



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



Talk to Moms and Grandmas about Safe Infant Sleep

During Mother's Day

This Mother's Day, help moms and grandmothers talk about how they can keep baby safe during sleep. In this digital toolkit, you will find resources that you can share on social media about safe infant sleep. It includes social posts, infocards, and a video, which can be paired in a variety of ways. The posts and resources focus on safe sleep environments and ways to breastfeed baby to reduce the risks of SIDS.

[Recent research](#) revealed that accidental suffocation from bed sharing and soft surfaces is the leading cause of injury deaths in infants. To help you guide parents and caregivers, we have also included a Q&A with the members of the American Academy of Pediatrics (AAP) Task Force on Sudden Infant Death Syndrome (SIDS) that discusses the importance of a separate, firm, and flat sleep surface for infants to avoid suffocation. The Q&A can be used to inform future social posts or can be added to your website.

For more resources on safe infant sleep that you can share, visit <https://safetosleep.nichd.nih.gov/>.

Sharable Social Media Resources

- Mother's Day Infocard tailored to Moms (can be shared across all social platforms)
- Mother's Day Infocard tailored to Grandmas (can be shared across all social platforms)
- Safe to Sleep® Tips on Toys and Loose Bedding Infocard (two versions: one sized for Instagram and one for Facebook and Twitter)
- Ask the Expert Q&A content on Soft Bedding
- Breastfeed Your Baby to Reduce the Risk of SIDS (Full Length) Video

Access the resources [here](#).

Social Posts for Mom

Twitter

- Hey, #Mom, thanks for always making sure I sleep safely in a crib or bassinet that's firm, flat, & free of soft and loose items. bit.ly/2eeF7Np #SafeToSleep #MothersDay @NICHD_NIH
- This #MothersDay, join us in thanking moms for making sure babies sleep safe by always placing baby on his or her back for naps and at night. bit.ly/2eeF7Np #SafeToSleep @NICHD_NIH

Facebook

- Hey Mom, thanks for making sure I sleep safely by always placing me on my back for naps and at night in a separate sleep area that's firm, flat, and free of soft and loose items. Learn more about the other things you can do to keep me safe when I sleep from [@AmerAcadPed](#). bit.ly/2eeF7Np Tag or share this with the moms in your life!

#SafeToSleep #MothersDay [@nichd.gov](#)



- Happy Mother's Day! Join us today in thanking moms for making sure babies sleep safe. Remember: safe sleep environments that are separate but in the same room should be firm, flat, & free of soft and loose items. Babies sleep safest on their backs! Learn more about the latest recommendations for safe infant sleep from the [@AmerAcadPed](#). bit.ly/2eeF7Np #MothersDay #SafeToSleep [@nichd.gov](#)
- Moms: Thanks for working hard to keep baby safe! Learn about the latest Safe to Sleep® recommendations from [@AmerAcadPed](#) and remember to always place baby on his or her back to sleep, for naps and at night. bit.ly/2eeF7Np #MothersDay #SafeToSleep #NICHD
- Mom, practicing safe sleep and breastfeeding means thinking about how tired you are before and during baby's feeding. After feeding, be sure to return baby to a separate sleep area nearby. #SafeToSleep #MothersDay [@nichd.gov](#)

[\[Breastfeed Your Baby to Reduce the Risk of SIDS \(Full Length\) Video\]](#)

Instagram

- Hey, Mom, happy Mother's Day! Thanks for always making sure I sleep safely by placing me on my back for naps and at night in a separate sleep area that's firm, flat, and free of soft and loose items. #SafeToSleep #MothersDay #NICHD bit.ly/2eeF7Np

Social Posts for Grandma

Twitter

- Grandmothers are teachers and role models. This #MothersDay, join us in thanking #grandmothers for always placing grandbaby on his or her back to sleep, for naps & at night. bit.ly/2eeF7Np #SafeToSleep #MothersDay @NICHD_NIH
- Happy Mother's Day, Grandma! Thank you for always placing grandbaby on his or her back to sleep, for naps & at night. bit.ly/2eeF7Np #SafeToSleep #MothersDay @NICHD_NIH

Facebook

- Happy Mother's Day, grandmas! You play an important role in keeping baby safe. Remember: safe sleep environments are firm, flat, and free of soft and loose items. And babies sleep safest on their backs! Learn more about the other things you can do to keep your grandbaby safe during naps and at night from [@AmerAcadPed](#). bit.ly/2eeF7Np #SafeToSleep [@nichd.gov](#)
- Happy Mother's Day, grandmothers! And thanks for sharing your wisdom to help keep grandbaby safe. Remember, always place baby on his or her back to sleep, for naps and at night. bit.ly/2eeF7Np #SafeToSleep [@nichd.gov](#)

Tag or share this with the grandmas in your life!

- Grandmothers are teachers and role models. This Mother's Day, remind mom to always place your grandbaby on his or her back for sleep every time, naps and at night, to keep them safe. And remember: safe sleep environments are firm, flat, and free of soft and loose items! bit.ly/2eeF7Np #SafeToSleep [@nichd.gov](#)



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- Happy Mother's Day, grandma! Thank you for helping mom and baby sleep safe. After mom breastfeeds, help her place baby in a separate sleep area nearby that's firm, flat, and free of soft and loose items. bit.ly/2eeF7Np #SafeToSleep @nichd.gov

[\[Embed Breastfeed Your Baby to Reduce the Risk of SIDS \(Full Length\) Video\]](#)

Instagram

- Happy Mother's Day, Grandma! Thank you for always placing grandbaby on his or her back to sleep, for naps and at night. Remember: safe sleep environments are firm, flat, and free of soft and loose items. #SafeToSleep #MothersDay #baby #infant #NICHD #Grandma @nichd_nih bit.ly/2eeF7Np
- Grandma, you play an important role in keeping baby safe! This Mother's Day, remind mom to always place your grandbaby on his or her back for every sleep time, naps and at night, to keep them safe. And remember: safe sleep environments are firm, flat, and free of soft and loose items! SafeToSleep #MothersDay #baby #infant #NICHD #Grandma @nichd_nih bit.ly/2eeF7Np
- Grandmas: Thanks for sharing your wisdom to help keep grandbaby safe by always placing baby on his or her back for naps and at night in a separate sleep area that's firm, flat, and free of soft and loose items. SafeToSleep #MothersDay #baby #infant #NICHD #Grandma @nichd_nih bit.ly/2eeF7Np