



Safe Sleep Awareness Campaign

Rhode Island's Safe Sleep Awareness Campaign is an interagency project that shares real Rhode Island families' safe sleep stories. This organic social media campaign, featured on many State of Rhode Island websites, informs the public about the importance of safe sleep through evidence-based safe sleep practices. It also provides resources for more information. It is essential that we work together to reduce the risk of Sudden Unexpected Infant Death (SUID) in young children. This campaign raises awareness among parents and caregivers of the risk of SUID and offers resources and information to reduce that risk. Community partners, hospitals, and State agencies can use these materials to spread the word about the importance of practicing safe sleep.

Landing Page	<p>People can visit the Rhode Island Department of Health (RIDOH) website's Safe Sleep page to learn more about safe sleep practices, the importance of these practices, what the state can do to help, and resources. This page also features Safe Sleep Stories that are shared on social media.</p> <p>https://health.ri.gov/for/newparents/about/safesleep/</p>
Shareable Social Media Messaging & Graphics	<p>Click these links to like and share this content on Facebook:</p> <p>bit.ly/safesleepaiden</p> <p>bit.ly/safesleepjack</p> <p>bit.ly/safesleephelencharlie2</p> <p>Click these links to like and share this content on Instagram:</p> <p>bit.ly/safesleepjack2</p> <p>bit.ly/safesleepakirah</p> <p>bit.ly/safesleephelencharlie</p> <p>bit.ly/safesleepellie</p> <p>Click these links to like and share this content on Twitter:</p> <p>https://twitter.com/RIHEALTH/status/1539283754568531968?s=20</p> <p>https://twitter.com/RIHEALTH/status/1548375978719600643?s=20</p> <p>https://twitter.com/RIHEALTH/status/1550469459902509057?s=20</p> <p>https://twitter.com/RIHEALTH/status/1577412327632408577?s=20</p> <p>https://twitter.com/RIHEALTH/status/1623385924838232064?s=20</p>

Shareable Social Media Messaging & Graphics

Captions should tag the Rhode Island Executive Office of Health and Human Services, RIDOH, and Department of Children, Youth & Families. They should also link to health.ri.gov/safesleep.

Examples:

Meet [insert name] and read their #SafeSleepStory! As a #parent or #caregiver, you can take steps to create a safe sleep environment for your baby. Learn more about safe sleep at health.ri.gov/safesleep. (Link is in our bio!) @Rhode Island Executive Office of Health and Human Services @ri_eohhs @Rhode Island Department of Children, Youth & Families

 **MEET AIDEN AND READ HIS #SAFESLEEPSTORY**



My child Aiden is now 3 years old. When he was born, he spent 59 days in the newborn intensive care unit (NICU). The hospital taught us all the best sleep practices. We were so nervous to have him home, but we did our best to practice safe sleep. It wasn't easy, but we always put him to sleep on his back and in his crib, and a great baby monitor helped us keep an eye on him while he slept. Aiden had reflux, and sometimes it was difficult for him to sleep, so we kept in touch with our pediatrician to make sure whatever we were doing aligned with Aiden sleeping safely. It was sometimes emotionally draining, but now Aiden has great sleep habits, which is helpful now that he has a little sister.

- Laura, South Kingstown

 health.ri.gov/safesleep

 **MEET JACK AND READ HIS #SAFESLEEPSTORY**



Jack had acid reflux as a baby and was up at night very often and always wanted to be held. I knew the importance of safe sleep, and knew I needed to stay awake when I was up with him in the middle of the night. So, I developed strategies to stay awake. This included texting with my mom friends in the middle of the night while I was breastfeeding, and leaning on my husband, who was always willing to do middle of the night diaper changes. I also caught up on my favorite shows and social media feed while breastfeeding at night. We did not bed share and always placed Jack to sleep on his back.

- Ashley, parent

 health.ri.gov/for/newparents/about/safesleep/


 **MEET CHARLIE AND HELEN AND READ THEIR #SAFESLEEPSTORY**




This is Helen and Charlie. I can't say that they've been the most amazing sleepers forever. They're kids, they have ups and downs. But when they were born, we did everything we could to encourage safe sleep. We followed every rule. It was hard sometimes. There were a lot of late nights. For 8 months, Helen yelled at us every bed time for several hours. But they were safe. They are happy.

- Orrin, parent


 health.ri.gov/for/newparents/about/safesleep/

 **MEET A'KIRAH AND READ HER #SAFESLEEPSTORY**



My child A'Kirah is now 4 years old, but when she was a baby I did my best to practice safe sleep. It wasn't always easy; A'Kirah was colicky and we struggled with getting her to fall asleep and stay asleep without being held. I struggled with trying not to co-sleep. Our pediatrician suggested we swaddle her with a safe sleep swaddler. I found that using the safe sleep swaddler and putting her on her back, in her crib, and without any blankets worked! Not only was she finally able to fall asleep without being held, she slept safely for longer periods of time.

- Tiffaine, parent

 health.ri.gov/for/newparents/about/safesleep/

 **MEET ELLIE AND READ HER #SAFESLEEPSTORY**



We were new parents and didn't know what to expect. We had heard that the newborn stage can be challenging. We followed the "share a room, not a bed" guidance, keeping Ellie in her bassinet in our room for the first few months. When we transitioned her to a crib in her room, everyone's sleeping improved dramatically. We did the best we could as first-time parents, and we were lucky to have the support of family and friends. Ellie is three now and thriving and sassy as ever.

- Sidra, parent

 health.ri.gov/for/newparents/about/safesleep/