



March is Women's History Month! [Explore](#) how NICHQ is celebrating this month and how you can be involved.



Celebrate [Sleep Awareness Week 2021](#) with NICHQ by advancing advocacy, protection, and promotion of evidence-based safe-sleep practices to ensure that all babies are sleeping safely.

Approximately 3,500 infants die from sleep-related causes every year. Consistent, evidence-based advice, whether in a hospital or at home, could reduce these numbers, ultimately improving maternal and infant health outcomes, saving babies' lives, and addressing the significant racial disparities associated with safe sleep.



## Promote Safe Sleep on Social Media

- **Social Media Toolkit:** We've put together an online collection of social media posts and graphics that promote evidence-based safe-sleep practices and raise awareness about Sudden Infant Death Syndrome (SIDS) and sleep-related deaths. [Access the online toolkit](#) to use on your own social channels and make sure to tag @NICHQ so we can like and share your post.

- **Daily SLEEP Themes:** Celebrate NICHQ's daily social media themes and follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#) for posts and resources throughout the month.
  - **Safety:** What is safe infant sleep?
  - **Learning:** How can more families learn about safe infant sleep?
  - **Equity:** Making sure that ALL babies can sleep safely.
  - **Environments:** What does a safe sleep environment look like?
  - **Prevention:** Reducing the risk of SIDS and other sleep-related deaths.

## **Interactive Resources to Use and Share**

### **[Video Quiz: How Safe Sleep Savvy Are You?](#)**

This short video quiz can be used by health professionals to engage parents and caregivers in conversations about safe sleep and breastfeeding recommendations.

### **[Conversation Modules for Providers and Health Care Workers](#)**

These online modules are designed to help shift the approaches often used in promoting safe sleep and breastfeeding by pulling them together, as they are all part of caring for a new baby.

### **[E-Handout for Safe Sleep Conversations](#)**

This interactive e-handout helps families learn about safe sleep practices. Health professionals can sit with families and click through the pages, talking through different sleep scenes and environments.

### **[Safe Sleep Best Practices](#)**

This literature review and promising practices for safe sleep is an essential guide for state and community efforts to eliminate sleep-related infant deaths.



## Join our Communities of Practice

[NAPPSS-INN](#) invites community-level safe sleep and breastfeeding organizations and advocates to participate in [quarterly sharing sessions](#) designed to continue conversations on making safe sleep and breastfeeding the norm in states and communities across the country.

[Register here.](#)