

Ten Things You Can Do For Infant Safe Sleep Awareness Month

September 2016

1. Get the word out! Post a new safe sleep message on social media every day during the month of September.
 - Sample posts are provided at the end of this document.
2. Send an email to your network about how to get involved with Infant Safe Sleep Awareness Month & why it's important – because almost every other day a baby in Michigan dies because of this!
3. Reach out to local press contacts about Infant Safe Sleep Awareness Month highlighting local data, community programs and how people can learn more.
 - A sample press release is provided at the end of this document. County level data can be obtained through Lindsay Gross, MPHI, lgross@mphi.org; 517-324-7340
4. Get on the calendar now! Host a brown bag lunch with staff during the month of September and have the topic be infant safe sleep.

Contact:

 - Patti Kelly, MDHHS, kellyp2@michigan.gov; 517-335-5911
5. Partner with your local faith based community and set up a display of a safe sleep environment; conduct a training for nursery staff on infant safe sleep; or, place an article in the weekly bulletin.

Contacts:

 - Detroit Health Department, Mildred Johnson; johnsonmil@deroitmi.gov; 313-870-0036
 - Ingham County Health Department, Amy Moore; amoore@ingham.org; 517-887-4586
6. Partner with your local hospital to offer goodie bags to parents who give birth during the month of September that include infant safe sleep information and materials.

Contact:

 - Berrien County Health Department, Cheryl Bury; cbury@bchdmi.org; 269-927-5631
7. Partner with your local library to host a reading of the “Sleep Baby Safe and Snug” board book and give away an “Infant Safe Sleep” book mark.

Contact:

 - Berrien County Health Department, Cheryl Bury; cbury@bchdmi.org; 269-927-5631



- “Sleep Baby Safe and Snug” board book can be ordered from Charlie’s Kids Foundation at www.charlieskids.org.

8. Be seen! Set up a display of a safe sleep environment and provide educational materials in the lobby of your local health department, community agencies or at local events such as Baby Fairs.

Contacts:

- Oakland County Health Department: Lisa Hahn; hahnl@oakgov.com; 248-941-5829
- Detroit Health Department: Tamika Estes; Estest@detroitmi.gov; 313-720-5263



9. Get creative...Partner with a local college, university or high school and sponsor a crib decorating contest for the art and/or graphic design students. Students are encouraged to create their own designs, painting the outside of cribs as an alternative to filling them with decorative items such as bumper pads, plush toys and blankets. Displays crib art in designated public sites during the month of September.

Contacts:

- Robert E. Weiss Advocacy Center for Children and Youth: Claudnyse Jenkins; claudnyse@weissadvocacycenter.org; 810-238-3333

10. Go big! Promote infant safe sleep on a billboard, PSA, movie ad or bus ad throughout your county during the month of September.

Contacts:

- Oakland County Health Department (bus ad): Lisa Hahn; hahnl@oakgov.com; 248-941-5829
- Berrien County Health Department (movie theatre PSA): Cheryl Bury; cbury@bchdmi.org; 269-927-5631
- PSA can be found here:
<https://www.youtube.com/watch?v=9s6l9hnVEo0>
<https://www.youtube.com/watch?v=xunIS7AKRfU>

Infant Safe Sleep Awareness Month Sample Media

Sample Social Media

Facebook

- If you think sleeping with your baby is safe, watch the video at www.michigan.gov/safesleep to learn why bringing your baby to bed with you is dangerous. The American Academy of Pediatrics recommends sharing a room with your baby, not your bed.
<http://www.youtube.com/watch?v=VSup14CEXUQ>
- Getting ready for a new baby? Learn the safest way for your baby to sleep from National Champion boxer and Detroit native LaTonya King at www.michigan.gov/safesleep.
www.youtube.com/watch?v=3tpSw8nxK9I
- Detroit native and National Champion boxer, LaTonya King, knows a thing or two about fighting. But her infant son should not have to fight for his life. Join her, be your baby's champion. Learn the rules of safe sleep at www.michigan.gov/safesleep.
www.youtube.com/watch?v=3tpSw8nxK9I
- Think about how much you move when you sleep at night... do you think that's a safe place for your baby to sleep too? The safest place for your baby is in his or her crib. Learn the rules of safe sleep at www.michigan.gov/safesleep.
<http://www.youtube.com/watch?v=VSup14CEXUQ>
- Each year in Michigan, nearly 150 infants die as a result of unsafe sleep environments. These deaths are 100 percent preventable. Learn the rules of safe sleep at www.michigan.gov/safesleep.
- From sleeping with parents and siblings, to cribs filled with blankets and toys, infants are put at risk of suffocation when their sleep area is not appropriate for a baby. Babies are most safe when they are placed on their backs in a crib of their own, without any items such as pillows, blankets and toys. Learn more at www.michigan.gov/safesleep.
- Parents and caregivers can reduce unsafe sleep infant deaths in Michigan. Find out how to create a safe infant sleep environment at www.michigan.gov/safesleep or visit <http://1.usa.gov/1CSfmHi> to tour a virtual room.
- There are many things parents and caregivers can do to help baby sleep safely. How many can you name? For a complete list of safe sleep recommendations, visit the Safe Sleep website at www.michigan.gov/safesleep.
- You can reduce your baby's risk of suffocation: place baby on back in own sleep area, on firm surface, with no bumpers, pillows, stuffed animals or loose bedding. www.michigan.gov/safesleep.
- Get involved in #SafeSleep! Order brochures and posters for your patients and community here: www.michigan.gov/safesleep.
- A picture is worth a thousand words...here's a photo op that could save a life. Help reduce unsafe sleep deaths by using these free safe sleep images on social media. <http://bit.ly/1V2sTKW>

Twitter

- Think sleeping with your baby is safe? Visit michigan.gov/safesleep to learn why the safest place for your baby is a crib.
- Detroit native and champion boxer LaTonya King fights for her baby. You can too, be a champion for yours! michigan.gov/safesleep
- Think about how much you move at night... do you think that's a safe place for your baby to sleep too? michigan.gov/safesleep
- Be your baby's champion! Learn the rules of safe sleep at michigan.gov/safesleep
- Each year in Michigan, nearly 150 infants die as a result of unsafe sleep. These deaths are 100% preventable: michigan.gov/safesleep
- Babies are most safe when placed on their backs in a crib, without any items such as pillows, blankets or toys: michigan.gov/safesleep
- You can reduce your baby's risk of #suffocation. Learn how: michigan.gov/safesleep
- Prevent #suffocation: baby on back in own sleep area, on firm surface, w/no bumpers, loose bedding michigan.gov/safesleep #SafeSleep
- Safe sleep starts w/placing your baby on his or her back for all sleep times. michigan.gov/safesleep #SafeSleep
- What does a safe sleep environment look like? Explore our virtual room to find out: <http://1.usa.gov/1CSfmHi> #SafeSleep
- Get involved in #SafeSleep! Order brochures and posters for your patients and community here: michigan.gov/safesleep
- Show, don't tell. Help reduce unsafe sleep deaths by using these free safe sleep images in your posts. <http://bit.ly/1V2sTKW> #SafeSleep
- Here's a photo op that could save a life—reduce unsafe sleep deaths by using safe sleep photos on social media. <http://bit.ly/1V2sTKW> #SafeSleep

Sample Letter to the Editor

Dear Editor:

Our future, our children are our priority. They deserve to be happy and healthy, and live in stable, safe, loving homes. However, between 2010 - 2014, 712 children died from unsafe sleeping environments, deaths that are 100 percent preventable.

It's true that since the 1990s, when we learned that it was safer for babies to sleep on their backs, the number of unexplained infant deaths decreased significantly. It is also true that recently, those numbers have stopped decreasing and are now once more beginning to creep upwards. This trend is disturbing not only to professionals, but to parents.

We need to take action. All adults, and all communities, can and must play a role in the prevention of infant suffocation due to unsafe sleeping practices. All people, not just new parents, can and should learn about safe sleep practices. This issue can be discussed at houses of worship, civic organizations and in schools. Together, we can become a community of citizenry that supports the prevention of preventable infant deaths, people from all walks of life; parents, caregivers, business and faith leaders, health practitioners, teachers, and neighbors.

We all need to be on the same page and internalize the same message when it comes to infants and families. That message is as simple as ABC. All infants need to sleep Alone, on their Backs and in a Crib.

And we need to spread the word. Because if we believe that children truly are our future, then we need to act now, not next month, or next year, but now.

Signed,
[Name and Title]

(Contact information)

Sample Safe Sleep Press Release

FOR IMMEDIATE RELEASE: Date
CONTACT: Name, phone number

Infant Safe Sleep Awareness Month Puts Focus on Preventing Infant Deaths

City, State – September is Infant Safe Sleep Awareness Month and to recognize this important observance, [YOUR ORGANIZATION] is reminding parents and caregivers of techniques that can help to substantially reduce the infant death rate in Michigan.

[QUOTE FROM YOUR ORGANIZATION]

After years of significant decline, Michigan’s infant death rate has held relatively steady since 2003, indicating that not all parents and caregivers are getting the message about safe sleep practices. By eliminating just the unsafe sleep deaths, Michigan’s infant mortality rate could be reduced below the national average.

“Although we have made great strides in reducing the number of preventable infant deaths in Michigan, more work remains,” says [ORGANIZATION SPOKESPERSON]. “Between 2010 – 2014, 712 Michigan infants died in unsafe sleep environments. The loss of these babies to unsafe sleep environments is such a tragedy, particularly since such deaths are 100 percent preventable.”

All babies should always be placed to sleep on their backs, never on their sides or tummies, in their own crib. Other lifesaving steps parents and caregivers can take to protect their baby include:

- Never put the baby to sleep with adults or other children as the practice exponentially increases the chance of a tragedy occurring.
- Put babies in cribs of their own, never on adult beds, pillows or couches.
- Use a firm mattress with a tightly-fitted sheet.
- Ensure that the crib does not contain extraneous items -- including pillows, crib bumpers and stuffed animals – and use a safe sleep sack instead of blankets.
- Place the baby to sleep on his or her back, not on the stomach or side.
- Do not overheat baby.
- Make certain that no one smokes around baby.

For more information please visit www.michigan.gov/safesleep

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