



# Safe Sleep in Nebraska

Maternal Child Health Topics in Nebraska

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

### 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:

1. Hirai, A. H., Kortsmitt, K., Kaplan, L., Reiney, E., Warner, L., Parks, S. E., ... Shapiro-Mendoza, C. K. (2019). Prevalence and Factors Associated With Safe Infant Sleep Practices. *Pediatrics*, 144(5). doi: 10.1542/peds.2019-1286
2. Data and Statistics for SIDS and SUID. (2019, September 13). Retrieved January 31, 2020, from <https://www.cdc.gov/sids/data.htm>
3. SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment. (2016). *Pediatrics*, 138(5). doi: 10.1542/peds.2016-2938

## Posts Ready for Sharing with a Broad Audience



**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.

Source: Nebraska PRAMS 2017-2018

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



**86%** of Nebraska moms with infants put their babies to sleep on their backs. Source: Nebraska PRAMS 2017-2018

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



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

Source: Nebraska PRAMS 2017-2018

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.



**42%** of Nebraska moms with infants share rooms with their baby but do not share beds with their baby.

Source: Nebraska PRAMS 2017-2018

Experts recommend all babies sleep in mother's room but not in the same bed as mother for the first year of their life.



**88%** of Nebraska moms with infants weren't smoking after having their new baby. Source: Nebraska PRAMS 2017-2018

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



**98%** of Nebraska moms banned smoking anywhere in their house after having their new baby. Source: Nebraska PRAMS 2017-2018

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

## Posts Ready for Sharing with a Broad Audience



**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.