

Safe Sleep Awareness Social Media Campaign



WHAT IS THE SAFE SLEEP AWARENESS CAMPAIGN?

Rhode Island's Safe Sleep Awareness Campaign is an interagency project featuring real Rhode Island families sharing their Safe Sleep experiences. This organic social media campaign includes graphics to inform the public about evidence-based safe sleep guidelines and recommendations and resources to help families practice safe sleep. Understanding how caregivers can create and maintain a safe sleep environment for babies younger than age one is vital to reducing the risk of preventable infant sleep-related deaths. Resources include education and safe sleep products and wearables available through Rhode Island Department of Health (RIDOH) community partners.

The campaign addresses the following goals:

- Educate parents and caregivers about safe sleep environments and practices
- Provide resources that contribute to a safe sleep environment
- Reduce risk of preventable sleep-related death and injury



WHY IS THE SAFE SLEEP AWARENESS CAMPAIGN NEEDED?

Every year in the United States, about 3,500 infants younger than age one die during sleep or in the sleep environment. In Rhode Island, between 4-13 preventable infant sleep-related deaths occur per year. Infants younger than age four months are at the highest risk of sleep-related death.

The campaign promotes the following evidence-based guidelines:

- **Baby should sleep alone with no soft objects in the sleep environment:** Remove blankets, pillows, and other soft objects from the sleep environment until after baby's first birthday.
- **Baby should sleep on their back:** Place baby to sleep on their back for every sleep including nap time and nighttime.
- **Baby should sleep on their own flat and firm sleep surface:** Cribs and bassinets equipped with a tightly-fitted sheet are appropriate safe sleep environments.
- **Share a room, not a bed for at least the first six months.**



WHO WILL BENEFIT FROM THE SAFE SLEEP AWARENESS CAMPAIGN?

- Parents of children younger than age one
- Family members of children younger than age one
- Caregivers who take care of children younger than age one
- Pediatricians
- Family medicine providers
- Prenatal providers
- Social service providers
- Anyone who knows or has a child younger than age one



WHAT DOES SUCCESS LOOK LIKE FOR THE SAFE SLEEP AWARENESS CAMPAIGN?

- A reduction in preventable sleep-related deaths
- Healthcare providers of all kinds endorsing the [evidence-based guidelines](#)

HOW CAN I HELP?

You can help by sharing information about this campaign with your networks on social media. You can also help other families by sharing your safe sleep story and photos with us! To share your story or learn more, email Margo.Katz@health.ri.gov.

WHERE CAN I LEARN MORE ABOUT SAFE SLEEP?

You can visit RIDOH's webpage on Safe Infant Sleep to learn more about safe sleep practices, the importance of these practices, what the State is doing to help, and resources for families. This page also features the Safe Sleep Stories that are shared on social media. Visit the page here: health.ri.gov/safesleep

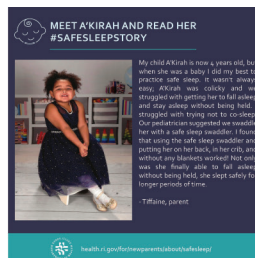
WHERE CAN I FIND THE SOCIAL MEDIA MESSAGING & GRAPHICS?

You can find links to the social media graphics from this campaign on health.ri.gov/safesleep. All social media posts should link to this website. Please tag RIDOH, Rhode Island Executive Office of Health and Human Services, and Department of Children, Youth & Families.



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. @Rhode Island Executive Office of Health and Human Services @ri_eohhs @Rhode Island Department of Children, Youth & Families, @Rhode Island Department of Health.



OUR EOHHS CORE VALUES

VOICE

CHOICE

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