



Social Media Toolkit

Safe sleep saves lives — and just as we're reminded by the ABCDEs of safe sleep, every caregiver plays a part.

A

*Babies sleep
Alone...*

B

*... on their
Backs...*

C

... in a Crib.

D

Don't smoke.

E

*Everyone can
help keep
babies safe!*

You are **Everyone!** Please use the social media posts contained in this document to help us reach more families and caregivers so that all babies are breathing easily and sleeping safely.

Social Media Posts

The following content can be copied and pasted to post on your social media account.

Please be sure to link to tinyurl.com/SafeSleepRoomToBreathe so your audience can find more information.



Safety + Breathing

Copy: Have you heard "back is best?" Putting your baby to sleep on their back helps to keep their airway open so they can breathe easy.

Headline: Babies Need to Breathe

Link description: Keep your baby sleeping safely

URL: tinyurl.com/SafeSleepRoomToBreathe



ABCDEs of Safe Sleep

Copy: Safe sleep is as easy as ABC! Baby should sleep Alone on their Back, in a Crib. Don't smoke and Everyone in the family can help baby sleep safely.

Headline: Learn the ABCDEs of Safe Sleep

Link description: Safe sleep isn't complicated.

URL: tinyurl.com/SafeSleepRoomToBreathe



Babies' Airways

Copy: Babies' airways are tiny. In fact, they're smaller than most straws! Keep those tiny airways open by putting babies to sleep on their backs.

Headline: Babies Need to Breathe

Link description: Protect their airways.

URL: tinyurl.com/SafeSleepRoomToBreathe



FAQs

Copy: Is it safe to share a bed with your baby? No. Keeping your baby in your room helps keep them safe when they are in their own crib, bassinet or pack and play.

Headline: Safe Sleep FAQs

Link description: Your sleep questions, answered!

URL: tinyurl.com/SafeSleepRoomToBreathe



Safe Sleep for Babies Video

Copy: Rest easy knowing your baby is sleeping safely. Practicing safe sleep means putting baby to bed on their back in a crib for every nap and every sleep.

Headline: Create a safe sleep routine

Link description: Learn the ABCDEs of safe sleep

URL: tinyurl.com/SafeSleepRoomToBreathe



Baby's POV Video

Copy: Safe sleep starts with Mom and Dad. Put your baby down in the safe sleeping position every time they rest. Your baby will thank you!

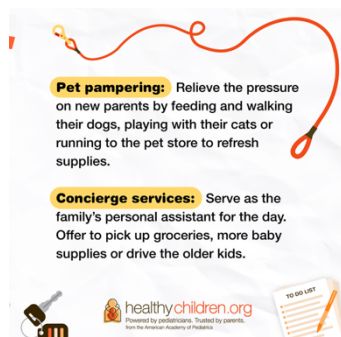
Headline: Babies Need to Breathe

Link description: Learn more about safe sleep

URL: tinyurl.com/SafeSleepRoomToBreathe

Babies NEED TO Breathe

ON THEIR BACK – EVERY NAP. EVERY NIGHT.



American Academy of Pediatrics – Gifts of Time

Copy: Every new parent deserves a village, and everyone can play a role. Small acts of support can help new parents focus on what matters most: giving baby a safe start.