

The background is black and filled with various abstract shapes in bright colors: yellow, orange, red, teal, and white. These shapes include circles of different sizes, some solid and some with smaller circles inside them, and a few elongated, pill-like shapes. The overall effect is a vibrant, modern, and playful pattern.

Health Campaign: Safe to Sleep

Shelby Roal

The Basics

- Stemmed from the Back to Sleep Campaign
- Established in 2012
- Informs audience of SIDS and other sleep-related deaths for infants
- Persuades audience to partake in the recommended behaviors when putting infants to sleep

Safe to Sleep® Tip

Always place baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.

Learn more about safe infant sleep at
<http://safetosleep.nichd.nih.gov>



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History & Culture of the Time

1 1969

SIDS was recognized as an actual health condition (not defined until 1989)

2 1974

SIDS was identified as a significant public health issue

3 1992 - 1994

U.S. follows in footsteps of a few other larger nations to install informative strategies used to reduce the risk of SIDS

The Back to Sleep Campaign came in 1994

Logistics of the Campaign

Goals

- ❖ Inform the audience of the prevalence of SIDS and other sleep-related COD
- ❖ Educate and persuade parents and other caregivers to use the recommended sleep-environment behaviors

Target Audience

- ❖ Different media for different audiences
 - Connection to child
 - Demographics
- ❖ In general, anyone currently or in the future that would have to take care of or be responsible of an infant

Media & Channels

- ❖ Begin by sending physical materials to nurseries, OBGYNs, and hospitals & PSAs on radio and TV
- ❖ Received publicity from both Gerber and Johnson & Johnson
- ❖ “Feet to foot” slogan

Safe to Sleep® Tip

Grandparents: Learn how to **help your grandbaby sleep safely.**

Learn more about safe infant sleep at
<http://safetosleep.nichd.nih.gov>



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Safe to Sleep® Tip

Safe to Sleep® Tip

Safe Sleep For Your Baby

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

- Always place babies on their backs to sleep, for naps and at night, to reduce the risk of SIDS.
- Use a firm and flat sleep surface like a crib, cradleboard, or a mattress in a safety-approved crib, covered by a fitted sheet with no other bedding or soft items in the sleep area.

- Share your room with baby. Keep baby in your room close to your bed, but on a separate surface designed for infants, ideally for baby's first year, but at least for the first 6 months.

- Do not put soft objects, toys, crib bumpers, or loose bedding under baby, over baby, or anywhere in baby's sleep area.

To reduce the risk of SIDS, women should:

- Get regular prenatal care during pregnancy.
- Avoid smoking, drinking alcohol, and using marijuana or illegal drugs during pregnancy or after the baby's born.
- Do not smoke during pregnancy, and do not smoke or allow smoking around your baby or in your baby's environment.
- Think about giving your baby a pacifier for naps and at night. Wait until breastfeeding is well established (often by 1 to 4 weeks) before offering a pacifier.
- Do not let your baby get too hot during sleep.



Breastfeed your baby to reduce the risk of SIDS. Breastfeeding has many health benefits for mother and baby. If you fall asleep while feeding or comforting baby in an adult bed, place baby back in a separate sleep area as soon as you wake up.

- Follow guidance from your health care provider on your baby's vaccines and regular health checks.
- Avoid products that go against safe sleep recommendations, especially those that claim to prevent or reduce the risk of SIDS.
- Do not use heart or breathing monitors in the home to reduce the risk of SIDS.
- Give babies plenty of tummy time when they are awake and someone is watching.

For more information about the Safe to Sleep campaign, contact us:
Phone: 1-800-458-5272 (Toll-free) 1-800-765-5147
Email: safetosleep@nichd.nih.gov
Web: safetosleep.nichd.nih.gov
Mail: 31 Center Drive, 31-0242, Bethesda, MD 20882-2425
Federal Baby Hotline: 1-877-513-1311

*A crib, bassinet, portable crib, or play yard that follows the safety standards of the Consumer Product Safety Commission (CPSC) is recommended. For information on crib safety, contact the CPSC at 1-800-458-5272 or <http://www.cpsc.gov>.

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Breastfeed Your Baby to Reduce the Risk of SIDS

Many moms and moms-to-be know that breastfeeding offers many benefits for moms and babies. But they may not know that breastfeeding reduces baby's risk for Sudden Infant Death Syndrome (SIDS).

Babies who are breastfed or are fed expressed breastmilk are at lower risk for SIDS compared with babies who were never fed breastmilk. According to research, the longer you exclusively breastfeed your baby (meaning not supplementing with formula or solid food), the lower his or her risk of SIDS.

Safe sleep environment and breastfeeding

Keeping baby safe when breastfeeding means thinking about how tired you are before and during baby's feeding. If there's a chance you might fall asleep, take a few minutes to make some changes to your environment to help reduce the risk of baby.



Share your room with baby. Keep baby in your room close to your bed, but on a separate sleep surface designed for infants, ideally for baby's first year, but at least for the first 6 months.

Room sharing reduces the risk of SIDS and the chance of suffocation, strangulation, and entrapment. It also keeps baby close for comforting, bonding, and feeding.

If you bring baby into your bed for feeding, remove all soft items and bedding from the area.

When finished, put baby back in a separate sleep area made for infants. Use a safety-approved crib* or bassinet, and close to your bed.

*A crib, bassinet, portable crib, or play yard that follows the safety standards of the Consumer Product Safety Commission (CPSC) is recommended. For information on crib safety, contact the CPSC at 1-800-458-5272 or <http://www.cpsc.gov>.



3 KEY WAYS DADS CAN HELP BABY

Sleep Safe



Dads today spend triple the amount of time caring for their children than dads did 50 years ago.

Making sure dads with infants know how to reduce the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death is more important than ever.

Dads everywhere can keep baby safe during sleep in the following ways:

1

Always place baby on his or her back to sleep, for naps and at night.

This is the most effective way to reduce the risk of SIDS. Babies are less likely to choke if placed on their backs to sleep, even if they throw up or do so while sleeping.



2

Share your room with baby.

Keep baby in your room, close to your bed, but on a separate sleep surface designed for infants, ideally for baby's first year, but at least for the first 6 months. Baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.



3

Use a firm and flat sleep surface—such as a mattress in a safety-approved crib*—covered by a fitted sheet.

Remove all bumpers, blankets, loose bedding, and soft items from the sleep area. Do not use car seats, strollers, baby carriers, swings, or other sitting devices as baby's routine sleep area.



*A crib, bassinet, portable crib, or play yard that follows the safety standards of the Consumer Product Safety Commission (CPSC) is recommended. For information on crib safety, contact the CPSC at 1-800-458-5272 or <http://www.cpsc.gov>.

Learn how dads and all caregivers can create a safe sleep environment for baby:
<http://safetosleep.nichd.nih.gov>



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Motivation for Creation

**130 per 100,000
live births**

SIDS deaths in 1990 as
reported by the CDC

10%

Reported using back
sleeping in 1992

Persuasion Techniques

Social Judgement Theory

- ❖ Care determines impact
- ❖ Credibility
 - NIH, Gerber, U.S. Surgeon General Joycelyn Elders, M.D.
- ❖ Small steps
 - Not overwhelming
 - Doable

Elaboration Likelihood & Health Belief Model

- ❖ Central and peripheral processing with each audience
- ❖ Those more susceptible are more likely to care
- ❖ Benefits are major
- ❖ Physician advice and social influencers

Social Cognitive Theory

- ❖ People learn the most through models
- ❖ Social influencers make people more likely to model what is around them
- ❖ Key media outlets

Effectiveness of the Campaign

Objectively

- ❖ SIDS rates dropped by 60% with the Back to Sleep campaign
- ❖ BUT...research showed that though the rates did drop, there were also some other factors
 - Death classification
 - Other COD
- ❖ Safe to Sleep changed objectives and continued to decrease death and increase behavior rates until plateau

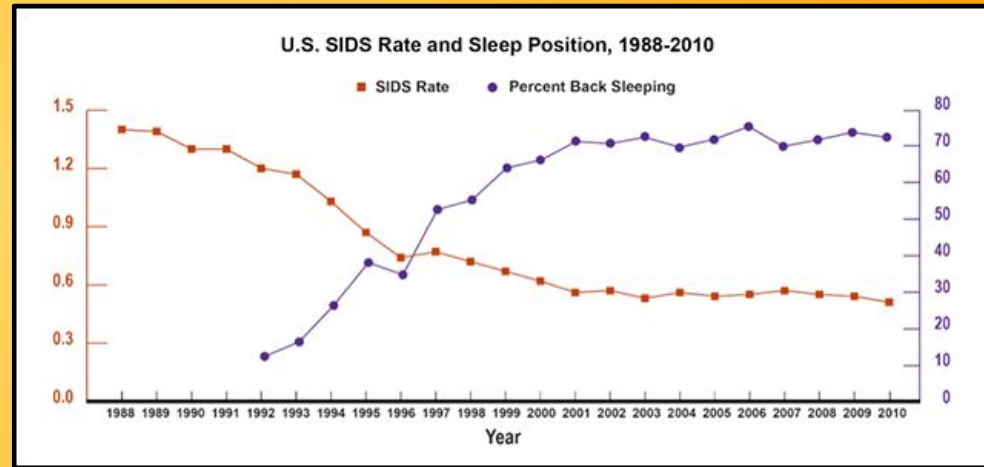
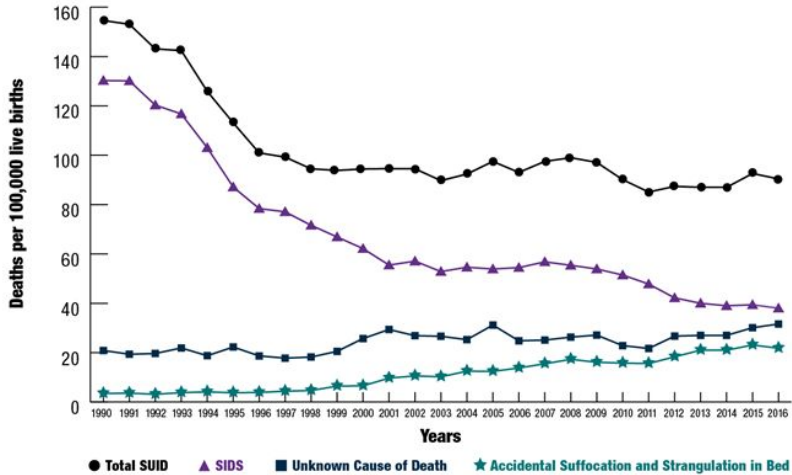
Subjectively

- ❖ Effectively informed target population and used different mediums for different groups
- ❖ Didn't only apply to mothers
- ❖ Publicity from top baby product suppliers worked well

Possible Improvements

- ❖ Use modern media to reach audiences preparing for parenting
- ❖ Mention on infographic for higher risk populations that they are higher risk
- ❖ More models could have been implemented to show how sleeping environments can be dangerous

Improvement in Numbers



Resources

- CDC. (2022, June 23). Sudden Unexpected Infant Death and Sudden Infant Death Syndrome. Centers for Disease Control and Prevention. <https://www.cdc.gov/sids/data.htm>
- NIH. (n.d.). Safe to Sleep. Homepage | Safe to Sleep. <https://safetosleep.nichd.nih.gov/>