Sharing Safe Sleep Recommendations with the General Public

*New* Social Media Posts

We need your help to reduce the risk of these deaths by sharing safe infant sleep messages. Advice from health care providers has an impact on parent and caregiver choices with regard to infant sleep position and infant sleep environment.

These safe sleep templates provide you with posts suitable for social media, newsletters, your website, emails to clients/staff, and more.

Approximately 3500 infants die annually in the United States from sudden unexpected infant deaths (SUIDS), including sudden infant death syndrome (SIDS), undetermined causes, and accidental suffocation and strangulation in bed. Over a 5-year time-period (2014 to 2018), Nebraska has an average of 24 SUID deaths per year. Even one death is too many.

Health care providers can encourage parents and other caregivers to reduce the risk of SIDS and other sleep-related causes of infant death by recommending a safe sleep environment including…

- Back to sleep
- The use of a firm sleep surface
- Room-sharing without bed-sharing
- The avoidance of soft bedding and overheating
- Breastfeeding
- Regular prenatal care
- Routine immunization
- Using a pacifier once breastfeeding is established
- The avoidance of exposure to smoke, alcohol, and illicit drugs

Instructions:

1. Pick one of the images on the following pages or access the individual files at http://dhhs.ne.gov/Pages/Pregnancy-Risk-Assessment-Monitoring-System.aspx#SectionLink3
2. Upload the image as a photo to your social media account, newsletter, or email
3. Add your comment and share with your audience!

References:

30% of Nebraska mothers with infants put their babies to sleep alone in a crib, bassinet, or pack-n-play and not in a standard bed, in a couch or armchair, or in a car seat or swing.

Experts recommend all babies sleep alone in a crib, bassinet, or pack-n-play for the first year of their life.  

Source: Nebraska PRAMS 2017-2018

47% of Nebraska moms with infants put their baby to sleep without any soft objects or loose bedding.

Experts recommend all babies sleep without soft objects or loose bedding during the first year of their life. Sleep sacks are recommended to help keep babies warm while sleeping.  

Source: Nebraska PRAMS 2017-2018

88% of Nebraska moms with infants weren’t smoking after having their new baby. 

Experts recommend parents avoid smoking to help protect the health of your baby.  

Source: Nebraska PRAMS 2017-2018

86% of Nebraska moms with infants put their babies to sleep on their backs. 

Experts recommend all babies be placed to sleep on their back for the first year of their life. 

Source: Nebraska PRAMS 2017-2018

98% of Nebraska moms banned smoking anywhere in their house after having their new baby. 

Experts recommend parents avoid smoking to help protect the health of your baby.  

Source: Nebraska PRAMS 2017-2018
46% of Nebraska moms avoided drinking alcohol after having their new baby. Source: Nebraska PRAMS 2017-2018

Experts recommend parents avoid alcohol use to help protect the health of your baby.

57% of Nebraska moms breastfed when their baby was four weeks old. Source: Nebraska PRAMS 2017-2018

Experts recommend mothers breastfeed exclusively (without any other liquids or solids) for the first six months of a baby’s life. Breastfeeding is recommended for the first full year of a baby’s life.

99% of Nebraska moms had taken their baby in for a well-baby checkup. Source: Nebraska PRAMS 2017-2018

Experts recommend well checks to monitor and protect the health of your baby.