

**SAFE SLEEP RESOURCES APRIL 2022**

**Safe to Sleep® Campaign**

The Safe to Sleep® campaign, [formerly known as the Back to Sleep campaign](https://safetosleep.nichd.nih.gov/activities/campaign), has helped educate millions of caregivers—parents, grandparents, aunts, uncles, babysitters, child care providers, health care providers, and others—about ways to reduce the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death.


Through outreach activities, collaborations, and partnerships, Safe to Sleep® has helped to spread safe sleep messages to millions of people in communities throughout the world. In addition, research supported and conducted by the  **Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD)** has broadened our scientific understanding of SIDS. <https://safetosleep.nichd.nih.gov/activities/campaign>

**About SIDS and Safe Infant Sleep**

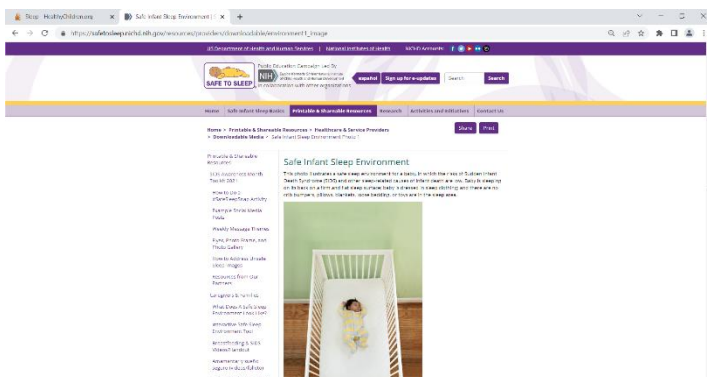
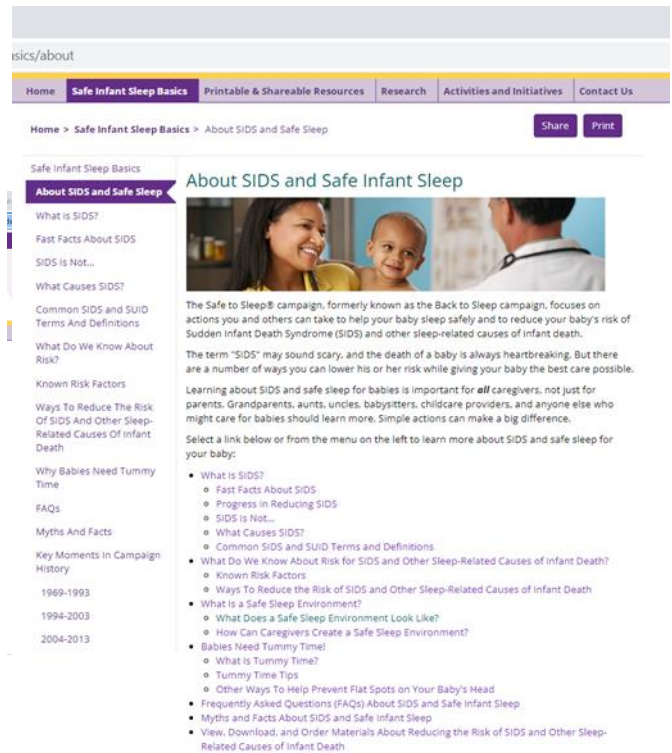
<https://safetosleep.nichd.nih.gov/safesleepbasics/about> →

**Healthcare and Service Providers**

<https://safetosleep.nichd.nih.gov/resources/providers> ↓



↓ [https://safetosleep.nichd.nih.gov/resources/providers/downloadable/environment1\\_image](https://safetosleep.nichd.nih.gov/resources/providers/downloadable/environment1_image)

[Printable & Shareable Resources](#) has article with 2020 Toolkit.

See <https://safetosleep.nichd.nih.gov/resources/sids-awareness-toolkit> for 2021 Toolkit.


ts/sids-awareness-toolkit

Home > [Printable & Shareable Resources](#) > SIDS Awareness Month Toolkit 2021 Share Print

Printable & Shareable Resources

**SIDS Awareness Month Toolkit 2021**

October is Sudden Infant Death Syndrome (SIDS) Awareness Month!



This month and beyond, advocates and infant caregivers can join Safe to Sleep<sup>®</sup> and its partners to encourage safe infant sleep and help raise awareness about SIDS.

Although the rates of SIDS and other sleep-related infant deaths have decreased over the years, we still have work to do.

More than 1 out of 3 of sudden unexpected infant deaths that occur in the United States each year are from SIDS.<sup>1</sup> Recent research also shows that unsafe bedding, such as soft or loose blankets in baby's sleep area, remains a leading cause of infant death.<sup>2</sup>

### How to Use This Toolkit

Use this toolkit to:

- Share safe infant sleep images and messages using #SafeSleepSnap.
- Normalize and spread awareness of safe sleep practices.
- Celebrate caregivers' roles in keeping baby safe during sleep.

Adjust this toolkit's resources and messages to meet your organization's tone, communication needs, and goals for SIDS Awareness Month while participating in #SafeSleepSnap.

For more information on the toolkit contents and how to use it, check out the presentation from our latest webinar, [SIDS Awareness Month 2021 Webinar \(PDF 4.8 MB\)](#).

This toolkit includes:

- How to Do a #SafeSleepSnap Activity
- Example Social Media Messages and Posts
- Weekly Message Themes
- Flyer, Photo Frame, and Photo Gallery
- How to Address Unsafe Sleep Images
- Resources from Our Partners

Refer to this digital toolkit as often as you need to before, during, and after SIDS Awareness Month. If you have questions that are not answered in this information, please contact [nichdSafetoSleep@mail.nih.gov](mailto:nichdSafetoSleep@mail.nih.gov).

Learn more about the basics of safe infant sleep and SIDS.

Citations

Printable & Shareable Resources

- SIDS Awareness Month Toolkit 2021
- How to Do a #SafeSleepSnap Activity
- Example Social Media Posts
- Weekly Message Themes
- Flyer, Photo Frame, and Photo Gallery
- How to Address Unsafe Sleep Images
- Resources from Our Partners
- Caregivers & Families
- What Does a Safe Sleep Environment Look Like?
- Interactive Safe Sleep Environment Tool
- Breastfeeding & SIDS Videos/Handout
- Amamantar y sueño seguro (videos/folleto)
- Safe Sleep for Your Baby Videos
- Grandparent Videos
- Abuelos
- Healthcare & Service Providers
- Healthy Native Babies

## Safe to Sleep Materials to Order

<https://www.nichd.nih.gov/publications/list/collection?g=7&col=24&cat=all>

**SAFE TO SLEEP** Safe to Sleep<sup>®</sup> Campaign Materials Order Form

**MATERIALS FOR ALL CAREGIVERS** QTY:

Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Brochure)	10000000
Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Spanish Brochure)	10000000
Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Arabic Brochure)	10000000
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Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Haitian Creole Brochure)	10000000
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**MATERIALS FOR HEALTH CARE PROVIDERS, EDUCATORS, AND COMMUNITY HEALTH WORKERS** QTY:

Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Health Care Provider Version)	10000000
Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Educator Version)	10000000
Safe Sleep for Your Baby: Overview of the Most Common Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death (Community Health Worker Version)	10000000


**TO ORDER MATERIALS CONTACT US:** Phone: 1-800-525-4274 (TDD) Email: [SafeSleep@nichd.nih.gov](mailto:SafeSleep@nichd.nih.gov) Fax: 1-800-761-9527

## AAP Parenting Website - [healthychildren.org](https://www.healthychildren.org)

### [Sleep](#)

<https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/default.aspx>

Additional resources:

- [Back to Sleep, Tummy to Play](#)
- [Bassinets and Cradles](#)
- [Can SIDS Be Prevented?](#)
- [Getting Your Baby to Sleep](#)
- [Good Night, Sleep Tight](#)
- [Help Your Baby Sleep Safely So You Can Sleep Soundly](#)  VIDEO
- [How to Keep Your Sleeping Baby Safe: AAP Policy Explained](#)
- [Inclined Sleepers, Crib Bumpers & Other Baby Registry Items to Avoid](#)
- [Putting Back-Sleeping Concerns to Rest](#)
- [Reduce the Risk of SIDS & Suffocation](#)
- [Reversing Day-Night Reversal](#)
- [Safe Sleep: Charlie's Story](#)
- [Sleep Apnea Detection](#)
- [Sleeping Through the Night](#)
- [Suitable Sleeping Sites](#)

### [How to Keep Your Sleeping Baby Safe: AAP Policy Explained](#)

<https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/A-Parents-Guide-to-Safe-Sleep.aspx>

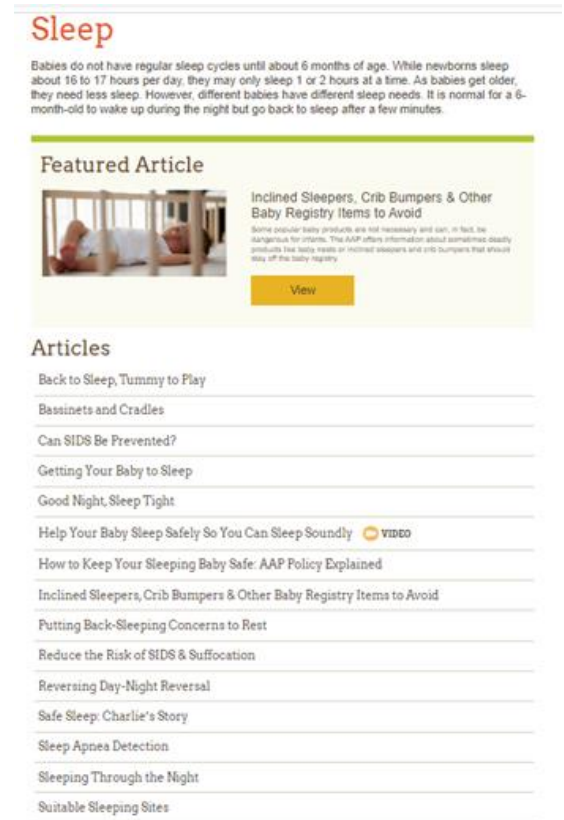
Additional resources:

- [Inclined Sleepers and Other Baby Registry Items to Avoid](#)
- [Can SIDS be Prevented?](#)
- [Make Baby's Room Safe: A Parent Checklist](#)
- [Safe Sleep: Charlie's Story](#)
- [Ask the Pediatrician: Is it safe to put a bag of rice on a baby's tummy to help them sleep?](#)

### [Reduce the Risk of SIDS & Suffocation](#)

<https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/Preventing-SIDS.aspx>

[The Healthy Children Show: Sleep \(/English/ages-stages/baby/sleep/Pages/The-Healthy-Children-Show-Sleep-Video.aspx\) \(Video\)](#)



The screenshot shows the 'Sleep' section of the AAP website. At the top, there is a heading 'Sleep' and a paragraph explaining that babies do not have regular sleep cycles until about 6 months of age. Below this is a 'Featured Article' section with a thumbnail image of a baby in a crib and the title 'Inclined Sleepers, Crib Bumpers & Other Baby Registry Items to Avoid'. A 'View' button is present. Underneath is an 'Articles' list containing links to various sleep-related topics, including 'Back to Sleep, Tummy to Play', 'Bassinets and Cradles', 'Can SIDS Be Prevented?', 'Getting Your Baby to Sleep', 'Good Night, Sleep Tight', 'Help Your Baby Sleep Safely So You Can Sleep Soundly' (with a video icon), 'How to Keep Your Sleeping Baby Safe: AAP Policy Explained', 'Inclined Sleepers, Crib Bumpers & Other Baby Registry Items to Avoid', 'Putting Back-Sleeping Concerns to Rest', 'Reduce the Risk of SIDS & Suffocation', 'Reversing Day-Night Reversal', 'Safe Sleep: Charlie's Story', 'Sleep Apnea Detection', 'Sleeping Through the Night', and 'Suitable Sleeping Sites'.

## Early Childhood Learning & Knowledge Center (ECLKC)

### Safe Sleep Practices and SIDS Risk Reduction

All staff, parents/guardians, volunteers, and others who care for infants in the early care and education setting should follow safe sleep practices as recommended by the American Academy of Pediatrics (AAP). Cribs must be in compliance with current U.S. Consumer Product Safety Commission (CPSC) and ASTM International safety standards. See CFOC Standards Database [5.4.5.1: Sleeping Equipment and Supplies](#) and [5.4.5.2: Cribs](#) for more information.

**Sleep-Resources** <https://eclkc.ohs.acf.hhs.gov/browse/keyword/sleep>

- [Establishing a Bedtime Routine for Your Child](#)
- A regular bedtime routine helps your child know what to expect at the end of the day. Brushing your child's teeth with fluoride toothpaste is an important part of the routine.
- [Infant Sleep Safety](#)
- In this video, learn why sleep safety trainings are important in child care settings. Learn how to develop strategies and practices to keep our youngest children safe while in care.
- [Sleep and Your Child: How You Can Build Healthy Sleep Routines](#)
- It's important for children to get enough sleep. Learn how sleep is key to how your child learns, grows, and even behaves.
- [Safe Sleep Practices and SIDS Risk Reduction](#)
- All staff, parents/guardians, volunteers, and others who care for infants in the early care and education setting should follow safe sleep practices as recommended by the American Academy of Pediatrics (AAP). Cribs must be in compliance with current U.S. Consumer Product Safety Commission (CPSC) and ASTM International safety standards. See Standard 5.4.5.2 for more information.
- [What's Sleep Got to Do with It? Exploring Sleep and Wellness for Infants and Toddlers](#)
- View this webinar, developed as part of the Little Voices for Healthy Choices Initiative, to find out about the importance of sleep for infants and very young children. Learn how children's sleep can have an impact on their families, caregivers, and communities. Dr. Barry Marx, a pediatrician and sleep expert, shares his knowledge. The webinar also includes the Teaching Artists from Wolf Trap Institute for Early Learning Through the Arts.
- [Strategies to Support Safe Sleep Environments in Early Childhood Education Programs](#)
- Dr. Rachel Moon, an expert on Sudden Infant Death Syndrome (SIDS), presents the updated 2016 American Academy of Pediatrics (AAP) Task Force recommendations that relate to safe sleep practices in early childhood education (ECE) programs.
- [News You Can Use: The Culture of Sleep and Child Care](#)
- Teachers have a role in providing a sleep environment that is comfortable and safe for the children in their care, while honoring families' cultural beliefs. Teachers and home visitors will find the following information on sleep useful, as they can be a valuable resource to families in creating safe sleeping arrangements for their babies.

