

SleepSafe
BABY



SLEEP SAFE ADVOCATE GUIDE

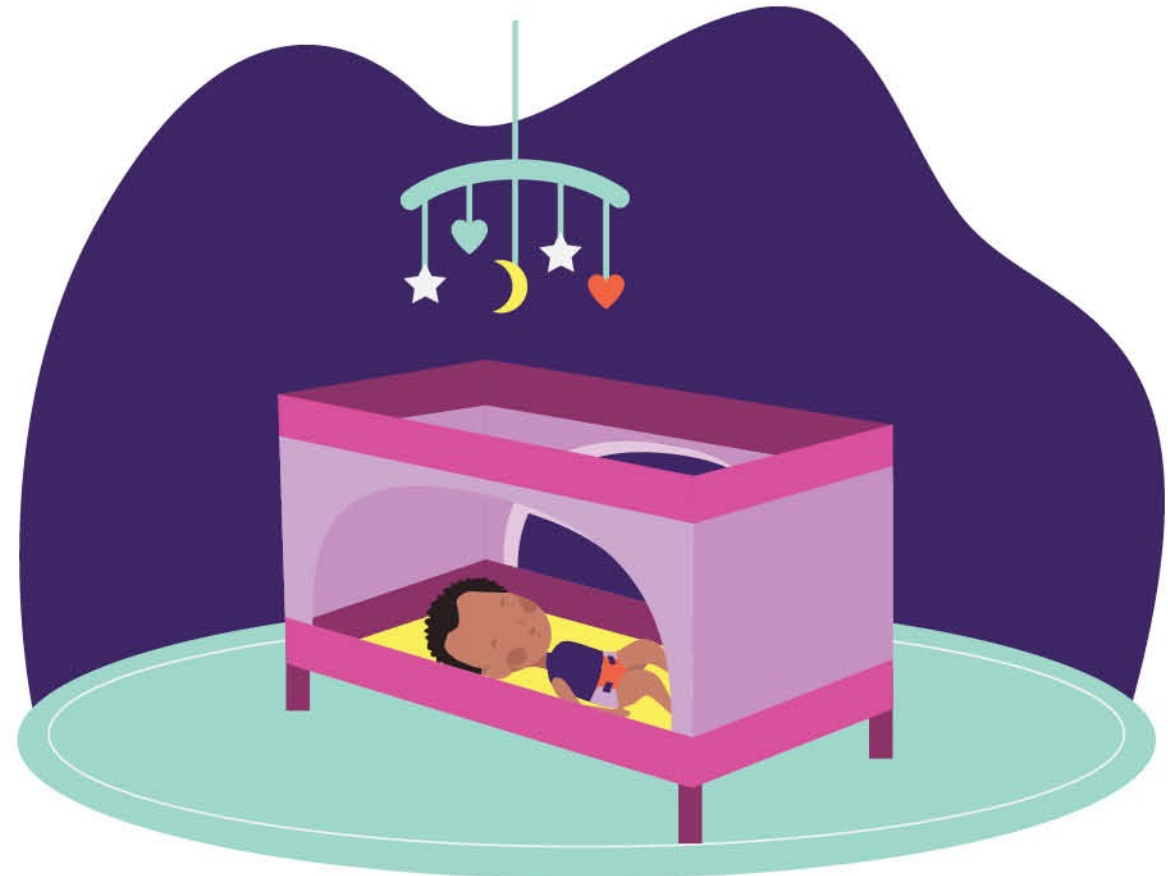
Meet

Sleep Safe Baby

Sleep Safe Baby is a movement funded by **First 5 Fresno County** to help families in Fresno keep their babies sleeping safe and comfortable. We do this by raising awareness, knowledge, and support to reduce Sudden Infant Death Syndrome (SIDS or SUIDS) in the Fresno Community.

We want mamas, papas, grandmas, grandpas, aunties, uncles, caregivers, birthing coaches, doulas, and providers to practice safe infant sleep.

Get connected to resources and support at sleepsafefresno.com



What is SIDS?

Sudden Infant Death Syndrome (SIDS) is a term used to describe the sudden and unexpected death of a baby less than 1-year-old in which the cause was not obvious before investigation. Most SIDS deaths happen when babies are between 1 month and 4 months of age.

These deaths often happen during sleep or in the baby's sleep area. Sudden unexpected infant deaths include sudden infant death syndrome (SIDS), accidental suffocation in a sleeping environment, and other deaths from unknown causes.

Source: American Academy of Pediatrics

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Our Mission At Sleep Safe Baby

Sleep Safe Baby is an Infant Safe Sleep Public Education and Awareness Campaign funded by First 5 Fresno County. Our hope with Sleep Safe Baby is to shift cultural norms and everyday sleep practices to reduce SIDS in Fresno.

Sleep Safe Baby is committed to ending the tragedies that occur annually in our communities due to accidental suffocation of infants sleeping in unsafe conditions.

Our mission is to share a message of hope and encouragement while spreading important information about SIDS and always being respectful of everyone's family decisions.

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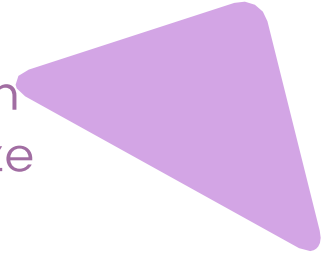




Who's Our Audience?

THE COMMUNITY

This campaign aims to directly address the black infant mortality rate in the larger Fresno area. Therefore, though we're speaking to the entire community, we must prioritize Fresno's Black Community.

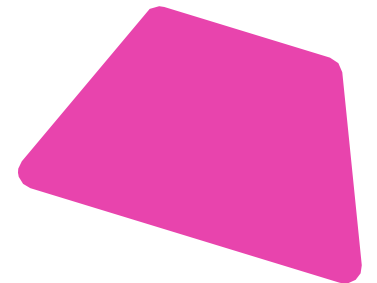


PARENTS AND CAREGIVERS

This can be anyone in baby's life. Babysitters, relatives, friends - anyone who will be responsible for the baby should be up-to-date on safe infant sleeping practices.

HEALTHCARE PROFESSIONALS

Healthcare Professionals are an essential part of this campaign. They will distribute our resources directly to those who can use it the most.



Things That Impact Safe Sleeping

Support System

Mothers who have support systems in place are more likely to follow safe sleep practices

Supportive Partner

Someone to assure the baby is put in the crib, if mom and baby both fall asleep

Mother's Well-being

If mom is overworked and sleep-deprived, this can impact the baby

Get connected to resources and support at sleepsafefresno.com

Worried Mother

Moms who feel unsafe leaving their baby alone in the crib

Children in the Family

The number of children and their ages in the family

Misleading Marketing

Items shown to be safe for infant sleep, but are in fact not safe (soft surfaces)

Safe Sleep Education

Up-to-date and credible information on safe sleep practices

Limited Resources

No crib or bassinet ready

Birth Complications

When babies are pre-term or delivered by C-section (mothers having pain walking/moving)

What To

Communicate as an Advocate

Safe Sleep Studies are Valid

Science ultimately aims to improve health outcomes and is there to improve infant mortality rates.

New Parent Anxiety

The anxiety of new parents can be overwhelming, but it doesn't have to be stressful to practice safe infant sleep.

Everybody is Different

Every person has a different story and situation, but practicing safe infant sleep is something everyone can do.

You're Not Alone

Keeping a baby safe can be stressful, but no parent is alone. Be supportive and a source of knowledge.

We're Here to Help

Sleep Safe Baby's mission is to promote respectful care, awareness, and education around infant safe sleep practices.

The Do's and Dont's

OF A SLEEP SAFE BABY ADVOCATE

DO

- **Use Positive, Uplifting Language, Tone and Voice**
 - Focus on safety, comfort, and ease.
- **Encourage Follow-Through**
 - Direct those interested to check out our website, and its resources.
- **Uplift and Empower**
 - Make everyone feel powerful in their ability to effect real change in infant safe sleep.

DON'T

- **Make it About the Numbers**
 - Don't use too many numbers, facts, and stats which can be overwhelming.
- **Judge**
 - Don't look down on others or encourage mother-shaming.
- **Use Negative, Fear-Based Communication**
 - Don't lead with fear or negativity to scare parents into safe sleep practices.

Thank You!

As a member of the Sleep Safe Movement, you're taking a stand for safe infant sleep in Fresno. You have the resources and the determination to help guide parents, caregivers, and healthcare providers to be well-informed about safe infant sleep practices.

Thank you for wanting to improve the lives of infants and their families by helping them get the information they need to make informed choices.

Together, we can reduce the risk of SIDS in Fresno.

