



Safe Sleep Awareness for Every Well Newborn (PASafeSleep) 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, PASafeSleep 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 Back Crib



Tweet about Safe Sleep practices

- More than 3500 infants die each year in the U.S. from sleep-related deaths. Learn about #safesleep practices www.pasafesleep.org #AloneBackCrib
- Do you have a new baby in your life? Or know someone who does? Read and share ways to prevent #SIDS & #SUIDS. 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
- Letting your baby sleep in your bed can be dangerous. The best place for an infant to sleep is in a crib or bassinet in the same room that parents are sleeping. #AloneBackCrib
- Do you know your ABC's of Safe Sleep? It's easy: #AloneBackCrib. And remember, no bumpers, toys, or blankets in your baby's crib, just a fitted sheet and a firm mattress.
- #Safesleep means putting your baby to sleep in a way that will protect them. It's as easy as #ABC! When it's time for your baby to sleep make sure they are Alone, on their Back, and in a Crib.



Image gallery for use on Twitter





Post on Facebook about Safe Sleep

- More than 3500 infants die each year in the U.S. from sleep-related deaths. PA Safe Sleep 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 safe sleep practices and spread the word by downloading a pamphlet or palm card. www.pasafesleep.org
- 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 PA Safe Sleep. Alone.Back.Crib. www.pasafesleep.org
- This is what a safe sleep environment should look like. Learn more about PA Safe Sleep and share ways to reduce SUID and SIDS. Alone.Back.Crib www.pasafesleep.org
- Roughly 80 babies die each year from sleep-related deaths. The most effective way to prevent Sudden Infant Death (SIDS) is by following the ABCs. Make sure your baby is sleeping alone, on their back, and in their crib. To learn more, visit www.pasafesleep.org
- It's important to practice safe sleep practices while your baby is sleeping (alone, on their back, and in their crib). But when they are awake, babies need tummy time! Tummy time helps babies develop and reach important stages like crawling. Watch your baby have fun and play with toys on their belly 2-3 times a day for 5 minutes! www.pasafesleep.org
- No bumpers, no blankets, no stuffed animals. Just a baby on their back, alone, in their crib. ABC. Alone. Back. Crib. This is the safest way for babies to sleep and reduces the risk of SIDS and SUIDS. www.pasafesleep.org
- Learning safe sleep practices is important for all caregivers including parents, grandparents, aunts and uncles, babysitters, and childcare providers. Remember, the safest way for a baby to sleep is on their back and in a crib that is free from toys, blankets, and bumpers. ABC – Alone. Back. Crib. www.pasafesleep.org



Image gallery for use on Facebook





Share a Safe Sleep Instagram post

- 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.
- This is what a #safesleep environment should look like. Learn more about #PASAFESLEEP and ways to reduce #SUID & #SIDS. #AloneBackCrib
- Roughly 80 babies die each year from sleep-related deaths. The most effective way to prevent Sudden Infant Death (SIDS) is by following the ABCs. Make sure your baby is sleeping alone, on their back, and in their crib.
- Learning safe sleep practices is important for all caregivers including parents, grandparents, aunts and uncles, babysitters, and childcare providers. Remember, the safest way for a baby to sleep is on their back and in a crib that is free from toys, blankets, and bumpers. ABC – Alone. Back. Crib.
- It's important to practice safe sleep practices when your baby is sleeping #AloneBackCrib. But when they are awake, babies need tummy time! Tummy time helps babies develop and reach important stages like crawling and moving around. Watch your baby have fun and play with toys on their tummy 2-3 times a day for 5 minutes!
- No bumpers, no blankets, no stuffed animals. Just a baby on their back, alone, in their crib. #ABC. Alone. Back. Crib. This is the safest way for babies to sleep and reduces the risk of #SIDS and #SUIDS.



Image gallery for use on Instagram

"Keeping your baby safe while sleeping is as easy as ABC"

**Alone
Back
Crib**




PASafeSleep
Find out more at www.PASafeSleep.org

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PA Safe Sleep Approved Images Gallery

Safe Sleep Environments:





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



Spread the word in Pennsylvania:

Roughly 80 Pennsylvania babies die each year from sleep related deaths. That's **4 kindergarten classes** that will never be.

Alone Back Crib



PA Safe Sleep Print Materials

Brochure | Available for download in 18 different languages
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





PASafeSleep

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.



Roughly 80 Pennsylvania babies die each year from sleep related deaths. **That's 4 kindergarten classes**

are your baby is placed **EVERY** sleep.

pasafesleep.org

The Safe Sleep Guidelines

Follow these 8 steps to keep your baby safe and healthy.
Teach these tips to other people who take care of your baby!



PASafeSleep

1. Put your baby 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.
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 mattress & fitted sheet.
5. Never put your baby to sleep in a crib made more than 10 years ago or that has missing or broken parts.
6. Don't make the room your baby sleeps in too hot.
7. Always put your baby on their back in their crib after feeding. *
8. Keep your baby away from smoke, alcohol & illegal drugs.

*Breastfeeding 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](https://pasafesleep.org)



Penn Medicine



PA Safe Sleep Print Materials

Poster campaign | Available for download on pasafesleep.org



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.

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Visit us online at PASafeSleep.org





FOR IMMEDIATE RELEASE
(Month, day, 20xx)

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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. A campaign for Philadelphia, PA seeks to reinforce best practices for parents, grandparents and caregivers.

Philadelphia, Pennsylvania (day, , 20xx) — In 2015, Penn Medicine and Maternity Care Coalition (MCC) came together from the result of a grant from the Pennsylvania Department of Health to help combat Sudden Infant Death Syndrome (SIDS) and Sudden Unexpected Infant Death Syndrome (SUIDS) in Philadelphia. The group formed Safe Sleep Awareness for Every Well Newborn (PASafeSleep) 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 2017, states that "an average of approximately 32 infants per year (almost three infants every month) suffered a sleep-related death (includes SIDS, accidental suffocation, and undetermined deaths). In addition, "Sleep-related deaths were the third most common category of death among Philadelphia children, greater than motor vehicle crashes, drowning, fire, and asthma deaths combined."

Through a multi-media marketing campaign and in-hospital training modules for nurses and environmental staff at all of the baby-friendly hospitals in Philadelphia, the PASafeSleep program is looking to support new parents, grandparents and caregivers 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 an infant to sleep, that a baby should be **A**lone, on their **B**ack and in a **C**rib with nothing in it.

For more information on PASafeSleep, visit www.pasafesleep.org which contains information for parents, medical practitioners and providers to learn more about safe sleep practices for well newborns. The website features informational and marketing materials that can be downloaded for free by the public.

About Sleep Awareness for Every Well Newborn

Safe Sleep Awareness for Every Well Newborn (PASafeSleep) 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, PASafeSleep is looking to help decrease cases of Sudden Unexpected Infant Death (SUID) in Philadelphia and beyond.



“About the Campaign” Overview

Safe Sleep Awareness for Every Well Newborn (PASafeSleep). 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, PASafeSleep 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 Katherine Mitchell, Director of Public Relations, Marketing, and Communications at Maternity Care Coalition at KMitchell@maternitycarecoalition.org.



High Resolution logos:

