Opportunities for Collaboration During SIDS Awareness Month

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Safe to Sleep® Campaign Lead
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

[Image: Graphic source: https://www.cdc.gov/vitalsigns/safesleep/index.html]
What does a safe sleep environment look like?

- 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.

Service Providers Are Trusted Advisors

### America's Most & Least Trusted Professions

Rating of selected U.S. professions in terms of honesty and ethical standards in 2018

<table>
<thead>
<tr>
<th>Profession</th>
<th>Low/Very low</th>
<th>Very high/High</th>
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<tbody>
<tr>
<td>Nurses</td>
<td>2%</td>
<td>84%</td>
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<tr>
<td>Medical doctors</td>
<td>8%</td>
<td>67%</td>
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<tr>
<td>Pharmacists</td>
<td>5%</td>
<td>66%</td>
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<tr>
<td>High school teachers</td>
<td>10%</td>
<td>60%</td>
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<tr>
<td>Police officers</td>
<td>13%</td>
<td>54%</td>
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<tr>
<td>Accountants</td>
<td>7%</td>
<td>42%</td>
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<tr>
<td>Clergy</td>
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<td>37%</td>
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<td>34%</td>
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<tr>
<td>Building contractors</td>
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<td>29%</td>
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<tr>
<td>Bankers</td>
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<td>27%</td>
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<tr>
<td>Real estate agents</td>
<td>19%</td>
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<tr>
<td>Lawyers</td>
<td>28%</td>
<td>19%</td>
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<tr>
<td>Business executives</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>Car salespeople</td>
<td>44%</td>
<td>8%</td>
</tr>
<tr>
<td>Members of Congress</td>
<td>58%</td>
<td>8%</td>
</tr>
</tbody>
</table>

n=1,025 U.S. adults
Source: Gallup
What Can Service Providers Do To Reduce the Risk of Sleep-Related Infant Deaths?

- Risk reduction requires understanding the factors that influence parent and caregiver behaviors.

Who or What Influences Parent/Caregiver Behavior?

Example:
Socio-Ecological Model for Safe Infant Sleep

Conceptual Framework for Increasing Adoption of Safety Behaviors by Infant Caregivers

Caregivers believe that safe sleep behavior is desirable and protective against SIDS (Behavioral Attitude)

Safe sleep behavior is championed by key influencers (Subjective Norm)

Caregivers have skills, resources, and self-efficacy to perform safe sleep behavior (Perceived Behavioral Control)

Increased Prevalence of Safe Sleep Behaviors by Infant Caregivers
Collaboration Opportunity #1: Bridge the Message

- Safe to Sleep® educational materials promote breastfeeding as a SIDS risk reduction practice
  - AAP Task Force on SIDS elevated recommendation from #8 to #3 in 2016 Technical Report

- Products feature “bridged messaging” on safe infant sleep and breastfeeding

- Safe Infant Sleep and Breastfeeding Video
Sneak Peek: Safe to Sleep® Interactive Room

Breastfeed your baby to reduce the risk of SIDS. Breastfeeding has many health benefits for mother and baby. If you fall asleep while feeding or comforting baby in an adult bed, place him or her back in a separate sleep area as soon as you wake up.
Collaboration Opportunity #2: Participate in the 2019 #SafeSleepSnap Activity
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 are a subgroup 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…
#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
Collaboration Opportunity #3 to Infinity…

- Have fun
- Be inclusive
- Pick up the phone
- Find creative ways to bridge the message
- Celebrate safe sleep and breastfeeding whenever possible
Resources

For more information about the Safe to Sleep® campaign, contact:

1-800-505-CRIB (2742)

or

http://safetosleep.nichd.nih.gov
Questions?
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THANK YOU