



Philadelphia Safe Sleep Awareness for Every Well Newborn program (SAFE) involves the joint efforts of hospitals and community partners throughout Philadelphia to promote proven safe sleep practices for well newborns in the hospital, home and community care settings. With many players in the community working together, PA Safe Sleep is working to decrease cases of Sudden Unexpected Infant Death (SUID) in Philadelphia and beyond.



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Share the PA Safe Sleep message:

Keeping babies safe while
sleeping is as easy as ABC

Alone **B**ack **C**rib



Tweet about Safe Sleep practices

- #Safesleep is as easy as #ABC. Learn more about safe sleep practices for infants from www.pasafesleep.org #AloneBackCrib #PreventSUIDs
- More than 3500 infants die each year in the U.S. from sleep-related deaths. Learn about #safesleep practices www.pasafesleep.org #AloneBackCrib
- #SafeSleepTip: Take care of yourself & your baby—eat well & see a doctor regularly. Read more tips & remember #AloneBackCrib www.pasafesleep.org
- Do you have a new baby in your life? Read about what you can do to prevent #SUID and #SIDS. www.pasafesleep.org #AloneBackCrib
- #Grandparents: don't forget to brush up on the latest #safesleep guidelines for your new #grandchild. Learn tips to help prevent #SIDS & #SUIDS as well as other helpful information from www.pasafesleep.org #AloneBackCrib
- This is what a #safesleep environment should look like. Learn about ways to reduce #SUID & #SIDS. #AloneBackCrib www.pasafesleep.org



Image gallery for use on Twitter





Post on Facebook about Safe Sleep

- o Keeping babies safe while sleeping is as easy as #ABC. Babies who are not put to sleep safely could get hurt or even die. Learn more about safe sleep practices for infants from #PASAFESLEEP. #AloneBackCrib #SafeSleep #SUID #SIDS
www.pasafesleep.org
- o More than 3500 infants die each year in the U.S. from sleep-related deaths. #PASAFESLEEP is a joint effort of hospitals and community partners throughout Philadelphia to promote proven practices of safe sleep for well newborns in the hospital, home and community care settings. Learn more about #safesleep practices and spread the word by downloading a pamphlet or palm card.
www.pasafesleep.org
- o #SafeSleepTip: Take care of yourself and your baby—eat well and see a doctor regularly. Read more tips from the #PASAFESLEEP and remember #AloneBackCrib.
www.pasafesleep.org
- o Do you have a newborn baby in your life or do you know someone who does? Read and share ways to prevent Sudden Unexpected Infant Death and Sudden Infant Death Syndrome from #PASAFESLEEP. #AloneBackCrib #SafeSleep #SUID #SIDS
www.pasafesleep.org
- o This is what a #safesleep environment should look like. Learn more about #PASAFESLEEP and ways to reduce #SUID & #SIDS. #AloneBackCrib #SUID #SIDS
www.pasafesleep.org
- o New #Grandparents: don't forget to brush up on the latest #safesleep guidelines for your new #grandchild. Learn tips to help prevent #SIDS & #SUIDS as well as other helpful information from www.pasafesleep.org #AloneBackCrib



Image gallery for use on Facebook





Share a Safe Sleep Instagram post

- o Keeping babies safe while sleeping is as easy as #ABC. Babies who are not put to sleep safely could get hurt or even die. Learn more about safe sleep practices for infants from #PASAFESLEEP. #AloneBackCrib #SafeSleep #SUID #SIDS
www.pasafesleep.org
- o More than 3500 infants die each year in the U.S. from sleep-related deaths. #PASAFESLEEP is a joint effort of hospitals and community partners throughout Philadelphia to promote proven practices of safe sleep for well newborns in the hospital, home and community care settings. Learn more about #safesleep practices and spread the word by downloading a pamphlet or palm card.
www.pasafesleep.org
- o #SafeSleepTip: Take care of yourself and your baby—eat well and see a doctor regularly. Read more tips from #PASAFESLEEP and remember #AloneBackCrib.
www.pasafesleep.org
- o Do you have a newborn baby in your life or do you know someone who does? Read and share ways to prevent Sudden Unexpected Infant Death and Sudden Infant Death Syndrome from the #PASAFESLEEP Program. #AloneBackCrib #SafeSleep #SUID #SIDS www.pasafesleep.org
- o This is what a #safesleep environment should look like. Learn more about #PASAFESLEEP and ways to reduce #SUID & #SIDS. #AloneBackCrib #SUID #SIDS
www.pasafesleep.org
- o #Grandparents: don't forget to brush up on the latest #safesleep guidelines for your new #grandchild. Learn tips to help prevent #SIDS & #SUIDS as well as other helpful information from www.pasafesleep.org #AloneBackCrib



Image gallery for use on Instagram



Always place baby **alone** on their **back** in a **crib**.

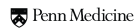
The **ABC**s of safe sleep:



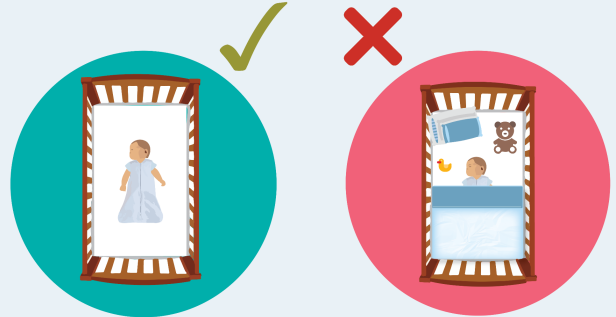
Nothing in the crib but baby and a fitted sheet.

Always place baby on their back for naps or bedtime.

Bedsharing is not safe, babies need their own crib.



How to create a safe crib for a baby



No smoking around your baby.



A smoke-free zone is a safer sleep zone.



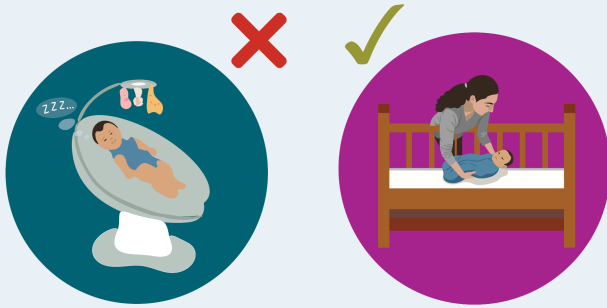
Every Sleep Counts.



**Safe sleep at every sleep. Not just at night.
Safe Sleep is 24/7.**



**When your baby falls asleep,
move them to a safe sleep space.**



**Don't let your baby get too warm.
Overheating is risky for your
baby's health.**



Baby's mattress should be firm and flat.



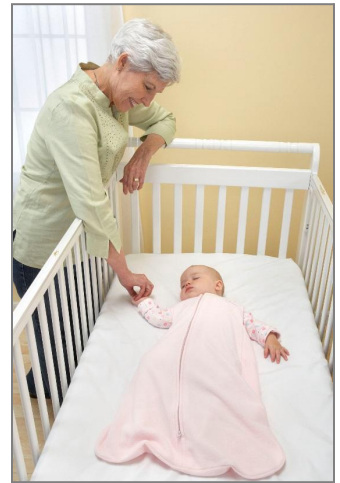
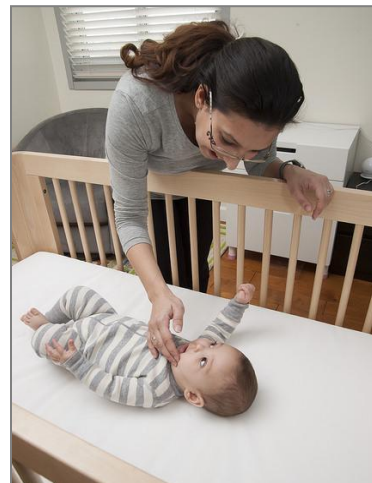
**Keep Your Baby Close
In the same room, not the same bed.**





PA Safe Sleep Approved Images Gallery

Safe Sleep Environments:





Tummy Time:



UNSAFE Sleep Environment (ONLY use as an example of a bad safe sleep environment):





Spread the word in your community:

In Philadelphia, more babies have died sharing a bed with an adult or child than from child abuse. About 3,500 babies die in the US from sleep related deaths, including Sudden Infant Death Syndrome (SIDS).

Alone Back Crib



PA Safe Sleep Print Materials

Brochure | Available for download on pasafesleep.org



This project is funded, in part, under a contract with the Pennsylvania Department of Health in collaboration with Penn Medicine and Maternity Care Coalition.





In collaboration with:



For more information, find us online:
www.PASafeSleep.org

Keeping babies safe while sleeping is as easy as ABC.

A lone B ack C rib





PA Safe Sleep Print Materials

Palm Card | Available for download on pasafesleep.org

Keeping babies safe while sleeping is as easy as ABC:

Alone: Nothing in the crib but baby and a fitted sheet.

Back: Always place baby on their back for naps or bedtime.

Crib: Bedsharing is not safe, babies need their own crib.



In Philadelphia, more babies have died sharing a bed

from child abuse. About 1 in 10 from sleep related deaths, Sudden Infant Death Syndrome (SIDS).

The Safe Sleep Guidelines

*Follow these 8 steps to keep your baby safe and healthy.**



1. Put your baby flat on their back to sleep until their first birthday.
2. A baby should sleep in the same room as an adult, but in their own separate crib. Never put your baby to sleep on a couch, chair, waterbed, or other soft space.
3. Don't put crib bumpers, blankets, pillows, or toys in your baby's crib.
4. The only thing in baby's crib should be a firm, flat mattress & fitted sheet.
5. Never put your baby to sleep in a crib made more than 10 years ago or with missing or broken parts.
6. Don't make the room your baby sleeps in too hot. Avoid hats indoors, and dress your baby in no more than one layer more than you are wearing. Sleep clothing is safer than blankets. Do not place weighted clothing or weighted blankets on your baby.
7. Always put your baby back in their crib after feeding.**
8. Keep your baby away from smoke, alcohol, marijuana, opioids, and illicit drug use.

*Recommended by the American Academy of Pediatrics (AAP)
**Human milk feeding has been shown to reduce the risk of SIDS.



This project is funded, in part, under a contract with the Pennsylvania Department of Health in collaboration with Penn Medicine & Maternity Care Coalition. Visit us online at pasafesleep.org





PA Safe Sleep Print Materials

Poster campaign | Available for download on pasafesleep.org



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Suite 205
Philadelphia, PA 19130
Contact: Megan Speight
Communications Coordinator
Tel: 215-989-3580
Email: mspeight@maternitycarecoalition.org



Alone, Back, Crib is the Best Practice to Support Safe Sleep for Infants

Headlines across the country have profiled updated safe sleep methods for well newborns. New campaign for Philadelphia, PA seeks to reinforce with parents, grandparents and caregivers alike.

FOR IMMEDIATE RELEASE

Philadelphia, Pennsylvania (day, , 20xx)- In 2014, the US Census Bureau released a report stating that 10% of grandparents were living with a grandchild. With more grandparents and grandchildren living together, it's natural to think that grandparents will step in more often as the caregiver for their grandchild(ren). New parents are always looking for tips and tricks on how to best care for their infant and having a Grandparent close by only means another resource for them to utilize.

What new parents and grandparents should always remember is that what worked on one generation, may no longer be the best method for the current generation. A prime example of this is best practices for safe sleep. The American Academy of Pediatrics (AAP) released **new guidelines** in October 2016 detailing the most up-to-date practices parents should follow when putting their infant, particularly well newborn, to sleep. In the U.S., sleep related deaths are one of the leading cases of deaths for infants. About 3,500 babies die in the U.S. annually from sleep related deaths including Sudden Infant Death Syndrome (SIDS) and in Philadelphia alone, more babies have died sharing a bed with an adult than from child abuse.

In 2015, Penn Medicine and Maternity Care Coalition (MCC) came together thanks to a grant from the Pennsylvania Department of Health to help combat SIDS and Sudden Unexpected Infant Death Syndrome (SUIDS) in Philadelphia. The group formed the Philadelphia Safe Sleep Awareness for Every Well Newborn program (S.A.F.E.) in response to Philadelphia's higher than average rate of infant death.

Philadelphia's Department of Public Health's (PDPH) most recent data published in April 2013, states that "approximately 50 infants per year (nearly one infant every week) died suddenly and unexpectedly in Philadelphia (p.5)". In addition, "34 infants died of accidental suffocation, 10 of which were due to another person laying on top of them; every one of these 34 suffocation deaths could have been prevented had the infant been placed in a safe sleep environment."

Through a 3-year multi-media marketing campaign and in-hospital training modules for Nurses and environmental staff at all of the baby-friendly hospitals in Philadelphia, the S.A.F.E program is looking to support new parents, grandparents and caregivers alike in Philadelphia, PA to help educate them on the



best practices for Safe Sleep. The tag line “Keeping your baby safe while sleeping is as easy as A.B.C.” is used to help caregivers remember when putting the infant to sleep, the baby should be **A**lone, on their **B**ack and in a **C**rib with nothing in it.

For more information on S.A.F.E., log on to the website www.pasafesleep.org which contains information for parents, medical practitioners and providers to learn more about safe sleep practices for well newborns. The website will also feature informational and marketing materials that can be easily downloaded for free by any one.

About the Philadelphia Safe Sleep Awareness for Every Well Newborn Program

Philadelphia Safe Sleep Awareness for Every Well Newborn program (S.A.F.E.) involves the joint efforts of hospitals and community partners throughout Philadelphia to promote proven safe sleep practices for well newborns in the hospital, home and community care settings. With many players in the community working together, S.A.F.E. is looking to help decrease cases of Sudden Unexpected Infant Death (SUID) in Philadelphia and beyond.

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“About the Campaign” Overview

Philadelphia Safe Sleep Awareness for Every Well Newborn program (S.A.F.E.). involves the joint efforts of hospitals and community partners throughout Philadelphia to promote proven safe sleep practices for well newborns in the hospital, home and community care settings. With many players in the community working together, S.A.F.E. is looking to help decrease cases of Sudden Unexpected Infant Death (SUID) in Philadelphia and beyond.

“Who Are We” Overview

The Philadelphia Safe Sleep Awareness for Every Well Newborn program involves the joint efforts of hospitals and community partners throughout Philadelphia to promote proven practices of safe sleep for well newborns in the hospital, home and community care settings. Penn Medicine (Grant Lead), Maternity Care Coalition (Community Partner) and the Pennsylvania Department of Health (Funder) have collaboratively worked together to provide resources for parents and medical practitioners and providers with the goal of increasing safe sleep practice use in parents of well newborn infants. For more information on the program, please contact Justine Bowers, Director of Communication at Maternity Care Coalition.



High Resolution logos:

