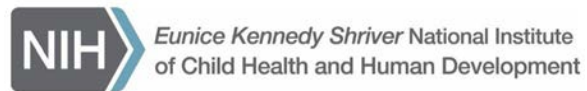


# #SafeSleepSnap:

## 2019 Successes and Planning for SIDS Awareness Month 2020

Wednesday, January 8, 2020

1:00–2:00 p.m. ET



# Agenda

- 1:00–1:05 **Welcome and Activity Overview**  
Lorena Kaplan, M.P.H., CHES, NICHD
- 1:05–1:30 **Highlights from Planning Team Members**  
NICHD, CDC, Cribs for Kids<sup>®</sup>, First Candle
- **Insights and Lessons Learned**  
Lorena Kaplan, NICHD
- 1:30–2:00 **Participant Experiences and Feedback**  
All
- 2:00 **Meeting Adjourns**



# #SafeSleepSnap 2019 Planning Team

- *Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD): Lorena Kaplan, M.P.H., CHES*
- *Centers for Disease Control and Prevention (CDC): Emily Osteen Johnston, M.P.H., CHES; Carri Cottengim, M.A.; and Kelly Morris, M.P.H.*
- *Charlie's Kids Foundation: Kate Desmond*
- *Cribs for Kids®: Kelly James*
- *First Candle: Alison Jacobson*

# Activity Overview

- Key Message
  - **Influence social norms around safe infant sleep** by making images of safe sleep environments more prevalent on social media
- Goals
  - Increase the number of partner organizations
  - Increase the number of potential impressions, engagements, and participants
- Audiences
  - **Primary: organizations with an interest in safe infant sleep**
  - Secondary: parents and caregivers



# Overall Results: We Got Snappy!

- Goals:
  - 20 participants
    - At least 10 consumer posts
  - Double the number of potential impressions
- Results:
  - More than 350 participants
    - 80+ consumer posts
  - Doubled the potential impressions
    - 2018: 1.3 million
    - **2019: 2.6 million**
  - 700+ #SafeSleepSnap posts overall





# NICHD Highlights

Lorena Kaplan



# Activity Resources and Planning

- Online toolkit
  - Resources to conduct a #SafeSleepSnap activity
    - Sample social media copy
    - Photo submission examples
    - Sample announcement language
    - Safe sleep environment guidance
  - 9,000 views on the Safe to Sleep® website
  - 600 downloads



# Activity Results

- **Highest volume of posts:** Twitter
- **Highest engagement:** Instagram and Facebook





# Activity Results

- We had a **wide variety** of participating organizations.
  - Government and public health partners
  - Corporate stakeholders
  - Pediatricians
  - Consumers
- Organizations **customized** and got very creative.

 **SIDS of Illinois, Inc.**  
October 6 at 7:48 AM · 🌐

Look at sweet baby Norah Jane ready for Halloween!!!! Rock star mommy, Brittany says Norah Jane has been a safe sleeper since day 1! This Bat-Baby is 9 weeks old!!!! Great job!!!!  
#SafeSleepSnap #SIDSofIL

---

Hello, I am  
Norah Jane  
&  
I practice  
#SafeSleep

October is Sudden Infant Death Awareness Month. Help us increase safe sleep images on social media. Send us a photo ([lucysidsillinois.org](http://lucysidsillinois.org)) of your baby in a safe sleep environment to be entered to win a prize every Friday.  
#SafeSleepSnap #SIDSofIL

  
sids  
Sudden Infant Death Awareness Month  
of Illinois, Inc.

[www.sidsillinois.org](http://www.sidsillinois.org)

# Photo Submission Examples



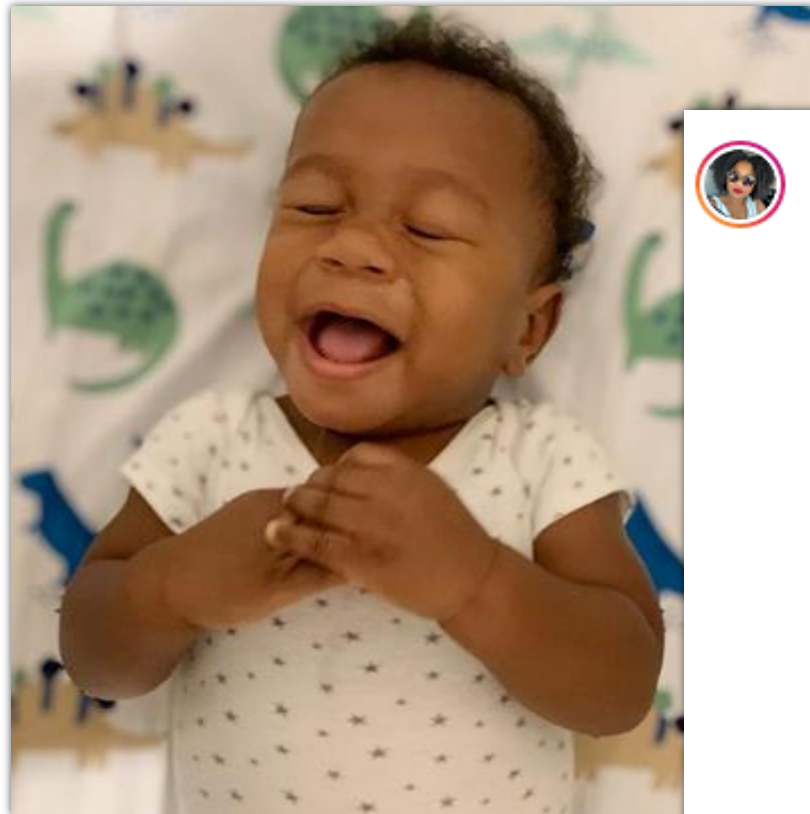


# PILOT: Engage Social Media Influencers



- 6 influencers
- Reach parents and caregivers by engaging trusted moms as spokespeople
- Influencer posts helped us increase engagement with content on Instagram:
  - Typical Safe to Sleep® post: 21 engagements
  - **Influencer post: 400 to 5,000 engagements**

# Sample Influencer Content



**growingwiththegardners** Mamas, I want to hear from you! •

We transitioned Sage to his own room a few months ago, and the sleep training experience felt like a journey -- really it was only about two weeks, but these two weeks felt like two years. • Now that Sage is mobile, it has been even more of a journey. He goes down just fine but gets up whenever he pleases without making a noise. • So to give myself some peace of mind, I make sure Sage is always in a safe sleep environment. You'll notice there aren't any toys, blankets or pillows in the crib, nothing he could possibly grab on to. There's a nice little camera near his crib so I can check in on him



**nadiornice** Does he stay sleeping on his back  
**@growingwiththegardners** ??  
Because I find that Hayden will wake herself up by waving her arms and legs n just will not stay sleeping on her back. Ever had that issue?

2d 1 like Reply

— Hide replies



**growingwiththegardners**  
**@nadiornice** girl yes!! I put him on his back when I put him down but he definitely toss and turns throughout the night but that's why I clear his entire area with nothing on reach. This way it creates less of a hazard. I'm



**millennialmommyboss** Can't forget how important this is! Thanks for the reminder.

# #SAFESLEEPSNAP FOLLOW-UP WEBINAR



EMILY JOHNSTON, MPH, CHES

PUBLIC HEALTH ADVISOR

CENTERS FOR DISEASE CONTROL AND PREVENTION

JANUARY 8, 2020



# AGENDA

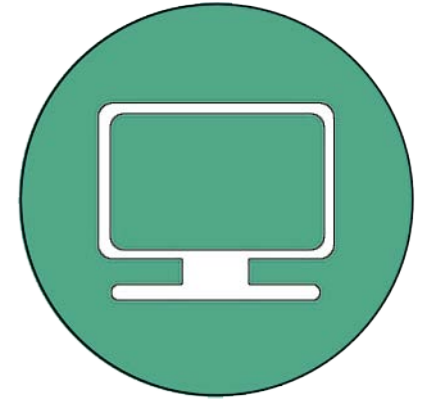
## CDC's #SafeSleepSnap activities in 2019

- Discuss **planning** efforts
- Review **promotional** activities
- Highlight **results**



# PLANNING

- **Webinar** in July 2019
  - Informed partners about how they could get involved in the #SafeSleepSnap activity
  - Hosted by CDC, in partnership with NICHD, Charlie's Kids, Cribs for Kids<sup>®</sup>, and First Candle
  - Announcement sent to CDC partners, CDC awardees, and professionals who attended the Cribs for Kids<sup>®</sup> conference



# PROMOTIONAL EMAIL

- Sent **promotional emails** encouraging participation in #SafeSleepSnap to:
  - CDC employees (more than 180 staff members)
  - CDC awardees and partners (22 states and jurisdictions, approximately 140 contacts)
  - National partners (over 30 contacts at various organizations)



# EMAIL SAMPLE TEXT

- **Post Your #SafeSleepSnap**
- Spread the word about safe infant sleep!
- Participate in this year's #SafeSleepSnap by posting a pic of your baby in a safe sleep space to help educate others about safe infant sleep.
- Tag using **#SafeSleepSnap** [on Facebook, Twitter, or Instagram]



# @CDCCHRONIC TWITTER POSTS



**CDCChronic**  @CDCChronic · Oct 18

Spread the word about safe infant sleep! Participate in this year's [#SafeSleepSnap](#) by posting a pic of your baby in a safe sleep space. Tag using [#SafeSleepSnap](#)





# @CDCCHRONIC TWITTER POSTS



**CDCChronic**  @CDCChronic · Oct 21

For [#SIDSawarenessmonth](#), share a pic of baby, grandbaby, niece, or nephew sleeping safely & use [#SafeSleepSnap](#) in your post. [bit.ly/2WDRkk0](https://bit.ly/2WDRkk0)

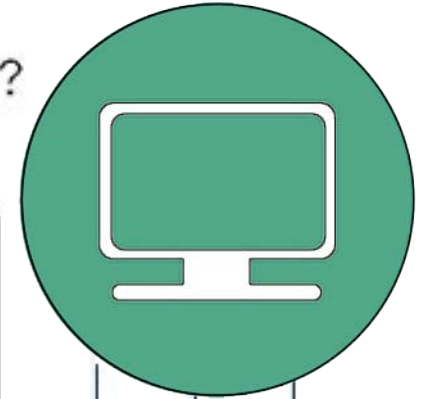
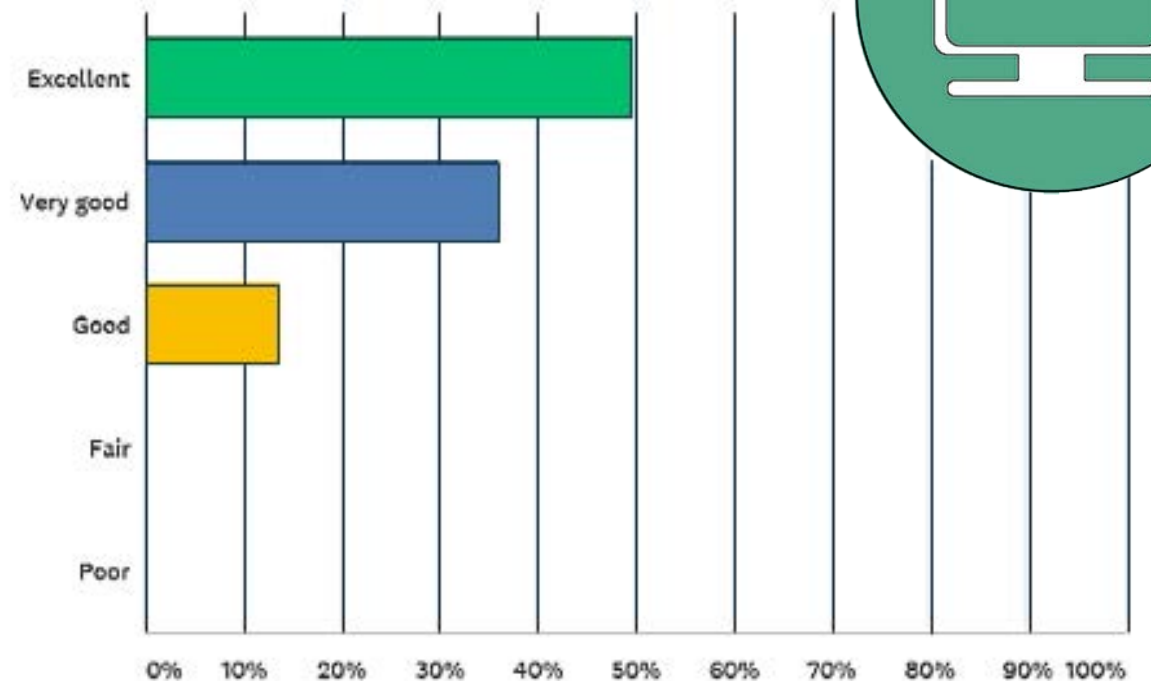


# WEBINAR RESULTS

- **145 participants** from various organizations across the U.S.
- Of the participants who rated the webinar:
  - **About 90%** thought it was “excellent” or “very good”

Overall, how would you rate the webinar?

Answered: 80 Skipped: 0



# EMAIL PROMOTION RESULTS

- For **CDC email promotion to awardees and partners:**
  - Among approximately **141 contacts**, we had an open rate of **50%**
  - At least one open for every awardee funded state/jurisdiction (22)



# SOCIAL MEDIA RESULTS

- For #SafeSleepSnap **social media posts** from @CDCChronic:
  - More than **800 impressions** in 2019



# ACKNOWLEDGEMENTS

- Tiffany Colarusso, CDC
- Carri Cottengim, CDC
- Shanna Cox, CDC
- Kate Desmond, Charlie's Kids
- Sarah Foster, CDC
- Kelly Hanlon, CDC
- Dawn Holman, CDC
- Alison Jacobson, First Candle
- Kelly James, Cribs for Kids®
- Lorena Kaplan, NICHD
- Kelly Morris, CDC
- Sharyn Parks Brown, CDC
- Jackie Rosenthal, CDC
- Richard Russell, CDC
- Carrie Shapiro-Mendoza, CDC
- Christina Stile, NICHD
- Sarah Acs, Twanna Campbell, Laura Foree, Anna Kern, and Claire Simon at Palladian Partners
- All #SafeSleepSnap Participants



# #SafeSleepSnap

Community Collaboration Update



**Cribs  
for Kids®**

Helping every baby sleep safer

# CAMPAIGN GOALS

A photograph of a baby sleeping peacefully on a blue textured surface. The baby is wearing a white long-sleeved onesie and has their hands near their face. The background is a solid blue color with a fine, woven texture.

**ENCOURAGE THE NORMALIZATION OF SAFE SLEEP**

**REACH A LARGER AUDIENCE WITH OUR MESSAGE**

**EMPOWER EXISTING SAFE SLEEP ADVOCATES**





Cribs for Kids® National Infant Safe Sleep Initiative

October 3 · 🌐



Join the SAFE SLEEP SNAP movement!

October is #SafeSleepAwarenessMonth so let's show them what safe sleep looks like.

Post a pic of your safe sleeper on your own timeline with the hashtag #safesleepsnap and help us normalize safe sleep across social media.

Remember to follow the ABC's of safe sleep - always place your baby Alone on their Back in a Crib for every bedtime and every nap.

Learn more about safe sleep at Safe Sleep Academy - <https://www.safesleepacademy.org/>



Cribs for Kids® National Infant Safe Sleep Initiative

Nonprofit Organization

Send Message

### Performance for Your Post

4,235 People Reached

81 Reactions, Comments & Shares

47 Like	14 On Post	33 On Shares
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13 Love	5 On Post	8 On Shares
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2 Haha	0 On Post	2 On Shares
-----------	--------------	----------------

2 Comments	0 On Post	2 On Shares
---------------	--------------	----------------

17 Shares	17 On Post	0 On Shares
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169 Post Clicks

24 Photo Views	4 Link Clicks	141 Other Clicks
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#### NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



**Cribs for Kids® National Infant Safe Sleep Initiative**

October 23 · 🌐

You can help spread #safesleep awareness!

Show your followers what a safe sleep environment for baby looks like.

Take a pic of your baby, grandbaby, niece, or nephew sleeping safely and share it with your followers using #SafeSleepSnap.

Learn more about safe sleep guidelines at <https://www.safesleepacademy.org/>

#SafeSleepAwarenessMonth #SIDSAwarenessMonth



**Cribs for Kids® National Infant Safe Sleep Initiative**

Nonprofit Organization

Send Message

**Performance for Your Post**

**539** People Reached

**8** Likes, Comments & Shares *i*

<b>6</b> Likes	<b>3</b> On Post	<b>3</b> On Shares
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<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
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<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares
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**3** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>3</b> Other Clicks <i>i</i>
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

### Infant Safe Sleep

[Why Back To Sleep?](#)

[Why Is My Baby's Sleep Surface So Firm?](#)

[What Can I Put In The Crib?](#)

[How Do I Keep My Baby Safe And Warm?](#)

[Bed-sharing Vs. Room-sharing](#)

[Swaddling & Safe Sleep](#)

[Siblings & Safe Sleep](#)

[Grandparents & Safe Sleep](#)

[Dad's Corner](#)

### Infant Sleep Tips

[How To Soothe A Fussy Baby \(5S'S\)](#)

### How To Reduce Your Risk

[Breastfeeding](#)

[Vaccines](#)

[No Drugs & Alcohol](#)

[No Smoking](#)





Cribs for Kids® National Infant Safe Sleep Initiative

October 15 · 🌐

We NEED for new parents to see what a #safesleep environment looks like when they log onto social media!

You can help by posting a picture of your safe sleeper on your timeline with the hashtag #SafeSleepSnap.

Become a part of the Safe Sleep Snap movement!

#safesleepawarenessmonth #SIDSawarenessmonth



#SafeSleepSnap



Cribs for Kids® National Infant Safe Sleep Initiative

Nonprofit Organization

Send Message

Performance for Your Post

385 People Reached

12 Likes, Comments & Shares ⓘ

9 Likes	9 On Post	0 On Shares
---------	-----------	-------------

0 Comments	0 On Post	0 On Shares
------------	-----------	-------------

3 Shares	3 On Post	0 On Shares
----------	-----------	-------------

11 Post Clicks

2 Photo Views	0 Link Clicks	9 Other Clicks ⓘ
---------------	---------------	------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Safe Infant Sleep

@safeinfantsleepalliance

Home

About

**Groups**

Posts

Photos

Videos

Events

Community



Following ▾ Share Save ...

Send Message

### Groups by This Page



#### Safe Infant Sleep - Evidence-Based Support Group

Private group  
6 friends · 66,982 members



**Joined**

Be creative! Practicing safe infant sleep can be fun. Creativity and humor are encouraged in the photos and captions, as long as the baby's sleep environment is still safe and follows safe sleep recommendations. This is your opportunity to both show off your cutie and help other parents and caregivers to see that safe infant sleep can be fun.

We will also be posting #SafeSleepSnap photos on our accounts throughout October, so please like, share, and retweet with your friends and followers.

We look forward to seeing your #SafeSleepSnap!

# Swaddlette<sup>SM</sup>

The Cribs for Kids Swaddlette<sup>SM</sup> creates a snug, womb-like feeling to help keep baby asleep and to reduce the startle reflex.

Designed with the Safe Sleep Message incorporated directly onto the fabric!



100% Cotton

Adjustable wings provide a snug fit



Secure hook and loop closures provide ease of use and a snug adjustable fit

**Snapette**  
Single Pack Short-Sleeve Bodysuit

6-9 months

The Cribs for Kids Snapette is designed with a Safe Sleep Message incorporated into the fabric. **Alone, on my Back, in a Crib.**

Soft, gentle & comfortable on baby's skin

100% cotton

Snap closures are positioned for ease of changing baby's diaper

**SnooZzette**

Cotton Micro-fleece

Made from 100% Microfleece to keep your baby warm, while preventing overheating.

Easy Access 2-way zipper for easy diaper changes

Soft, gentle design allows baby to look back feet and adjust feet ends.

Light, breathable, and airy, yet keeps your baby warm. The fabric is soft and designed to help reduce the risk of overheating.

Soft, gentle and comfortable on baby's skin.

Available Sizes: **Infant** **Small** **Medium**

**SnooZzette**

Cotton Micro-fleece

Made from 100% Microfleece to keep your baby warm, while preventing overheating.

Easy Access 2-way zipper for easy diaper changes

Unzips from the top & bottom for easy diaper changes and placing baby in sack.



**Meg Rummel**

Moderator · October 14



We are proud as a group to be recognized as a Cribs for Kids Safe Sleep Ambassador!

We've made it a requirement for each of our moderators to become an Ambassador. Thanks to all who participated in our contest last week and became individual Safe Sleep Ambassadors. To achieve this designation, go here and take the test: <https://cribsforkids.org/safe-sleep-ambassador/>



## SAFE SLEEP AMBASSADOR

*This award is proudly presented to:*

### Safe Infant Sleep

*For your organization's commitment to promoting infant safe sleep and reducing sleep-related deaths due to unsafe sleeping environments.*

*Andrea C. Wilson*

Andrea Wilson, MSW  
Safe Sleep Ambassador Educator

*Judith A. Bannon*

Judith A. Bannon  
Founder/Executive Director



32 Comments



Like



Comment



Education Outreach Program

# Safe Sleep Ambassador

“Each One Teach One”

## ABOUT OUR PROGRAM

One of the primary goals of Cribs for Kids® is to emphasize the importance of Safe Sleep Education and to disseminate it effectively throughout communities. To help us achieve this goal, we developed the **Safe Sleep Ambassador – Educational Outreach Program**.

Our program was modeled after the literacy initiative, “Each One, Teach One.” This means that one does not have to be an “expert” to spread awareness and to educate others in their social circles or communities. Once a person learns about infant safe sleep, they can pass along their knowledge to anyone in their day-to-day life.

Any organization or individual can be a **Safe Sleep Ambassador**. For organizations, we ask that you disseminate the safe sleep message to your staff and clients during your daily activities. For individuals, we ask your commitment to share the infant safe sleep message with at least three people in your life such as family, friends, and community members. We ask that all of our **Safe Sleep Ambassadors** share their knowledge with anyone interested in promoting the health, safety, and well-being of infants.

### PROGRAMS

Safe Sleep Academy

[Safe Sleep Ambassador](#)

Hospital Certification

Healing Hearts

Managed Care Organization

Military Hospital Initiative

National Public Safety Initiative

**firstcandle**  
Saving babies. Supporting families.

FirstC  
• Helping Babies



**#Safe Sleep Snap:  
2019 Successes and 2020 Planning**



# Engaging our community

- Instagram posts utilizing hashtag. Encouraging people to post, comment and tag someone.
- “Heart” and shout-out to people who used the hashtag.
- Opportunities to educate and inform on Twitter.
- Promote on Facebook but primary focus on Instagram

# Rallying our influencers



## Guest on Twiniversity Podcast

1,200 average downloads per episode



## Facebook Live with Carolynne Harvey



4,630 followers

1,000 members of private group



**first  
candle**

Saving babies. Supporting families.

#safesleepsnap 2019

# Support from our sponsors



2K followers



55.4K followers



26K followers



15.6K followers



22.7K followers



1.8K followers



14.2K followers

#safesleepsnap 2019



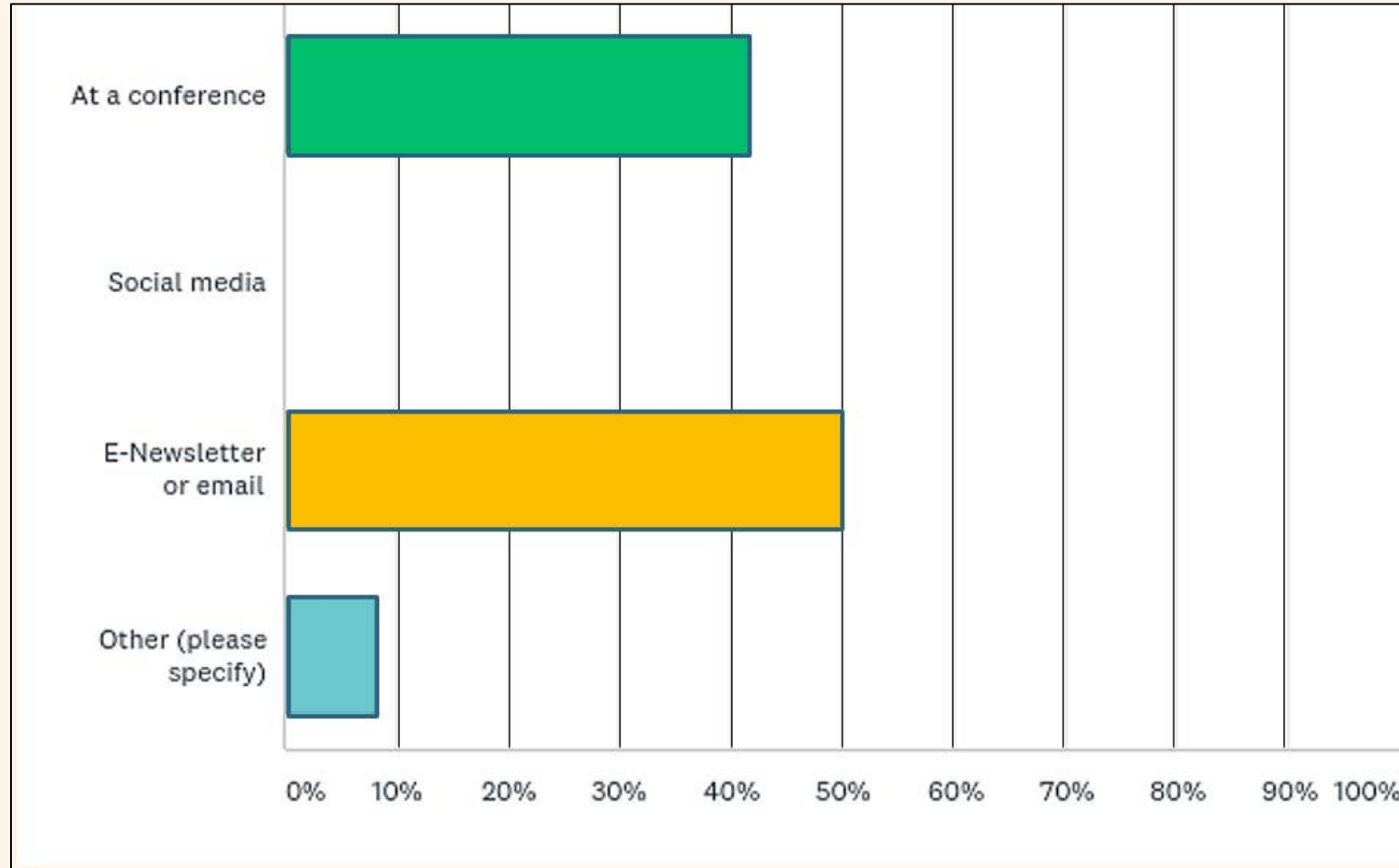
Saving babies. Supporting families.

Here's what you've told us:

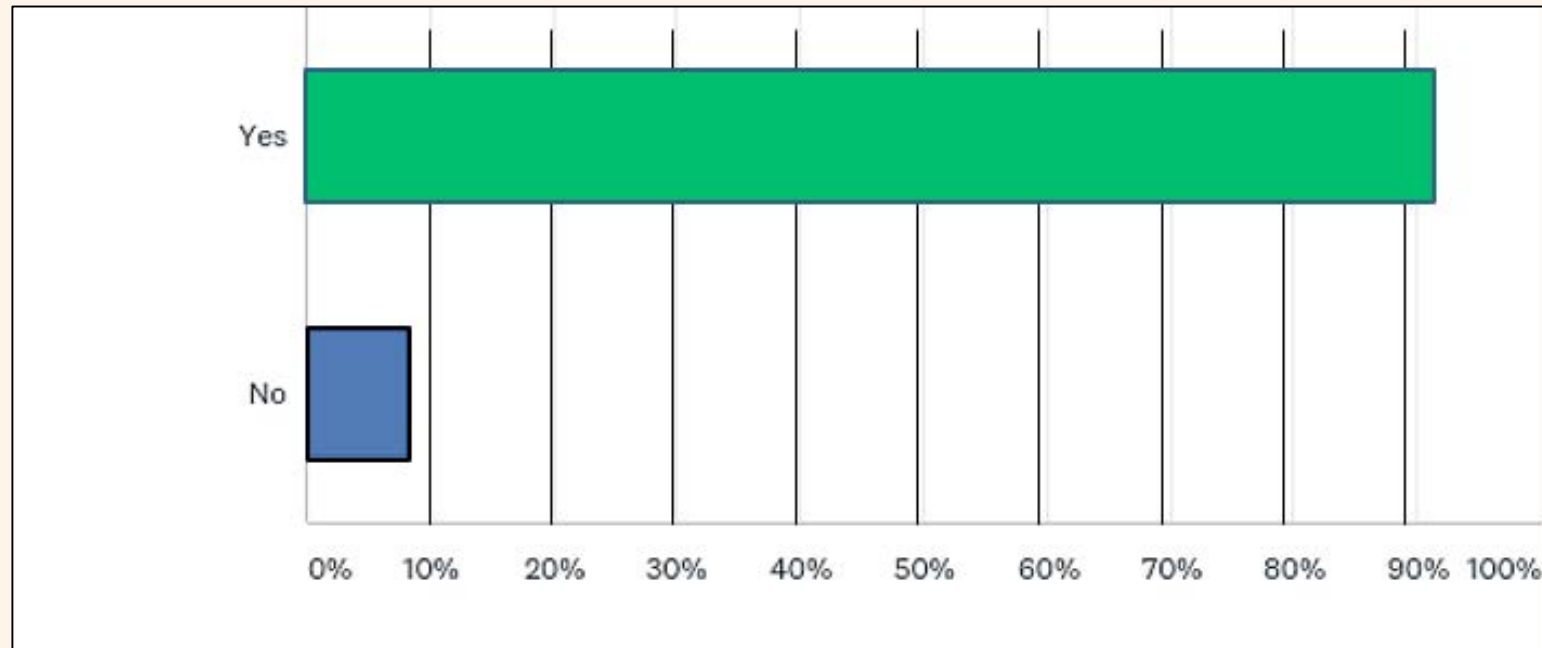
#safesleepsnap 2019

# Q1: How did you hear about #SafeSleepSnap 2019

• Answered: 12 Skipped: 0

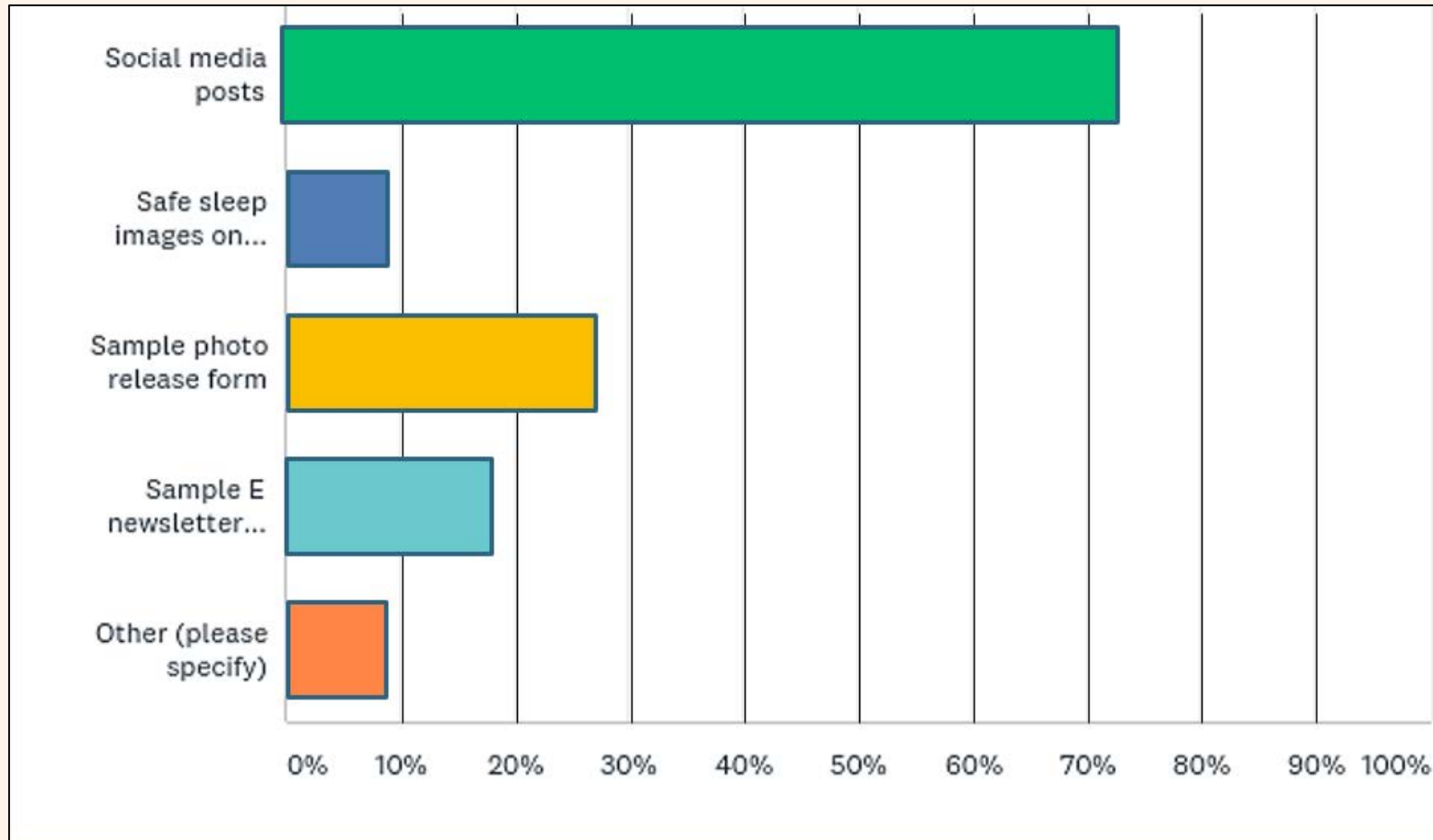


Q4: Did you use any of the resources from the #SafeSleepSnap 2019 section on [safetosleep.nichd.nih.gov](https://safetosleep.nichd.nih.gov)?

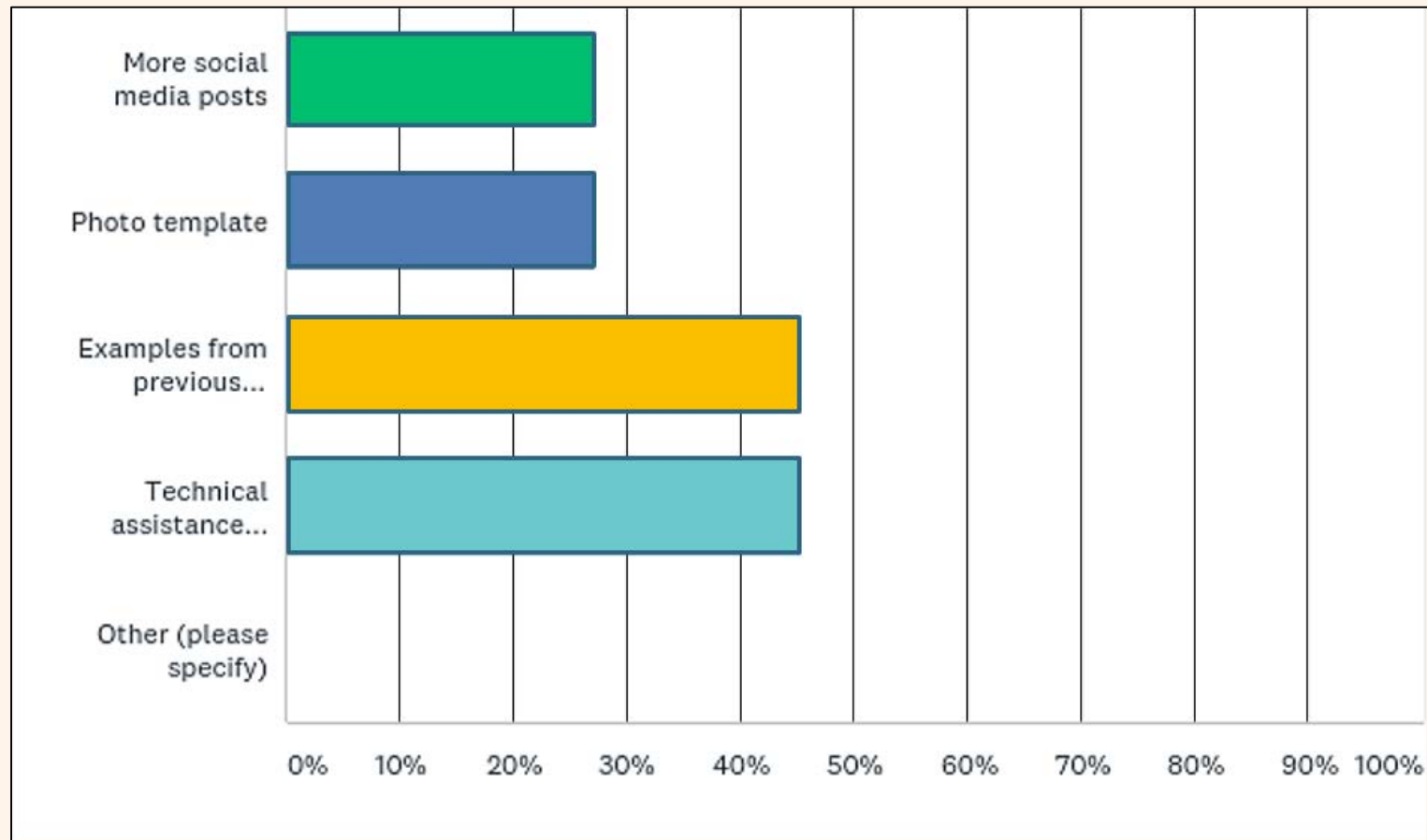




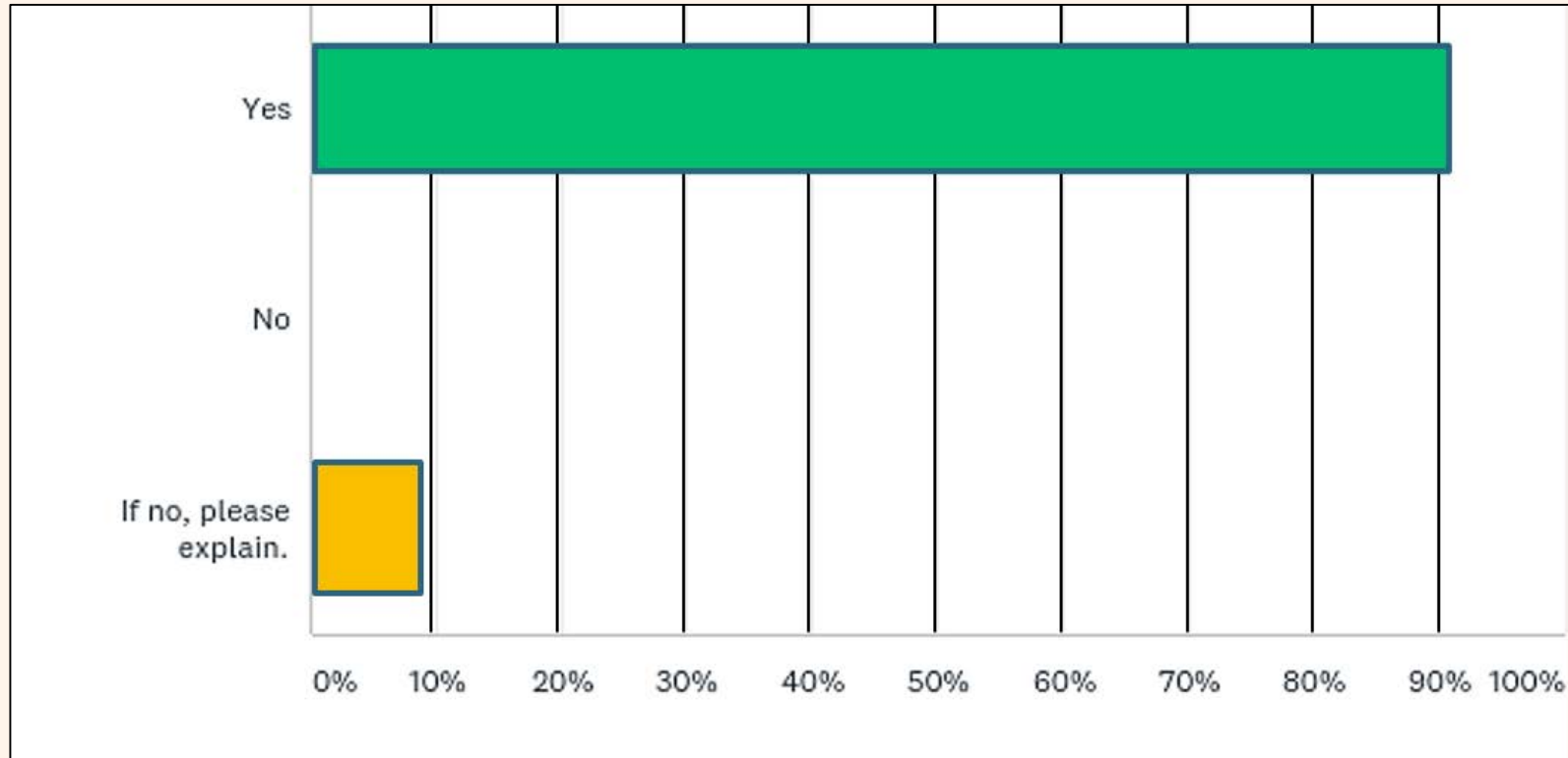
Q5: If you answered "yes" to question 4, which resource(s) did you use? Please select all that apply.



Q6: Are there other resources the #SafeSleepSnap planning team can provide for future activities? Please select all that apply below.



## Q8: Would you participate in #SafeSleepSnap in 2020?



\* This was actually not “no” but a “maybe.”

## Insights and Lessons Learned

1. Engage participating organizations early in the planning process through listservs, social media, and direct outreach.
2. Encourage specialty groups to participate to reach a wider range of audiences.
3. If possible, offer participation incentives or contests to promote consumer engagement.





# **Participant Experiences and Feedback**

# CONTACT INFORMATION

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[LORENA.KAPLAN@NIH.GOV](mailto:LORENA.KAPLAN@NIH.GOV)



**Thank you!**