

# Connecting Safe to Sleep<sup>®</sup> Campaign Messages with Breastfeeding Promotion Messages

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National WIC Association 2015 Annual Education and  
Networking Conference & Exhibits



Eunice Kennedy Shriver National Institute  
of Child Health and Human Development



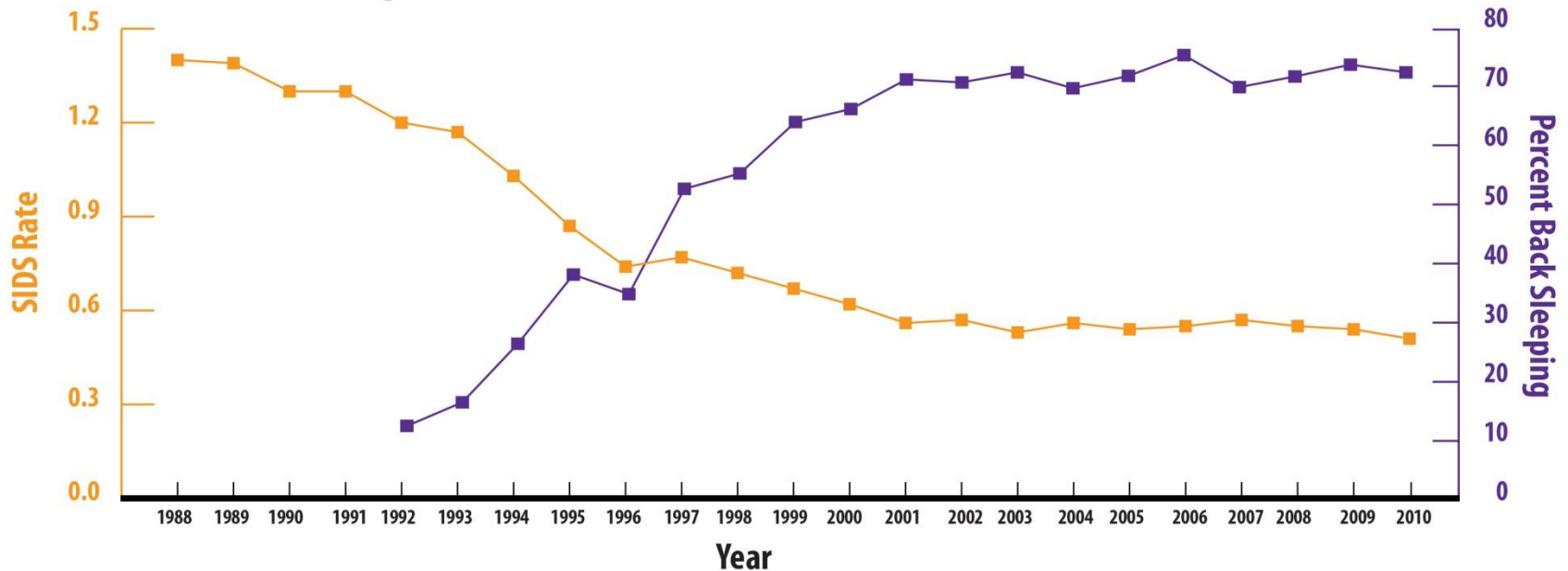
# Overview

- 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

U.S. SIDS Rate and Sleep Position, 1988–2010



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



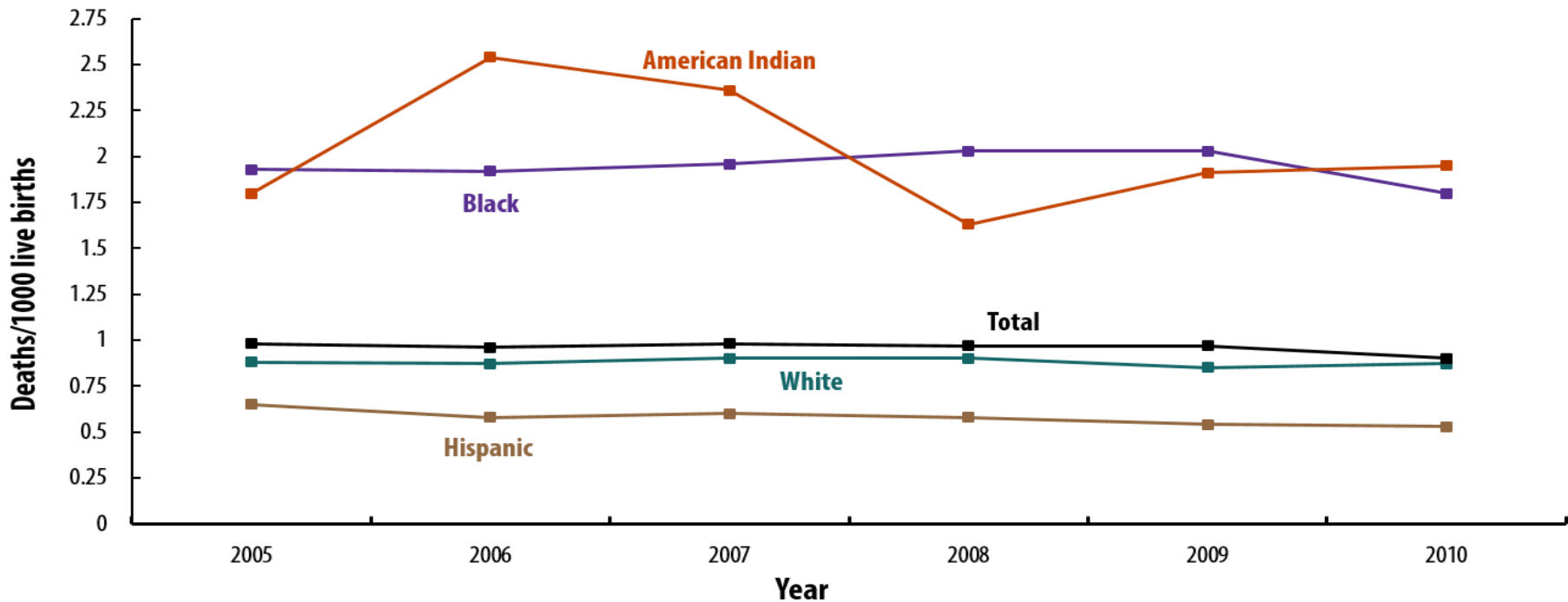
# Where We Are Today

- 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.



# Rates of SIDS and Other Sleep-Related Causes of Infant Death (2005–2010)

Rates of SIDS and Other Sleep-Related Causes of Infant Death (2005-2010)



Source: National Center for Health Statistics, CDC



# Safe to Sleep<sup>®</sup> 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 flyer)



**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:**

Ran in **4,656** community publications

<http://safetosleep.nichd.nih.gov>



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# 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<sup>®</sup> campaign, contact:

**1-800-505-CRIB (2742)**

**or**

**<http://safetosleep.nichd.nih.gov>**

