



## Sample Scripts for Radio Public Service Announcements (PSAs)

If your station uses live public service announcements, please use this suggested copy.

### 15-second SIDS Awareness Month

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Narrator: October is National Sudden Infant Death Syndrome (SIDS) Awareness Month. Call 1-800-505-CRIB to learn more about SIDS and other sleep-related causes of infant death. That's 1-800-505-2742.

### 15-second Safe to Sleep® Campaign

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Narrator: The Safe to Sleep campaign aims to reduce Sudden Infant Death Syndrome, or SIDS, and other sleep-related causes of infant death. Learn how you can create a safe sleep environment for your baby by calling 1-800-505-CRIB.

### 15-second Safe Sleep Environment

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Narrator: A safe sleep environment has no bumpers, pillows, blankets, or toys. Learn more to reduce the risk of Sudden Infant Death Syndrome and other sleep-related causes of infant death. Call 1-800-505-CRIB. That's 1-800-505-2742.

### 30-second About Back Sleeping

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Narrator: Did you know that the safest way for babies to sleep is on their backs? Sudden Infant Death Syndrome, or SIDS, is the leading cause of death in infants between 1 month and 1 year of age. You can reduce the risk of SIDS by placing babies on their backs to sleep for naps and at night. To learn more, call 1-800-505-CRIB. That's 1-800-505-2742. A public service of this station and the [Your Organization Name].

### 30-second Key Messages

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Narrator: Did you know that you should always place your baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS—Sudden Infant Death Syndrome—and other sleep-related causes of infant death? To learn more about SIDS, call 1-800-505-CRIB. That's 1-800-505-2742. A public service of this station and the [Your Organization Name].

### 30-second Rules

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Narrator: Sudden Infant Death Syndrome, or SIDS, is the leading cause of death among infants. There are ways to help reduce the risk of SIDS and other sleep-related causes of infant death: Always put babies to sleep on their backs during every sleep time. Lay babies to sleep on a firm sleep surface covered by a fitted sheet. Put babies to sleep in a *separate* sleep area in the same room, next to where you sleep. To learn more call 1-800-505-CRIB.



### **15-second About SIDS Awareness Tailored**

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Narrator: African American and American Indian/Alaska Native babies are at a higher risk of SIDS than infants of other races and ethnicities. Learn how you can create a safe sleep environment for your baby by calling 1-800-505-CRIB.

### **30-second About SIDS Awareness Tailored**

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Narrator: Help protect babies in [Community Name] from Sudden Infant Death Syndrome—or S-I-D-S—and other sleep-related causes of infant death. [African American] OR [American Indian/Alaska Native] babies are at a higher risk of SIDS than infants of other races and ethnicities. Always place babies to sleep on their backs, for naps and at night. The back sleep position is the safest, and every sleep time counts. To learn more, call 1-800-505-CRIB. That's 1-800-505-2742. A public service of this station and the [Your Organization Name].