

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



English



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**



SAFE TO SLEEP

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

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Center for Child Health and Human Development
Eunice Kennedy Shriver National Institute of Child Health and Human Development

Ponga a su bebé a dormir sin peligro




SEGURO AL DORMIR

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

DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS ESTADOS UNIDOS
Instituto Nacional de Salud
Centro Nacional de Salud Infantil y Desarrollo
Instituto Eunice Kennedy Shriver (NICHD)

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Safe to Sleep Campaign Materials (cont'd)

What does a safe sleep environment look like?

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




- Use a firm sleep surface, such as a mattress in a safety-approved* crib, covered by a fitted sheet.
- Do not use pillows, blankets, sheepskins, or crib bumpers anywhere in your baby's sleep area.
- Keep soft objects, toys, and loose bedding out of your baby's sleep area.
- Do not smoke or let anyone smoke around your baby.
- Make sure nothing covers the baby's head.
- Always place your baby on his or her back to sleep, for naps and at night.
- Dress your baby in light sleep clothing, such as a one-piece sleeper, and do not use a blanket.
- Baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.

*For more information on crib safety guidelines, contact the Consumer Product Safety Commission at 1-800-638-2772 or <http://www.cpsc.gov>.

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

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




- Use a superficie firme para dormir en una cuna con una colchón en una cuna que cumpla con las normas de seguridad aprobadas* y cubra el colchón con una sábana ajustable.
- No use almohaditas, cobijas, pieles de botargo o protecciones de cuna en el lugar donde duerme al bebé.
- Mantenga los objetos suaves, juguetes y ropa de cama suelta fuera del área donde duerme su bebé.
- No fume ni permita que otros fuman alrededor de su bebé.
- Asegúrese de que ningún objeto cubra la cabeza del bebé.
- Tanto en las sestas como en la noche, siempre ponga a su bebé a dormir boca arriba.
- Póngale a su bebé ropa ligera para dormir, como mampolucos o pijamas de una sola pieza, en lugar de usar una cobija.
- Su bebé no debe dormir solo ni acompañado en una cama de adultos, un sofá o una silla.

*Para obtener más información sobre las normas de seguridad de las cunas, llame gratis a la Comisión de Seguridad de Productos del Consumidor al 1-800-638-2772 (en español o en inglés) o visite su página electrónica en <http://www.cpsc.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>

