Connecting Safe to Sleep® Campaign Messages with Breastfeeding Promotion Messages

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National WIC Association 2015 Annual Education and Networking Conference & Exhibits
Overview

- Campaign overview and resources
- 2011 AAP recommendations
- Room sharing versus bed sharing
- Breastfeeding formative research and stakeholder meetings
- Promoting messages about safe infant sleep and breastfeeding
SIDS Rate and Sleep Position

Source for data on sleep position: National Infant Sleep Position Study
Source for data on SIDS rate: National Center for Health Statistics, CDC
Where We Are Today

• The number of sleep-related sudden unexpected infant deaths (SUID), including sudden infant death syndrome (SIDS), in the United States is nearly 3,400 deaths per year.

• Other sleep-related infant deaths (accidental suffocation and undetermined causes) have increased.

• There are no national standards regarding infant death investigations or consensus on sleep-related infant death classification.

Source: CDC, Division of Reproductive Health
Rates of SIDS and Other Sleep-Related Causes of Infant Death (2005–2010)

Source: National Center for Health Statistics, CDC
Safe to Sleep® Campaign Materials
Campaign Outreach

**Safe to Sleep®**

*Year in Review: 2014*

**Publications:**
Updated **10**
(4 culturally tailored brochures, 2 single sheets, 2 grandparent brochures, Health Care Professional booklet, Healthy Native Babies Project Iyer)

**Safe Sleep for Your Baby PSA:**
Aired on **2,465** local television stations

**SIDS Awareness Month activities:**
Run by **14** states and the District of Columbia

**How safe is your baby’s sleep?**
Chat with experts at the NIH and Parents magazine

**Safe to Sleep® Twitter chat:**
Reached **1.8** million users

**Feature story:**
Run in **4,656** community publications

*http://safetosleep.nichd.nih.gov*
Relevant AAP Recommendations

• Always use a firm sleep surface covered with a fitted sheet.
• Put baby to sleep in the same room next to where parents sleep, but not in the same bed (room sharing without bed sharing).
• Breastfeed baby.
• Consider offering baby a pacifier at naptime and bedtime.
Room Sharing versus Bed Sharing

• **Bed sharing:** the infant sleeps on the same surface—such as a bed, couch, or chair—with another person.

• **Room sharing:** the infant sleeps next to where the parents sleep, but on a separate sleep surface—such as a safety-approved* crib, bassinet, or play yard.

* For more information, visit [www.cpsc.gov](http://www.cpsc.gov).
Breastfeeding Formative Research

• August–October 2013
  – Interviews with members of breastfeeding advocacy organizations
  – Focus groups with breastfeeding mothers, pregnant women, and breastfeeding professionals

• Final recommendations
  – Craft messages that normalize breastfeeding.
  – Tailor tips for different target audiences.
  – Explain how breastfeeding helps to reduce the risk of SIDS.
  – Disseminate materials that contain consistent messages.
  – Distribute materials and messages through communication channels that will reach specific target audiences.
National Stakeholder Meetings

- Held May 2014 and March 2015.
- Brought together key stakeholders to determine the best strategies to promote messages about safe infant sleep and breastfeeding.
Promoting Messages about Safe Infant Sleep and Breastfeeding

Develop a 360° approach.
Promoting Messages about Safe Infant Sleep & Breastfeeding

Enhancing or Modifying Messages

• Use photo depicting room sharing.
• Reference feeding in the bed and moving baby back to own sleep space.
• Warn about risk of relocating to couch or chair if mom is sleepy.
• Include image of breastfeeding mom.
Promoting Messages about Safe Infant Sleep & Breastfeeding

This is what a safe sleep environment looks like. The baby’s sleep area has no bumpers, pillows, blankets, or toys and is next to where parents sleep.

If you bring baby into your bed to breastfeed, make sure to put him or her back in a separate sleep area, such as a safety-approved* crib, bassinet, or portable play area, in your room next to where you sleep when you are finished.
Safe Sleep Messages and WIC

• Reinforce positive and consistent messages that promote breastfeeding and a safe sleep environment.

• Include safe sleep messages in WIC counseling:
  – Prenatal visits
  – Infant certification and early follow-up visits
  – Breastfeeding classes
Resources

For more information about the Safe to Sleep® campaign, contact:

1-800-505-CRIB (2742)

or

http://safetosleep.nichd.nih.gov