

Social Media Kit

Thank you for your interest in sharing the Sleep Baby Safely campaign message with your social media community! One of the key ways to prevent infant deaths caused by unsafe sleep is to educate the community about safe sleep practices through channels like social media.

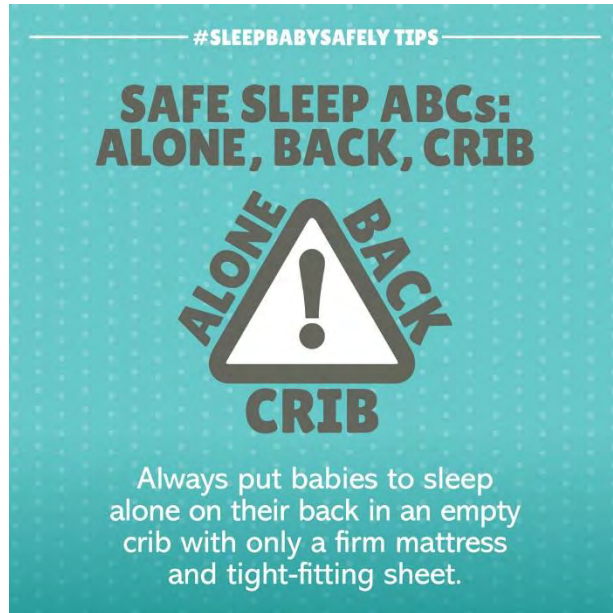
Please share the following prepared posts and graphics on your social media platforms or [click here](#) to view all graphics on our Facebook album and share directly to your Facebook page.

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Social Media Kit

FACEBOOK & INSTAGRAM POSTS:



Follow Safe Sleep ABCs - **#AloneBackCrib**. Always put babies to sleep Alone on their Back in an empty Crib with only a firm mattress and tight-fitting sheet. Learn more safety tips on how to **#SleepBabySafely** at SleepBabySafely.com

Imagine six kindergarten classrooms that will never be filled with the curious minds of young children. That's how many babies have died from sleep-related suffocation over the past 10 years in Pinellas County. **#DontRiskIt!** Learn life-saving tips to **#SleepBabySafely** at SleepBabySafely.com

From the time they are born, babies count on their parents to keep them safe. Yet a healthy baby dies from sleeping unsafely every month in Pinellas County. All of these deaths could have been prevented. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

Sleeping babies on their backs is safest. They are less likely to choke and less likely to have their breathing blocked. Learn more tips on how to **#SleepBabySafely** at SleepBabySafely.com

More infants die in adult beds than anywhere else. The facts don't lie: Babies are 40x more likely to die in adult beds than in their own cribs. Learn what you can do to **#SleepBabySafely** at SleepBabySafely.com

More infants die in adult beds than anywhere else. The facts don't lie: Two-thirds of infant sleep-related deaths happened when parents shared a bed (co-slept) with their baby. Learn how to **#SleepBabySafely** at SleepBabySafely.com

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Share a Room, Not a Bed. Bring baby's crib into parent's room for the first year, and never put baby to sleep on soft surfaces like adult beds, couches, or air mattresses. Learn more safety tips on how to [#SleepBabySafely](#) at [SleepBabySafely.com](#)

Imagine six kindergarten classrooms that will never be filled with the curious minds of young children. That's how many babies have died from sleep-related suffocation over the past 10 years in Pinellas County. [#DontRiskIt!](#) Learn life-saving tips to [#SleepBabySafely](#) at [SleepBabySafely.com](#)

From the time they are born, babies count on their parents to keep them safe. Yet a healthy baby dies from sleeping unsafely every month in Pinellas County. All of these deaths could have been prevented. Learn the facts to [#SleepBabySafely](#) at [SleepBabySafely.com](#)

The #1 cause of preventable child death is infant sleep-related suffocation. In fact, as many children die before their 1st birthday from this one cause, as die in the next 17 years from all other preventable causes combined. Learn how you can [#SleepBabySafely](#) at [SleepBabySafely.com](#)

Where a baby sleeps at night and during naptime matters. Soft surfaces like adult beds, couches, futons, recliners, and air mattresses pose suffocation risks, as do any loose items in a baby's crib. Learn what's best to [#SleepBabySafely](#) at [SleepBabySafely.com](#)

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Stay Alert While Feeding Baby. Set an alarm and always return baby to crib after feeding. Breastfeed, if possible – it's best for baby. Learn more safety tips on how to **#SleepBabySafely** at SleepBabySafely.com

From the time they are born, babies count on their parents to keep them safe. Yet a healthy baby dies from sleeping unsafely every month in Pinellas County. All of these deaths could have been prevented. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

Being the parent of an infant can be exhausting – we understand. But falling asleep while feeding your baby can be deadly. **#DontRiskIt!** Set an alarm, phone a friend, or do anything to stay awake, so you can safely return baby to crib after feeding. Learn what you can do to **#SleepBabySafely** at SleepBabySafely.com

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Studies have proven that car seats save young lives. If you wouldn't risk driving your baby without a car seat, why risk sleeping your baby unsafely? Let's make infant safe sleep as common as car seats. Learn how to #SleepBabySafely at SleepBabySafely.com



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Imagine six kindergarten classrooms that will never be filled with the curious minds of young children. That's how many babies have died from sleep-related suffocation over the past 10 years in Pinellas County. **#DontRiskIt!** Learn life-saving tips to **#SleepBabySafely** at SleepBabySafely.com

3,500 U.S. babies die each year from sleeping unsafely. In Pinellas County, a healthy baby dies every month from sleep-related suffocation. **#DontRiskIt!** Learn life-saving tips to **#SleepBabySafely** at SleepBabySafely.com

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More infants die in adult beds than anywhere else. The facts don't lie: Two-thirds of infant sleep-related deaths happened when parents shared a bed (co-slept) with their baby. Plus, babies are 40x more likely to die in adult beds than in their own cribs. Learn how to **#SleepBabySafely** at SleepBabySafely.com

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FACEBOOK & INSTAGRAM POSTS:



Your baby is counting on you for a safe sleep! Pledge to always lay your baby down to sleep safely – **#AloneBackCrib** – at night and for naptimes. Take the **#SafeSleepPledge** to **#PreventSuffocation** and receive a free gift at SleepBabySafely.com/Pledge

I proudly took the pledge to always lay my baby down to sleep safely – **#AloneBackCrib** – at night and for naptimes. Parents & caregivers, take the **#SafeSleepPledge** to **#PreventSuffocation** to make sure your child sleeps safely and receive a free gift at SleepBabySafely.com/Pledge

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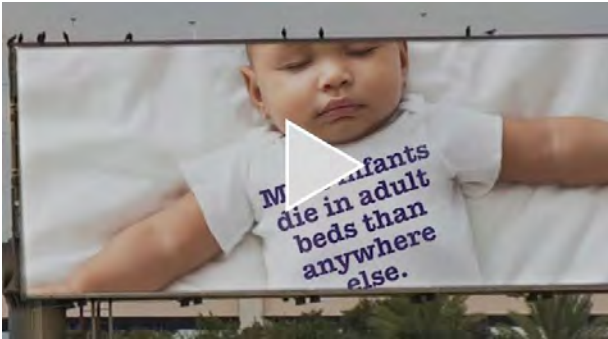
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FACEBOOK & INSTAGRAM POSTS:



Rescue Chief Ian Womack of [@StPeteFR](#) urges **#PinellasCounty** parents and caregivers to learn how to **#SleepBabySafely** to protect babies from suffocation every time they sleep. One of the best ways to do this is to follow Safe Sleep ABCs – **#AloneBackCrib**. Always put babies to sleep Alone on their Back in an empty Crib with only a firm mattress and tight-fitting sheet. Learn more life-saving tips on how to **#PreventSuffocation** at [SleepBabySafely.com](#)

Imagine six kindergarten classrooms that will never be filled with the curious minds of young children. That's how many babies have died from sleep-related suffocation over the past 10 years in Pinellas County. **#DontRiskIt!** Learn life-saving tips to **#SleepBabySafely** at [SleepBabySafely.com](#)

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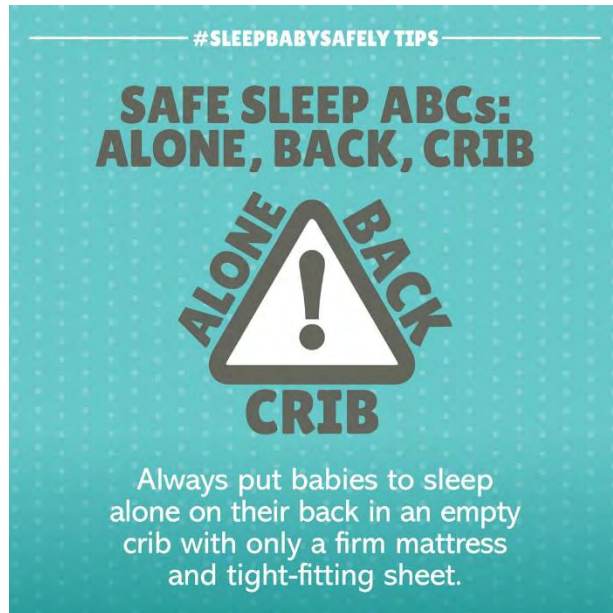
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Where a baby sleeps at night and during naptime matters. Soft surfaces like adult beds, couches, futons, recliners, and air mattresses pose suffocation risks, as do any loose items in a baby's crib. Learn what's best to **#SleepBabySafely** at [SleepBabySafely.com](#)

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TWITTER POSTS:



Follow Safe Sleep ABCs - **#AloneBackCrib**. Always put babies to sleep Alone on their Back in an empty Crib with only a firm mattress & tight-fitting sheet. Learn more **#babysafety** tips on how to **#SleepBabySafely** at SleepBabySafely.com

In the past 10 years, 102 babies suffocated while sleeping unsafely in **#PinellasCounty**. Learn to **#SleepBabySafely** at SleepBabySafely.com

Babies count on their parents to keep them safe from the moment they're born. Yet a **#healthybaby** dies from sleeping unsafely every month in **#PinellasCounty**. All of these deaths are preventable. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

Sleeping babies on their backs is safest. They are less likely to choke and less likely to have their breathing blocked. Learn more tips on how to **#SleepBabySafely** at SleepBabySafely.com

#Babies are 40x more likely to die in adult beds than in **#babycribs**. Learn what you can do to **#SleepBabySafely** at SleepBabySafely.com

Two-thirds of **#infant** sleep-related deaths happened when parents shared a bed (co-slept) with their **#baby**. Learn how to **#SleepBabySafely** at SleepBabySafely.com

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TWITTER POSTS:



Share a Room, Not a Bed. Bring **#babycribs** into parent's room for the first year, and never put baby to sleep on soft surfaces like adult beds, couches, or air mattresses. Learn more **#babysafety** tips on how to **#SleepBabySafely** at SleepBabySafely.com

In the past 10 years, 102 babies suffocated while sleeping unsafely in **#PinellasCounty**. Learn to **#SleepBabySafely** at SleepBabySafely.com

Babies count on their parents to keep them safe from the moment they're born. Yet a **#healthybaby** dies from sleeping unsafely every month in **#PinellasCounty**. All of these deaths were preventable. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

#1 cause of preventable **#childdeath** is infant sleep-related suffocation. **#DontRiskIt!** Learn how you can **#SleepBabySafely** at SleepBabySafely.com

Soft surfaces like adult beds, couches, futons, recliners, and air mattresses pose **#babysuffocation** risks, as do any loose items in a **#babycrib**. Learn to **#SleepBabySafely** at SleepBabySafely.com

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Stay Alert While Feeding Baby. Set an alarm and always return baby to crib after feeding. **#Breastfeed**, if possible – it's best for the **#baby**. Learn more **#babysafety** tips on how to **#SleepBabySafely** at SleepBabySafely.com

Babies count on their parents to keep them safe from the moment they're born. Yet a **#healthybaby** dies from sleeping unsafely every month in **#PinellasCounty**. All of these deaths were preventable. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

Being the parent of an infant can be exhausting. But falling asleep while feeding your baby can be deadly. **#DontRiskIt!** Stay alert to **#PreventSuffocation**. Learn to **#SleepBabySafely** at SleepBabySafely.com

A **#healthybaby** dies every month from sleep-related suffocation in **#PinellasCounty**. **#DontRiskIt!** Learn life-saving tips to **#SleepBabySafely** at SleepBabySafely.com

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Babies count on their parents to keep them safe from the moment they're born. Yet a **#healthybaby** dies from sleeping unsafely every month in **#PinellasCounty**. All of these deaths are preventable. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

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Where a **#baby** sleeps at night and during napttime matters. Learn what's best to **#SleepBabySafely** at SleepBabySafely.com

Studies prove that car seats are **#lifesavers**. If you wouldn't risk driving your baby without a car seat, why risk sleeping your baby unsafely? Let's make **#infant** safe sleep as common as car seats. Learn how to **#SleepBabySafely** at SleepBabySafely.com



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TWITTER POSTS:



Imagine 6 Pinellas kindergarten classrooms that are empty because the babies died from sleeping unsafely over the past 10 years. Learn to [#SleepBabySafely](https://SleepBabySafely.com) at SleepBabySafely.com

3,500 U.S. babies die each year from sleeping unsafely and a healthy baby suffocates each month in [#PinellasCounty](https://SleepBabySafely.com). [#DontRiskIt!](https://SleepBabySafely.com) Learn how to [#SleepBabySafely](https://SleepBabySafely.com) at SleepBabySafely.com

[#1](https://SleepBabySafely.com) cause of preventable [#childdeath](https://SleepBabySafely.com) is infant sleep-related suffocation. [#DontRiskIt!](https://SleepBabySafely.com) Learn how you can [#SleepBabySafely](https://SleepBabySafely.com) at SleepBabySafely.com

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Your baby is counting on you! Pledge to always practice **#safesleep** - **#AloneBackCrib**. Take the **#SafeSleepPledge** to **#PreventSuffocation** and receive a free gift at SleepBabySafely.com/Pledge

I proudly took the pledge to always lay my baby down to sleep safely - **#AloneBackCrib**. Parents & caregivers, take the **#SafeSleepPledge** to **#PreventSuffocation** to make sure your child sleeps safely and receive a free gift at SleepBabySafely.com/Pledge

Follow Safe Sleep ABCs - **#AloneBackCrib**. Always put babies to sleep Alone on their Back in an empty Crib with only a tight-fitting sheet. Learn more **#babysafety** tips on how to **#SleepBabySafely** at SleepBabySafely.co

Babies count on their parents to keep them safe from the moment they're born. Yet a **#healthybaby** dies from sleeping unsafely every month in **#PinellasCounty**. All of these deaths are preventable. Learn the facts to **#SleepBabySafely** at SleepBabySafely.com

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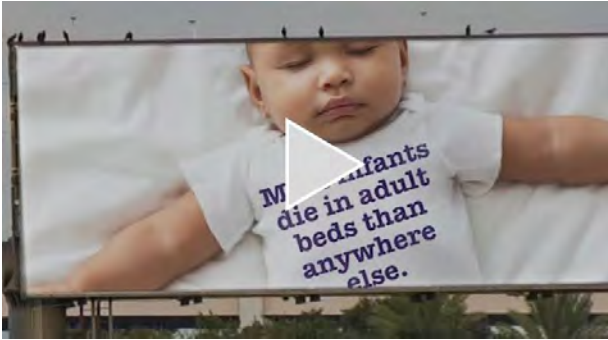
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Rescue Chief Ian Womack of [@StPeteER](#) urges **#PinellasCounty** parents & caregivers to learn how to **#SleepBabySafely** to protect babies from suffocation every time they sleep. Learn life-saving tips to **#PreventSuffocation** at [SleepBabySafely.com](#)

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Babies count on their parents to keep them safe from the moment they're born. Yet a **#healthybaby** dies from sleeping unsafely every month in **#PinellasCounty**. 100% of these deaths are preventable. Learn the facts to **#SleepBabySafely** at [SleepBabySafely.com](#)

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CAMPAIGN HASHTAGS:

#SleepBabySafely

#AloneBackCrib

#PreventSuffocation

#DontRiskIt

CAMPAIGN RESOURCES:

Campaign Microsite: www.SleepBabySafely.com

Campaign 60 Second PSA Video: <https://youtu.be/Cbha4L6lIU8>

Campaign 30 Second PSA Video: https://youtu.be/oi23D5MfR_M

CONTACT INFORMATION:

For more information, please contact SleepBabySafely@jwbpinellas.org