

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

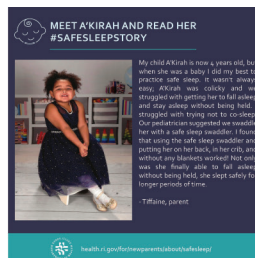
WHERE CAN I FIND THE SOCIAL MEDIA MESSAGING & GRAPHICS?

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

EQUITY



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/