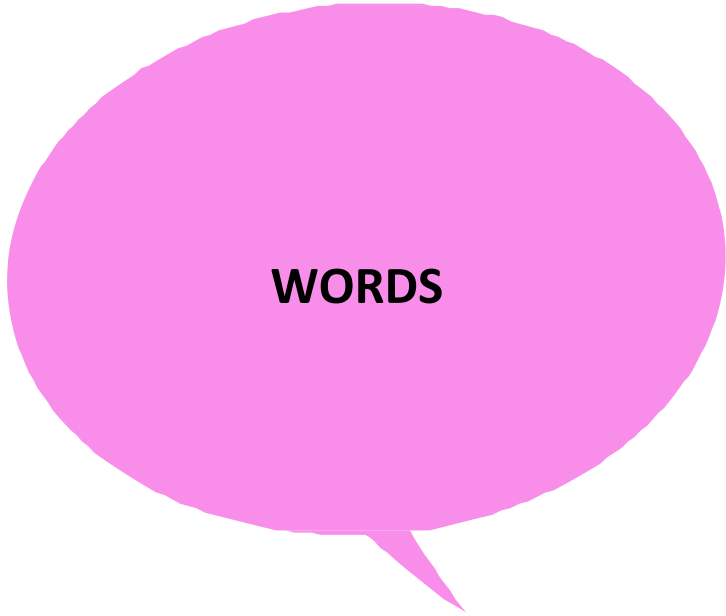
INSPIRATION

EDUCATION

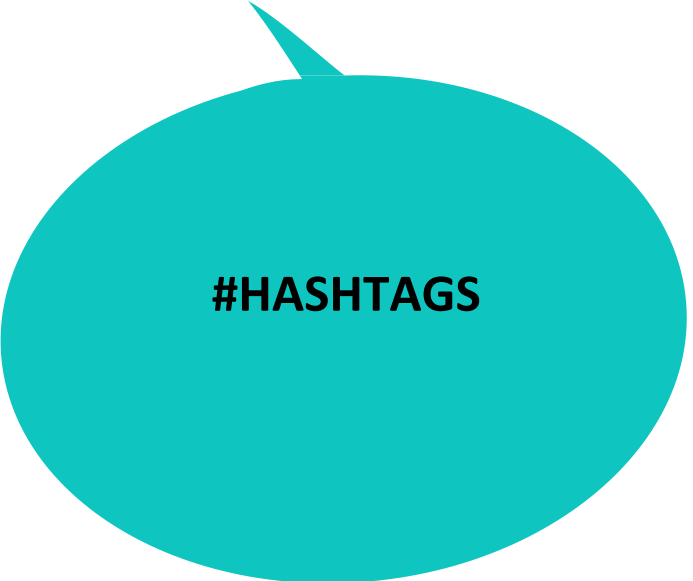
SUPPORT

NORMALIZATION



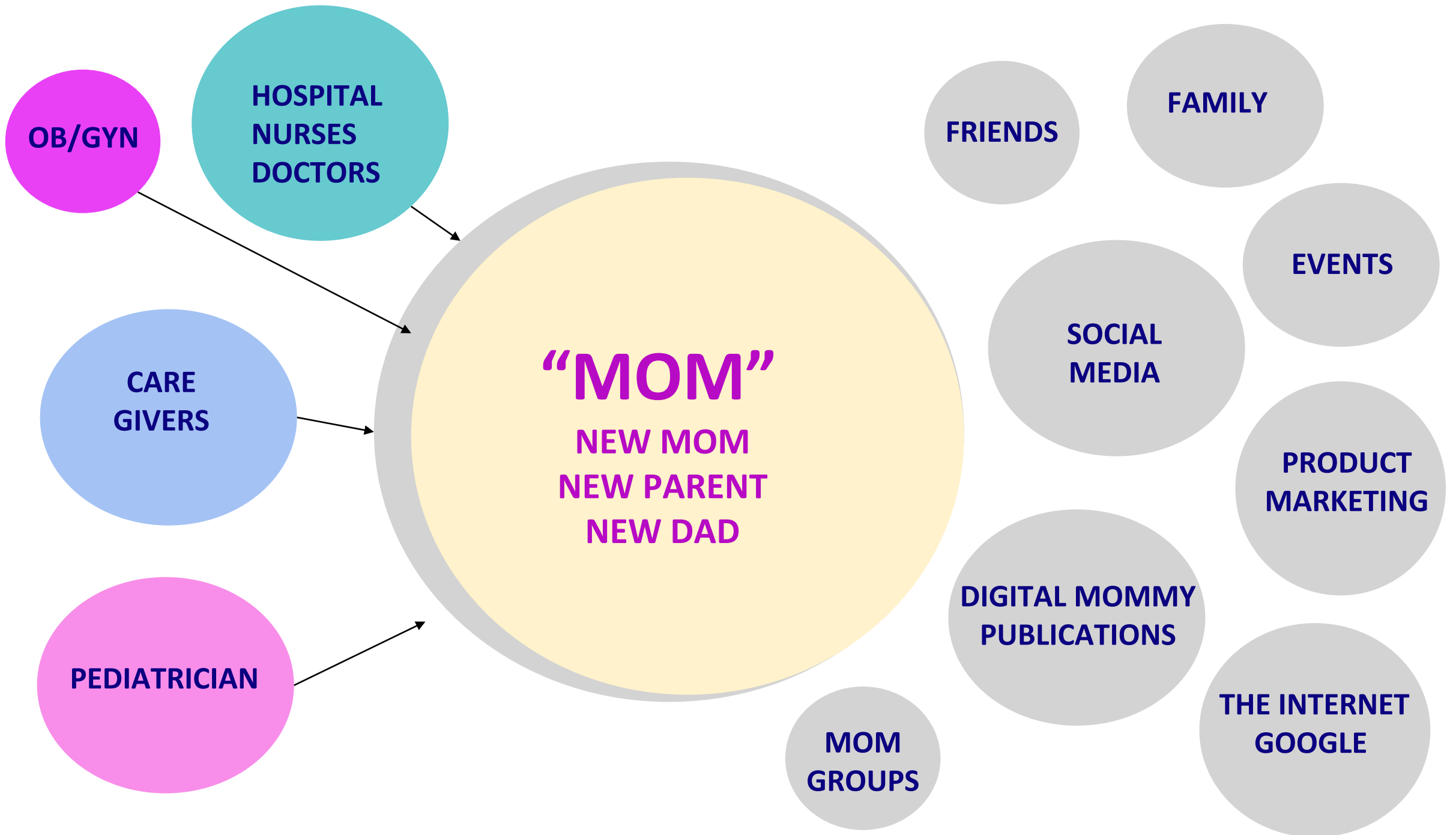


CONSISTENTLY COMMUNICATE OUR MESSAGE



CUSTOMER PERSONA - KNOW YOUR **TARGET AUDIENCE**





JOIN THE CONVERSATION

#SAFESLEEP



CHOOSE YOUR PLATFORM
CREATE SHAREABLE CONTENT
COMMIT TO ENGAGEMENT
ANALYZE AND IMPROVE



A baby is lying on their back in a crib. The crib sheet has a colorful pattern of letters and icons. A blue banner at the top right contains the text "Creating a Safe Sleep Plan is easy as long as you always remember the ABCs of Safe Sleep." Below this, a white box contains the text "Your baby should be ALONE ... on his or her BACK ... in a safety-approved CRIB for every sleep ... at nap time and bedtime." The letters A, B, and C are highlighted in pink, blue, and yellow respectively.

Creating a Safe Sleep Plan is easy as long as you always remember the **ABCs of Safe Sleep.**

Your baby should be **ALONE** ...

on his or her **BACK** ...

in a safety-approved **CRIB** for every sleep ...

at nap time and bedtime.

A pink crib is shown in a room with a patterned rug and a wooden stool. The background is a solid pink color.

Cribs for Kids
Helping every baby sleep safer

INFANT SAFE SLEEP TIP

Keep soft objects, such as pillows and loose bedding out of your baby's sleeping area



#HASHTAGS #HASHTAGS #HASHTAGS

#safesleep

#SafetoSleep

#backtosleep

#backisbest

#SIDS

#SUID

#spreadsafesleep

#safebaby

#safesleepsaveslives

#safesleepawareness

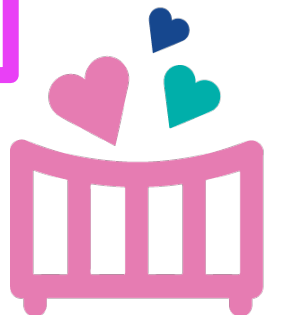
#safesleephero

#SafeSleepSnap



PARTNER TO RAISE AWARENESS

- Adopt a collaborative culture to speak to a wider audience
- Share content to spread safe sleep
- Be aggressive in spreading the safe sleep message



How snappy will **you** be during SIDS awareness month?

#SafeSleepSnap



QUESTIONS?



CONTACT INFORMATION

- **CHARLIE'S KIDS:** KATE.DESMOND@CHARLIESKIDS.ORG
- **CRIBS FOR KIDS:** KJAMESCONSULTING@GMAIL.COM
- **FIRST CANDLE:** ALISON@FIRSTCANDLE.ORG
- **CDC:** EOJOHNSTON@CDC.GOV
- **NICHD:** LORENA.KAPLAN@NIH.GOV