#SAFESLEEP SNAP WEBINAR

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

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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.

- Not Placing Baby on Back to Sleep: Overall 22%
  - White: 16%
  - Black: 38%
  - Hispanic: 27%
  - Asian or Pacific Islander: 21%
  - American Indian or Alaska Native: 20%

- Any Bed Sharing: Overall 61%
  - White: 53%
  - Black: 67%
  - Hispanic: 77%
  - Asian or Pacific Islander: 77%
  - American Indian or Alaska Native: 84%

- Any Soft Bedding: Overall 39%
  - White: 33%
  - Black: 41%
  - Hispanic: 53%
  - Asian or Pacific Islander: 55%
  - American Indian or Alaska Native: 36%

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

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

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

Graphic source: https://www.cdc.gov/vitalsigns/safesleep/index.html
SAFE SLEEP TIPS FOR PARENTS AND CAREGIVERS

Have baby share your room, not your bed.

Graphic source: https://www.cdc.gov/vitalsigns/safesleep/index.html
WHAT DOES A SAFE SLEEP ENVIRONMENT LOOK LIKE?

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

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/sunsafeselfie/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
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

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*
• 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 provided by CDC parents who signed photo releases
SAMPLE PHOTOS FROM CDC STAFF

Sample photos provided by CDC parents who signed photo releases

#SafeSleepSnap
SAMPLE PHOTOS FROM NIH STAFF

Sample photos provided by NIH participants who signed photo releases
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Sample photos provided by CDC parents who signed photo releases
• 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

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- 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 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
Celebrate the companies and celebrities doing it right.
Give kudos for positive #safesleep images.
Gain reach.
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 #daddycuties
BUT 4 Days Later....

#UNSAFESLEEP

@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 amy.marie0608 and 52,591 others
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

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

SHARE + CALL OUT
@Charlies_Kids @Keurig Yes sometimes it’s hard to get babies to sleep. But pls stop portraying unsafe sleep in your commercials!

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

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.

31,597 People Reached
5,206 Engagements

Get More Likes, Comments and Shares
Boost this post for $30 to reach up to 6,500 people.

9,203 People Reached
453 Engagements
THE SAFE SLEEP COMMUNITY

Spreading Safe Sleep through Collaboration

Cribs for Kids®
Helping every baby sleep safer
Our Overlapping Values - Spreading Safe Sleep Together

- Inspiration
- Education
- Support
- Normalization
CONSISTENTLY COMMUNICATE OUR MESSAGE

WORDS

IMAGES

CALLS TO ACTION

#HASHTAGS
CUSTOMER PERSONA - KNOW YOUR TARGET AUDIENCE
“MOM”
NEW MOM
NEW PARENT
NEW DAD

OB/GYN
HOSPITAL NURSES
DOCTORS
CARE GIVERS
PEDIATRICIAN
FRIENDS
FAMILY
EVENTS
SOCIAL MEDIA
PRODUCT MARKETING
DIGITAL MOMMY PUBLICATIONS
MOM GROUPS
THE INTERNET
GOOGLE
JOIN THE CONVERSATION

#SAFE SLEEP
CHOOSE YOUR PLATFORM
CREATE SHAREABLE CONTENT
COMMIT TO ENGAGEMENT
ANALYZE AND IMPROVE
Creating a Safe Sleep Plan is easy as long as you always remember the ABCs of Safe Sleep.

Your baby should be ALONE...
on their back or her BACK...
in a safety-approved CRIB for every sleep...
at nap time and bedtime.

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

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.
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

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