

Safe Sleep Hawai'i E-Toolkit

October 2023

The Safe Sleep Hawai'i Coalition created an electronic toolkit of resources to raise awareness about the role of safe sleep environments in reducing the risk of sudden infant death syndrome (SIDS), sudden unexplained infant death, and other sleep-related infant deaths. This toolkit is designed for organizations and individuals that educate parents and caregivers about safe sleep for infants. The materials are geared toward parents and caregivers of infants.



The **How-To: Using the Safe Sleep Hawai'i E-Toolkit** provides tips on using the materials in the toolkit and tracking the impact of public education activities.



Activities to Engage Families

#ClearTheCrib Challenge [↗](#)

- The **#ClearTheCrib Challenge** is a fun activity that raises awareness about safe infant sleep. Try the Challenge with friends, during baby showers and parenting classes, or as a relay race or by practicing on your own. Promote the Challenge and invite your audiences to challenge themselves.
- **#ClearTheCrib Challenge**
Facebook card: [↓](#)



- **#ClearTheCrib Challenge**
Instagram card: [↓](#)



#SafeSleepSnap Activity

On your organization’s social media channels, encourage people to post a photo of baby in a safe sleep area with the hashtag #SafeSleepSnap. This helps make images of safe infant sleep more visible and “normal” on social media and raises awareness about infant safe sleep environments.

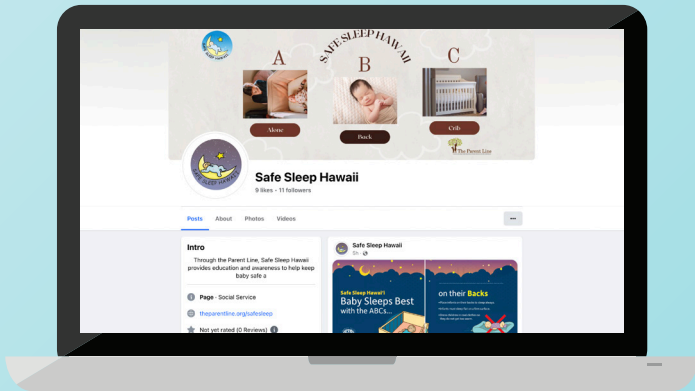


Raise awareness through family engagement and social media

Safe Sleep Hawai'i Instagram (@safesleephawaii):



Safe Sleep Hawai'i Facebook page:



Hawai'i State Department of Health (DOH) Safe Sleep video [link](#)



DOH Safe Sleep Guides in 12 languages [link](#)



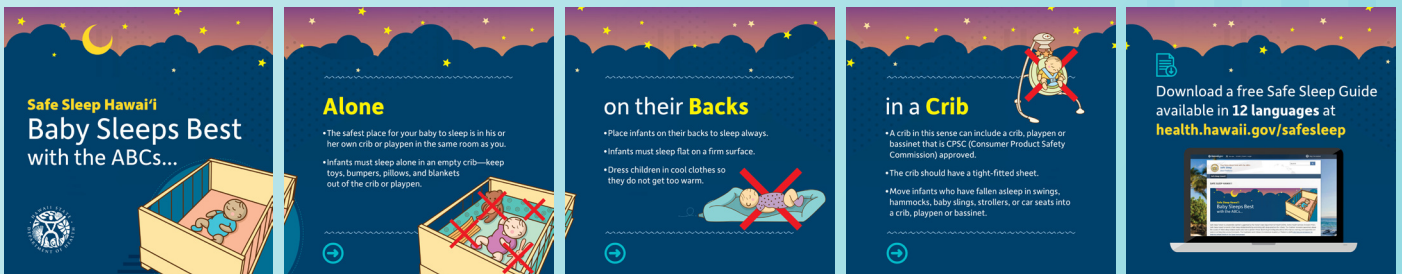
Safe Sleep Hawai'i virtual background for Zoom and Teams ↓



DOH social media posts in 12 languages



1080 x 1080 single post



Carousel (5 of 1080 x 1080 post)

↓ English

↓ Ilokano

↓ Samoan

↓ Chinese-Simplified

↓ Japanese

↓ Spanish

↓ Chinese-Traditional

↓ Korean

↓ Tagalog

↓ Chuukese

↓ Marshallese

↓ Vietnamese

Common Safe Sleep Awareness Hashtags:
[Guidance for Using Hashtags](#)

- #SafeSleepHawaii
- #SafeSleepSnap
- #ClearTheCrib
- #HealthyNativeBabies
- #SafeToSleep
- #SIDS
- #NICHD
- #SafeSleep
- #infant
- #baby
- #breastfeeding
- #NationalBreastfeedingMonth (August)
- #BabySafetyMonth (September)
- #SIDSawarenessMonth (October)

Ready-to-use Shareable Content:
The national Safe to Sleep Public Education Campaign provides a variety of shareable content you can use to increase awareness about safe sleep. The messages are in the public domain so can be used, modified, or co-branded without getting permission from the campaign.

- [Check out their copy-and-paste Facebook and Instagram posts and their shareable social cards formatted for Facebook, X, or Instagram.](#)



- [Choose from a variety of approved “Safe Sleep Environments” images to use on your social media platforms or on flyers for parents.](#)



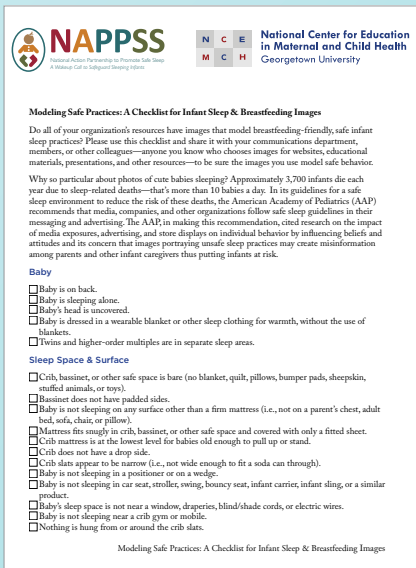
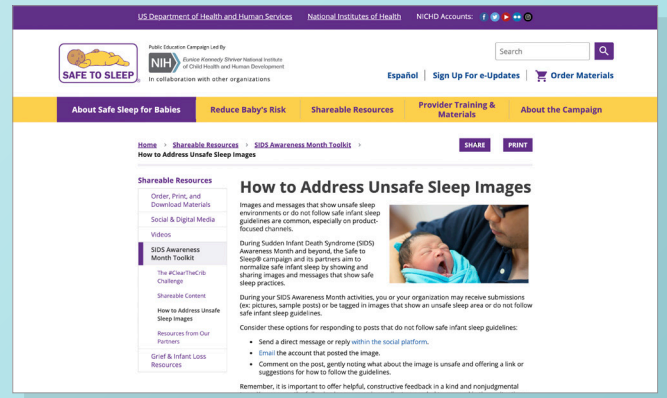
- [The NIH NICHD Flickr albums include downloadable safe sleep videos, social media posts, and pictures showing families of different races and ethnicities.](#)



Along with promoting safe sleep practices, it is important to address messages that promote unsafe sleep practices, even unintentionally.

- How can you tell if an image is promoting unsafe sleep practices? The National Action Partnership to Promote Safe Sleep created *Modeling safe practices: A checklist for infant sleep & breastfeeding images*. Use this handy checklist to ensure that your messages model safe sleep practices. Share the checklist to help others identify safe and unsafe sleep images. [↓](#)

- What would you do if you see a parenting post with a cute crib with a bumper and a stuffed animal? If you are unsure how to respond, check out these expert tips for *How to Address Unsafe Sleep Images*. [↗](#)



Professional Development Opportunities

Hawai'i State Department of Human Services Approved Safe Sleep Trainings [↓](#)

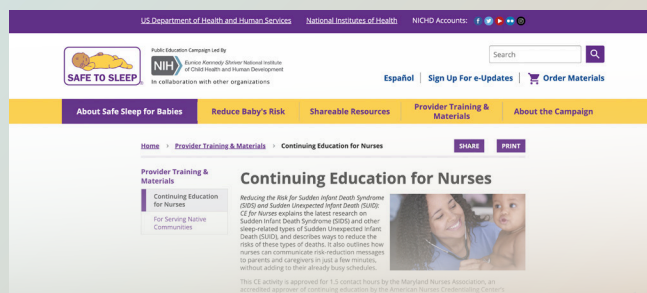
- If you are a parent educator, a licensed and registered provider of childcare, or a resource caregiver for youth, you may be required to complete annual training about safe sleep practices. The Hawai'i State Department of Human Services (DHS) maintains a list of safe sleep trainings that meet the DHS requirements for training about safe sleep practices. Some of the trainings on this list are also appropriate for parents and caregivers. Check with your organization or credentialing entity to learn whether you need annual training.

The Parent Line Monthly Safe Sleep Workshop [↗](#)

- The Parent Line offers a free online workshop each month to teach parents and caregivers about safe sleep practices. The workshop is open to all interested parents and caregivers. Certificates are not provided, and participation does not fulfill the DHS Requirement for Resource Caregiver Certification.

Continuing Education for Nurses: Reducing the Risk for Sudden Infant Death Syndrome (SIDS) and Sudden Unexpected Infant Death (SUID) [↗](#)

- This is an online training approved for 1.5 contact hours by the Maryland Nurses Association, an accredited approver of continuing education by the American Nurses Credentialing Center's



Commission on Accreditation.

Straight Talk for Infant Safe Sleep Program [↗](#)

- This training helps healthcare providers create a two-way conversation with parents to first identify family practices and beliefs, then provide accurate information about safe sleep and breastfeeding and gain acceptance of these practices, and finally, problem solve how safe sleep practices might be accomplished when there are obstacles. This training was introduced at the Safe Sleep Hawai'i Coalition Safe Sleep Summit in 2022.



Data and Statistics

DOH Family Health Services Division Infant Safe Sleep Fact Sheet [↓](#)

On Average 14 Infants Die Every Year in Hawaii Due to Unsafe Sleep in a Preschool Classroom

SUID and Subtype Mortality Rates by 3-year rolling averages, Hawaii 2009-2016

Centers for Disease Control and Prevention (CDC) data and statistics on Sudden Unexpected Infant Death (SUID) and Sudden Infant Death Syndrome (SIDS) [↗](#)

Infographic: Accidental Suffocation and Strangulation During Infant Sleep

DOH Family Health Services Division Special Emphasis Report: Infant and Early Childhood Injury, 2014-2018 [↓](#)

On Average 14 Infants Die Every Year in Hawaii Due to Unsafe Sleep in a Preschool Classroom

SUID and Subtype Mortality Rates by 3-year rolling averages, Hawaii 2009-2016

Download JPG [↓](#)
Download PDF [↓](#)

To embed the infographic, copy and paste this code:
<https://safetosleep.nichd.nih.gov/resources/social-digital> >

Infographic: Safe Sleep for Your Baby

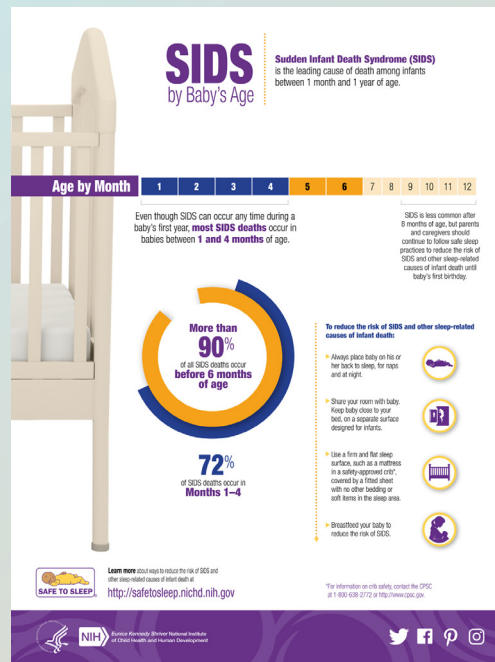


[Download JPG](#) ↓
[Download PDF](#) ↓

To embed the infographic, copy and paste this code:

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<a href="https://safetosleep.nichd.nih.gov/resources/social-digital"></a>
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Infographic: Sudden Infant Death Syndrome (SIDS) by Baby's Age



[Download JPG](#) ↓
[Download PDF](#) ↓

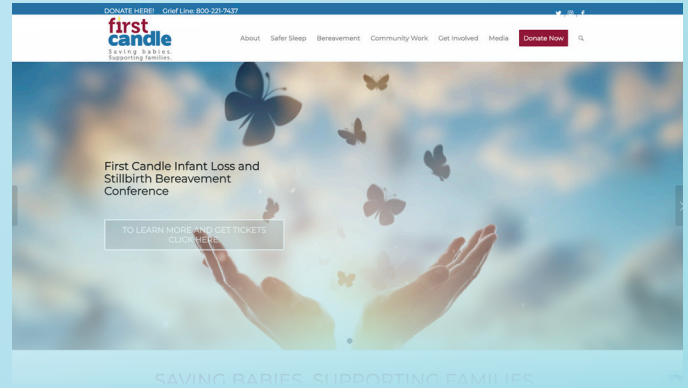
To embed the infographic, copy and paste this code: ``

Resources for Grief and Infant Loss

The Compassionate Friends Honolulu Chapter is a part of a national nonprofit, self-help support organization, which offers friendship and understanding to families who are grieving the loss of a child or sibling of any age, from any cause. The mission of The Compassionate Friends is to assist families in the positive resolution of grief following the loss of a child, sibling, or grandchild and to provide information to help others be supportive. [↗](#)




First Candle is a nonprofit organization committed to helping babies reach their first birthdays. Select from the “Bereavement” menu on the website for grief and support resources. [↗](#)



Children’s Bereavement Center free virtual Perinatal Loss Peer Grief Support Groups for mothers and fathers and their spouses or significant others in English and Spanish. [↗](#)





Safe Sleep and SIDS Awareness Month in October

Every October, Safe to Sleep[®] and its partners observe Sudden Infant Death Syndrome (SIDS) Awareness Month to bring additional focus on encouraging safe infant sleep and raising awareness about ways to reduce the risk of SIDS.

In Hawai'i, the Safe Sleep Hawai'i Coalition observes Infant Safe Sleep Month during October to coincide with the National Sudden Infant Death Syndrome Awareness Month. Safe Sleep Hawai'i encourages its members, parents and caregivers of infants, and everyone who works with parents and caregivers of infants to observe Infant Safe Sleep Month by raising awareness about how to create a safe sleep setting for babies.

While it's important to raise awareness throughout the year, October offers an opportunity for a more structured focus on safe sleep. Here are some suggestions and resources to make the most of a month dedicated to infant sleep safety.

July–August: Plan your October activities

Set up an Infant Safe Sleep Month communications calendar:

Social media

- Post at least three messages a week on your organization and/or personal social media accounts. Choose posts and key messages from the resources in this toolkit and plan which days they will be posted on which social media platforms. Organize or automate your posts so they can quickly be posted in October. On the days you are not posting your own messages, plan to interact with accounts from other organizations in the Safe Sleep Coalition by liking, commenting, and reposting.
- The National Safe to Sleep[®] campaign has messages in English and Spanish formatted for posting on X (Twitter), Facebook, and Instagram. [🔗](#)
- Choose a safe sleep social media challenge to promote. Plan how you will promote the challenge and interact with participants. See <https://safetosleep.nichd.nih.gov/resources/toolkit/clearthecrib> for examples. If you are not promoting a challenge, plan ahead to participate in challenges by partner organizations and to promote their efforts to your network. [🔗](#)

Text

- If your organization uses automated texting or text banks for promotional or informational communications, write and schedule your text messages so they are ready to go in October.

Email

- If you use email to communicate with clients, parents, or external partners, consider adding a short message to your email signature during the month of October. An example message reads: “In recognition of Infant Safe Sleep Month in October, please share the message that babies sleep best with the ABCs: Alone, on their Back, in a Crib.”

E-newsletter

- If your organization publishes e-newsletters, plan the articles that will be included in September and October. For monthly newsletters, in the issue published closest to the end of September, include an announcement about why October is Infant Safe Sleep Month and the activities in which your organization is participating. In October, include an article promoting safe sleep practices. In November, provide a recap of what your organization did in October.
- If your e-newsletters are quarterly or bi-weekly, adjust these suggestions to meet your publication calendar.

Track Metrics

- For all methods of communication, set up your process for measuring the reach of your communications, including engagement on social media. If this is your first year engaging in Infant Safe Sleep Month activities, consider comparing audience engagement with your communications performance during this October and last October.


Plan or support Infant Safe Sleep Month activities:

Learn which organizations in the Safe Sleep Hawai'i Coalition are planning Infant Safe Sleep Month Activities. For example, The Parent Line usually asks the governor to sign a proclamation for the month and the Healthy Mothers Healthy Babies Coalition of Hawai'i usually hosts a social media challenge.

- Ask how you can participate in or support these activities.

If you aren't already following the social media accounts of other organizations in the Safe Sleep Hawai'i Coalition, start following or friending them and interacting with their social media posts.





Explore collaborating with partners on an awareness event in October, such as

- Hosting a community baby shower
- Holding a sign-waving or rally, perhaps tied to the signing of an Infant Safe Sleep Month proclamation by the governor or a mayor
- Writing an op-ed for your local paper or news outlet
- Placing banners promoting safe sleep in prominent places, such as in or outside grocery stores or county parks

Order any promotional materials your organization will post or distribute in October. This might include bookmarks, board books promoting safe sleep practices, posters, banners to hang outside, sleep sacks, etc.

End of August–early September

- If your organization is submitting a proclamation to the governor or a mayor, submit your proclamation by the end of August to ensure the proclamation will be signed at the beginning of October.
- If you are having an event to coincide with the proclamation signing, secure all needed permissions, invite partner organizations and parents and their babies, and plan the event details.

End of September


- Notify your networks that Infant Safe Sleep Month is coming! Use e-newsletters, email, texts, and social media to let them know your plans for October and encourage them to participate. Share key messages and ask them to promote those messages. Your network might include followers on social media, clients, parents and families, the Safe Sleep Hawai'i Coalition, partner organizations, work colleagues, friends and family, community organizations.
- Ask everyone in your organization to use the Safe Sleep Hawai'i digital background during October and ensure they have access to it and know how to use it.

October

- Participate in your planned activities and implement your communication plans.

November

- Debrief any events or activities you hosted to assess whether participation, engagement, and outcomes met your expectations. Evaluate how the resources and effort expended by your organization compare to the outcomes you achieved. Would you do this activity again? What would you change and what would you keep the same? Record detailed notes of your debriefing and file them where you can easily access them to review next July when you start planning for next October.

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- If you collaborated with partners, evaluate or debrief together about your collaborative activities.
 - Evaluate your communication metrics. Document your successes and record plans for changes next year. Plan to review your documentation next July.
 - Share the highlights of your evaluations with partners and the Safe Sleep Hawai'i Coalition so the Coalition can calculate and share about the total impact of all members' activities.

Key Infant Safe Sleep messages to promote

In addition to using the materials elsewhere in this toolkit, here are some basic Safe Sleep Hawai'i messages to work into communications with parents, caregivers, and the public:

- Babies sleep best with the ABCs: Alone, on their Back, in a Crib.
- Safe sleep is as easy as ABC: Alone, on their Back, in a Crib.
- Share the aloha, not the bed—infants should sleep in the same room as their caregiver, but Alone, on their Back, in a Crib.
- If it's for sitting, it's not for sleeping—always place babies to sleep in their Crib, Alone and on their Back.
- Breastfeed your baby to reduce the risk of SIDS.