#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®, 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.
Photo Submission Examples

It's a snap! For #SIDSAwarenessMonth, help us spread the word about what a safe sleep environment looks like (the ABCs: placing a baby Alone, on her Back, in a bare Crib) by snapping & sharing a photo of your baby sleeping safely. Use #SafeSleepSnap!

http://healthychildren.org/safesleep

Thanks Jami for sharing this adorable picture of Brooklyn to help spread Safe Sleep Awareness!

#safesleepsnap
#ABC #AloneBackCrib #safesleepawarenessmonth
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

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 wavy her arms and legs and just will not stay sleeping on her back. Ever had that issue?

2d 1 like Reply

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millennialmommyboss Can't forget how important this is! Thanks for the reminder.
#SAFESLEEP SNAP 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®, and First Candle
  - Announcement sent to CDC partners, CDC awardees, and professionals who attended the Cribs for Kids® 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)
• 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]
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

#SafeSleepSnap
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”
• 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

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.
#SafeSleepSnap

Community Collaboration Update

Cribs for Kids
Helping every baby sleep safer
CAMPAIGN GOALS

- Encourage the normalization of safe sleep
- Reach a larger audience with our message
- Empower existing safe sleep advocates
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/

#safesleepsnap

A

Alone

B

on my Back

C

in my Crib
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
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 (55°)

How To Reduce Your Risk

Breastfeeding

Vaccines

No Drugs & Alcohol

No Smoking
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

Crib for Kids® National Infant Safe Sleep Initiative
Nonprofit Organization
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!
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.

[Signatures]

[Logo: Cribs for Kids]

[Number of Likes: 80]
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.
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

#safesleepsnap 2019
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

#safesleepsnap 2019
Support from our sponsors

- Colgate (2K followers)
- Boppy (55.4K followers)
- Love To Dream (26K followers)
- Baby Merlin's Magic Sleepsuit (15.6K followers)
- MAM (22.7K followers)
- Regal Lager (1.8K followers)
- Dream Baby Sleep (14.2K followers)

#safesleepsnap 2019
Here’s what you’ve told us:
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?
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.

- More social media posts
- Photo template
- Examples from previous...
- Technical assistance...
- Other (please specify)
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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Thank you!