

Social Media Toolkit | October 2019

**National SIDS Awareness Month**

In recognition of National Sudden Infant Death Syndrome (SIDS) Awareness Month, we’ve put together a collection of social media posts and graphics. Use these to raise awareness about SIDS and safe-sleep related deaths so that more babies reach year one.

With approximately [3,600 sleep-related deaths](https://www.cdc.gov/media/releases/2018/p0109-sleep-related-deaths.html) among U.S. babies each year, National SIDS Awareness Month is celebrated to advance advocacy, protection and promotion of evidence-based safe-sleep practices to ensure that **all** babies are sleeping safely.

Twitter

* **Helping parents** create a safe sleep environment can reduce the risk of SIDS and save thousands of babies. Learn about safe sleep guidelines here. #SIDSAwarenessMonth  
  <https://pediatrics.aappublications.org/content/pediatrics/138/5/e20162938.full.pdf>

* **American Indian/Alaskan Native and Non-Hispanic Black Babies** die from sleep-related deaths at more than twice the rate of white babies. Eliminating disparities can help more babies reach year one. #SIDSAwarenessMonth <https://www.cdc.gov/sids/data.htm>
* Learn how hospitals can **empower families** to practice safe infant sleep and work towards making safe sleep and breastfeeding the national norm: #SafeSleep #Breastfeeding #SIDSAwarenessMonth #<https://www.nichq.org/insight/three-ways-hospitals-can-help-eliminate-sleep-related-infant-deaths-their-state>
* Are your **hospital’s website images safe sleep friendly**? Learn how updating images on hospital websites across your state can eliminate mixed messages about safe infant sleep. #SafeSleep #SIDSAwarenessMonth <https://www.nichq.org/insight/are-your-hospitals-website-images-safe-sleep-friendly>
* **How safe sleep savvy are you?** This short interactive quiz can be used to engage caregivers in conversations about #safesleep AND #breastfeeding recommendations. #SIDSAwarenessMonth <https://www.nichq.org/resource/how-safe-sleep-savvy-are-you>
* Learn how **consistent, evidence-based advice** on #safesleep and #breastfeeding can improve maternal and infant health outcomes, save babies’ lives, and reduce significant racial disparities. #SIDSAwarenessMonth <https://www.nichq.org/insight/one-step-closer-national-norm-infant-safe-sleep-and-breastfeeding>
* What does a **Safe Sleep environment** look like? The Safe to Sleep® campaign offers an interactive toolkit that helps parents and caregivers learn how to create a safe sleep environment for their baby. Access the toolkit here: @NICHD\_NIH <https://safetosleep.nichd.nih.gov/resources/caregivers/environment/room>
* The Safe to Sleep® campaign is hosting a #**SafeSleepSnap photo activity** for #SIDSAwarenessMonth. Learn how to participate here. @NICHD\_NIH   
  <https://safetosleep.nichd.nih.gov/resources/sids-awareness-toolkit>

Facebook / LinkedIn

* Having **caregivers practice evidence-based safe sleep recommendations** is key to reducing the risk of SIDS and other sleep-related deaths. Access the @AmerAcadPeds full list of safe sleep recommendations here. #SIDSAwarenessMonth <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/healthy-child-care/Pages/Safe-Sleep.aspx>
* Unsure if your **crib is safety approved**? Here, learn how to make your babies’ crib a safe sleep environment along with other recommendations to prevent SIDS. #SafeSleep #SIDSAwarenessMonth <https://www.cdc.gov/sids/Parents-Caregivers.htm>
* **Hospitals in a national initiative to improve #safesleep education** recently shared their highest-rated strategies and change ideas. Access the full list here. #SIDS #SIDSAwarenessMonth <https://www.nichq.org/insight/successful-strategies-hospitals-can-use-support-safe-sleep>
* **How safe sleep savvy are you?** Take this short interactive video quiz, then share it with other health professionals! This quiz can be used to engage caregivers in conversations about #safesleep AND #breastfeeding recommendations. #SIDSAwarenessMonth <https://www.nichq.org/resource/how-safe-sleep-savvy-are-you>
* Providing more **resources tailored to underserved populations** experiencing higher rates of SIDS can decrease preventable deaths. These promising practices can be used to reduce #SIDS and drive community, state and national change. #SIDSAwarenessMonth <https://www.nichq.org/insight/promising-practices-eliminating-disparities-sleep-related-infant-deaths>
* The **Safe to Sleep® campaign** has created a 12-page brochure that informs caregivers about #SIDS and strategies to reduce the risk of #SIDS and other sleep-related causes of infant death. Access their resource here. @NICHD\_NIH #SIDSAwarenessMonth <https://safetosleep.nichd.nih.gov/resources/caregivers>
* **Babies who are breastfed** or are fed expressed breastmilk are at lower risk for #SIDS compared with babies who were never fed breastmilk. Here, learn more about the impact of breastfeeding on infant health: @NICHD\_NIH #SIDSAwarenessMonth <https://www.nichd.nih.gov/sites/default/files/2018-11/Breastfeed_Baby_SIDS_final.pdf>
* To help **raise awareness about safe infant sleep** during SIDS Awareness Month in October, the Safe to Sleep® Campaign is inviting you to participate in a fun and friendly photo activity. Learn more about the activity here: @NICHD\_NIH #SafeSleepSnap #SIDSAwarenessMonth <https://safetosleep.nichd.nih.gov/resources/sids-awareness-toolkit>

Graphics

To save these graphics, exit “Read Only” mode, right click on each graphic and click “Save as Picture” to download!

***\*\*Avoid copy/pasting or screen-shots\*\****

***This will cause the image to be blurry when shared on social media***

Download these graphics to use on your own social channels, and make sure to tag **@NICHQ** so we can like and share your post.