Back to Sleep Campaign

- Launch of Back to Sleep Campaign in 1994
- Promoted placing babies on their backs to sleep and to increase awareness on ways to reduce the risk of SIDS
Testing New Campaign Name

- Tested new campaign names and logos, messages, and activities on SIDS risk reduction and other infant sleep-related risks using focus groups and in-depth interviews.

  - Identified caregivers and infant care professionals for testing via community-based recruitment groups, a health center (Anchorage, Alaska), and a tribal health clinic (Washington State).

  - Identified maternal and child health professionals via the SIDS/SUID Project IMPACT listserv.
From “Back to Sleep”….to….

“Safe to Sleep”

- *Safe To Sleep* is the new expanded campaign name—the words feel like a natural evolution from *Back To Sleep* (as target audience members told us).

- Target audience members wanted a logo whose “look and feel” mirrors the broader safe sleep recommendations.

- The new expanded campaign logo integrates feedback from target audience members involved in the formative research:
  
  - A simple image of a baby (of indiscriminate race/ethnicity) alone, clearly on its back and in a crib or obviously enclosed area without any objects in the sleep environment.
New Safe to Sleep Campaign Logo

SAFE TO SLEEP

English

SEGUNO AL DORMIR

Spanish
Safe to Sleep Campaign Collaborators

- Health Resources and Services Administration (HRSA)/Maternal and Child Health Bureau
- Centers for Disease Control and Prevention (CDC), Division of Reproductive Health*
- American Academy of Pediatricians (AAP)
- American College of Obstetricians and Gynecologists (ACOG)*
- First Candle
- Association of SIDS and Infant Mortality Programs (ASIP)

* New campaign collaborators
Safe to Sleep Campaign Materials

Safe Sleep For Your Baby

Ponga a su bebé a dormir sin peligro

Safe Sleep For Your Baby

Safe Sleep For Your Baby

Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death

Reduce el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño

Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death

Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death
Safe to Sleep Campaign Materials (cont’d)

### What does a safe sleep environment look like?

- **Use a firm sleep surface**, such as a crib mattress, not a soft pillow or cushion.
- **Always place your baby on his back** to sleep for naps and at night.
- **Keep soft objects** and pillows out of your baby’s sleep area.
- **Do not smoke or allow anyone to smoke** around your baby.

*For more information on crib safety guidelines, contact the Consumer Product Safety Commission at 1-800-638-2775 or visit the website [safe.sleep.gov](http://safe.sleep.gov).

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### ¿Cuál es la apariencia de un ambiente seguro para dormir?

- **Use a secure surface** that is firm and flat, such as a crib mattress or a sleeping bag with a firm lining.
- **Keep your baby on his back** to sleep for naps and at night.
- **Remove all soft items** from your baby’s sleep area, such as blankets or stuffed animals.
- **Do not smoke** or allow anyone to smoke around your baby.

*Para obtener más información sobre las normas de seguridad de la cama, llame gratis a la Comisión de Seguridad de Productos del Consumidor al 1-800-638-2775 en español o en inglés o visite la página web [safe.sleep.gov](http://safe.sleep.gov).
Safe to Sleep Campaign

Outreach Plans

- Campaign website launch – late October/early November
- Video on safe infant sleep – October
- Mississippi SIDS/Infant Mortality Conference in Jackson, MS – October
- Arkansas SIDS Outreach Project launch – October/November
- Update other campaign materials FY13
Resources

Contact the Safe to Sleep Campaign at:

1-800-505-CRIB (2742)
or
http://www.nichd.nih.gov/SIDS