



Sharing the message about safe sleep

How-To: Using the Safe Sleep Hawai'i E-Toolkit

October 2023

The Safe Sleep Hawai'i Coalition created an electronic toolkit to provide coalition members and others with easy access to accurate messages about infant safe sleep. This document provides suggestions for using the materials in this toolkit.

Who is the Safe Sleep E-Toolkit for?

The toolkit is designed for providers who work with expecting parents and parents and caregivers of infants. By “provider,” we mean anyone whose job includes supporting pregnant women and their partners and parents and caregivers of infants. This includes, but is not limited to: midwives; doulas; medical professionals working in a birthing hospital; home visitors; parent educators in a Family Advocacy Program; parent support group facilitators; clinic staff caring for pregnant women or infants; and public health nurses and outreach staff.

The messages in the toolkit are designed for expecting parents and parents and caregivers of infants.

Why was this Safe Sleep E-Toolkit created?

The Safe Sleep Hawai'i Coalition wanted a central place where providers, parents, and caregivers can access accurate information about safe sleep that:

- Is easy to use and disseminate
- Is tailored for Hawai'i audiences
- Has been approved by the [Hawai'i State Department of Health \(DOH\)](#), [American Academy of Pediatrics \(AAP\)](#), and/or the [National Safe to Sleep campaign](#) led by the Eunice Kennedy Shriver National Institute of Child Health and Human Development
- Informs people about DOH-supported programs providing safe sleep supports and services like free cribs, information, and educational opportunities
- Promotes messages that help providers easily talk to parents about infant sleep

The Safe Sleep Hawai'i Coalition hopes that the toolkit will increase awareness about safe sleep resources and give people the tools they need to provide safe sleep spaces for infants.

How do you use the Safe Sleep E-Toolkit materials?

Social media content

The toolkit includes formatted social media messages designed for the Safe Sleep Hawai'i Coalition that are ready to be downloaded and posted on your social media accounts (e.g., Instagram, Facebook, etc.). These messages are available in several languages to help you better connect with Hawai'i parents. As you plan your social media calendars, include at least one safe sleep message a month. During Infant Safe Sleep Month in October, publish a few weekly social media posts.

The toolkit also links to shareable content from the national Safe to Sleep campaign. These messages are pre-formatted and ready to use in English or Spanish. All the shareable messages and videos available from the national campaign are in the public domain, so anyone can use them. The posts and images can be altered and co-branded with your organization's name or logo—this is all part of the use allowed for materials in the public domain. The toolkit includes a few Hawai'i-specific key messages that you can combine with public domain images to create a unique social media post for your organization.

Every time you post a safe sleep message on social media include some safe sleep hashtags from the list in the toolkit.

Conversations with parents

The DOH video about the [ABCs of safe sleep](#) is available to share with parents. It is helpful to show the 30-second video when giving parents a copy of [A Safe Sleep Guide for Parents](#).

The Safe Sleep E-Toolkit and the Safe to Sleep Campaign both have numerous short videos about creating safe sleep environments and practices that reduce the risk of SIDS, like breastfeeding for at least six months. These videos can be great conversation-starters for talking with parents and caregivers alone or in groups.

It can be hard to talk with parents grieving the loss of their infant. The toolkit includes a list of resources for grief and infant loss to help providers, parents, and family members.

Data and Statistics

The toolkit includes downloadable reports that can provide support for grants and information for professional development activities. It also includes infographics that can be shared on websites and social media platforms.

Infant Safe Sleep Month in October

October offers an opportunity to increase your public education activities to raise awareness about the risks of sleep-related infant deaths and how to prevent such deaths. The E-Toolkit lists a planning calendar with suggested activities leading up to and during October.

In the month of October (and anytime you are meeting about safe sleep), use the Safe Sleep Hawai'i virtual background. It's an easy and subtle way to raise awareness about the importance of safe sleep for infants.

How do you track the impact of public awareness activities ?

If you're doing the hard work of sharing messages about safe sleep for infants, it helps to know the results of your work. All website hosting and social media platforms have tools you can use to track how many people are visiting your page or profile, viewing your posts, or downloading a specific post or image. Using these tools and sharing the results within your organization and with the Safe Sleep Hawai'i Coalition helps your organization and parents across the state because the tools reveal:

- How many people are seeing, sharing, and interacting with posts and messages
- What types of posts people interact with the most
- What messages people look at
- What information people download
- Whether the number of posts on a topic affects the amount of audience interaction or response

Feedback collected by coalition members can help the Safe Sleep Hawai'i Coalition and DOH adjust their messaging and supports for providers in ways that continue to make it easier to promote safe sleep for infants and reduce sleep-related infant deaths.

