

Social Media Toolkit

Title: Infant Safety (and Safe Sleep tips)

For use during week 45, November 11-17, 2019

Launch Date: 10/28/2019

Introduction

**Describe content of toolkit.*

**Describe the source(s) for the toolkit content*

**Describe background of topic*

This social media toolkit will provide Facebook and Instagram posts, tweets, hashtags, photos and videos related to infant care within the context of safety of the infant, and in particular safe sleep tips. "Infant" is defined as a child, age 0-12 months. The source of this toolkit's content is mostly from American Academy of Pediatrics and a website called kidshealth.org. Kidshealth.org is from Nemours Children's Health System, which is a nonprofit children's health system. Neil Izenberg, MD, a physician at Nemours, founded KidsHealth.org in 1995 with the goal of helping parents, kids, and teens take charge of their health.¹

Infant safe sleeping

Approximately 3,500 infants die annually in the United States during sleep, including sudden infant death syndrome (SIDS; International Classification of Diseases, 10th Revision [ICD-10], R95), ill-defined deaths (ICD-10 R99), and accidental suffocation and strangulation in bed (ICD-10 W75). After an initial decrease in the 1990s, the overall death rate attributable to sleep-related infant deaths has not declined in more recent years.²

What is SIDS?¹

Sudden infant death syndrome (SIDS) is the sudden and unexplained death of a baby younger than 1 year old. Most SIDS deaths happen in babies 2 to 4 months old, and cases rise during cold weather. Black and Native American infants are more likely to die of SIDS than Caucasian infants. More boys than girls fall victim to SIDS.

Most SIDS deaths are associated with sleep, which is why it is sometimes still called "crib death." SIDS is the leading cause of death among infants 1 month to 1 year old, and remains unpredictable despite years of research. However, the risk of SIDS can be greatly reduced by placing babies younger than one year old on their backs to sleep--never face down on their stomachs or on their sides. Sleeping on the stomach or side increases the risk for SIDS. Several risk factors might combine to cause an at-risk infant to die of SIDS.

Other safe sleeping practices include the following: not using blankets, quilts, sheepskins, stuffed animals, and pillows in the crib or bassinet (these can suffocate a baby); and sharing a bedroom (but not a bed) with the parents for the first 6 months to 1 year. Also, parents should alternate the position of their baby's head from night to night (first right, then left, and so on) to prevent the development of a flat spot on one side of the head.

Other safety tips for infants (besides safe sleep) include the following:¹

- Wash your hands (or use hand sanitizer) **before handling your baby**. Newborns do not have a strong immune system yet, so they are at risk for infection. Make sure that everyone who handles your baby has clean hands.
- **Support your baby's head and neck**. Cradle the head when carrying your baby and support the head when carrying the baby upright or when you lay your baby down.
- **Never shake your newborn, whether in play or in frustration**. Shaking can cause bleeding in the brain and even death. If you need to wake your infant, do not do it by shaking--instead, tickle your baby's feet or blow gently on a cheek.
- **Make sure your baby is securely fastened into the carrier, stroller or car seat**. Limit any activity that could be too rough or bouncy.
- **Remember that your newborn is not ready for rough play**, such as being jiggled on the knee or thrown in the air.
- **To prevent or heal diaper rash, here are some tips**
 - Change your baby's diaper often, and as soon as possible after bowel movements.

- Gently clean the area with mild soap and water (wipes sometimes can be irritating), then apply a very thick layer of diaper rash or "barrier" cream. Creams with zinc oxide are preferred because they form a barrier against moisture.
- If you use cloth diapers, wash them in dye- and fragrance-free detergents.
- Let the baby go undiapered for part of the day. This gives the skin a chance to air out.
- If the diaper rash continues for more than 3 days or seems to be getting worse, call your doctor — it may be caused by a fungal infection that requires a prescription.
- While bathing your infant, **never** leave the baby alone. If you need to leave the bathroom, wrap the baby in a towel and take him or her with you.

Target audience/high-risk subsets

**Describe target audience*

Parents or guardians of newborn children

**Describe high-risk or sub-populations, if appropriate*

Black and Native American infants are more likely to die of SIDS than Caucasian infants. More boys than girls fall victim to SIDS.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[American Academy of Pediatrics](#)

[Centers for Disease Control and Prevention](#)

[Safe Kids Worldwide](#)

[Sudden Unexplained Death of a Child Foundation](#)

References

¹Kidshealth.org. (2018, January)]. A Guide for First-Time Parents. Retrieved on 10/15/2019 from: <https://kidshealth.org/en/parents/guide-parents.html>

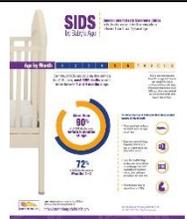
²AAP TASK FORCE ON SUDDEN INFANT DEATH SYNDROME. SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment. Pediatrics. 2016;138(5):e20162938 DOI: 10.1542/peds.2016-2938. Retrieved on 10/15/19 from: <https://pediatrics.aappublications.org/content/pediatrics/138/5/e20162938.full.pdf>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student																									
Estimated time used to create	8 hours																									
Date submitted	October 18, 2019																									
DUE date & TARGET date for release (Monday)	Due Date: 10/11/19 Target Date for Release: 10/28/19																									
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>10/22/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Osman Ulvi MBBS, MPH</td> <td>10/25/19</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	10/22/19	AL			Osman Ulvi MBBS, MPH	10/25/19	OU	OU	OU										
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<p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																										
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																									
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>5</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>	Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	5	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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FACEBOOK

<p>Facebook 1</p>		<p>Website: https://safetosleep.nichd.nih.gov/resources/caregivers/environment/look</p> <p>What does a safe sleep environment look like?</p>
<p>Facebook 2</p>		
<p>Facebook 3</p>		
<p>Facebook 4</p>		
<p>Facebook 5</p>		

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 1</p>		<p>https://www.cdc.gov/SIDS/index.htm</p>	<p>Safe sleep for babies</p>	<p>10/15/19</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Facebook 2</p>		<p>https://safetosleep.nichd.nih.gov/resources/providers/downloadable/infographic_by_age</p>	<p>SIDS by Baby's Age</p>	<p>10/15/19</p>	<p>Source: Eunice Kennedy Shriver National Institute of Child Health and Human Development</p>
<p>Facebook 3</p>		<p>https://www.safekids.org/safetytips/field_type/infographic/field_risks/car-seat</p>		<p>10/18/19</p>	<p>Source: Safe Kids Worldwide</p>
<p>Facebook 4</p>		<p>https://www.safekids.org/</p>		<p>10/18/19</p>	<p>Source: Safe Kids Worldwide</p>
<p>Facebook 5</p>					

TWEETS

Twitter best practices

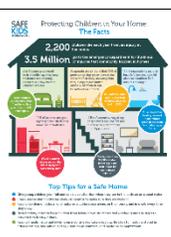
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Wash your hands (or use a hand sanitizer) before handling your baby. Newborns do not have a strong immune system yet, so they are at risk for infection. Make sure that everyone who handles your baby has clean hands.
Tweet 2	Recommendations for a safe sleep environment include placing your baby on her/his back, using a firm sleep surface, room-sharing without bed-sharing, and avoiding soft bedding and overheating. See https://pediatrics.aappublications.org/content/138/5/e20162938
Tweet 3	For your baby's safety, keep toys, blankets and pillows out of the crib
Tweet 4	Babies who sleep on their backs are less likely to get fevers, stuffy noses, and ear infections. The back sleep position makes it easier for babies to look around the room and to move their arms and legs. Visit https://safetosleep.nichd.nih.gov/safesleepbasics/faq
Tweet 5	When babies sleep with pillows, blankets, or on soft surfaces, they are at a greater risk for sudden infant death syndrome (SIDS). When they sleep in bed with us, there's the added risk of suffocation from soft bedding or getting trapped under or rolled over by an adult.
Tweet 6	Give young children your full attention when they are in the bathtub or around water.
Tweet 7	Install safety gates to keep children from falling down staircases and window guards or stops to prevent falls from windows
Tweet 8	Keep all medicine up and away, even medicine you take every day to prevent children from finding it.
Tweet 9	Store household products safely to prevent poisoning. Young kids are often eye-level with items under the kitchen and bathroom sinks, so make sure household cleaning products and personal care products up and away, out of children's reach and sight.
Tweet 10	The Poison Hotline number is 1-800-222-1222.

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content
- Perfect!

	Infographic	Website	Embedded Link	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/Sleep-Soundly-While-Baby-Sleeps-Safe.aspx		What is the safest way for babies to sleep?	10/15/19	Source: The American Academy of Pediatrics
Instagram 2		https://www.cdc.gov/chronicdisease/resources/infographic/sids.htm		Help Babies Sleep Safely	10/15/19	Source: Centers for Disease Control and Prevention
Instagram 3		https://www.safekids.org/other-resource/safe-infant-sleep-checklist	<code><iframe width="100%" height="500" frameborder="0" src="https://www.safekids.org/embed/35696"></iframe></code>	Safe Infant Sleep Checklist	10/18/19	Source: Safe Kids Worldwide
Instagram 4		https://www.safekids.org/infographic/protecting-children-your-home	<code><iframe width="100%" height="500" frameborder="0" src="https://www.safekids.org/embed/8023"></iframe></code>	Protecting Children in your Home	10/18/19	Source: Safe Kids Worldwide
Instagram 5		https://www.safekids.org/poison-safety			10/18/19	Source: Safe Kids Worldwide

RELEVANT HASHTAGS

A very interesting article regarding hashtags (to be aware of hashtags that predators use) can be found at:

News Corp. Australia Network (2018, April 7). How using the wrong hashtags could be putting your child at risk.

Retrieved on 10/18/19 from:

<https://www.news.com.au/lifestyle/parenting/how-using-the-wrong-hashtags-could-be-putting-your-child-at-risk/news-story/e65c5ad2ea826fcdc7343763c8eb9470>

	Hashtag
Hashtag 1	#PreventSIDS
Hashtag 2	#SafeSleep
Hashtag 3	#StopSIDS
Hashtag 4	#SIDSAwareness
Hashtag 5	#SafeSleepSnap
Hashtag 6	#ChildSafety
Hashtag 7	#HomeSafety
Hashtag 8	#BabySafetyMonth
Hashtag 9	#BabySafety
Hashtag 10	#PreventHotCarDeaths

VIDEO (OPTIONAL)

Media	Image	Embedded link	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		<iframe width="1274" height="672" src="https://www.youtube.com/embed/AzA3joFgulo" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/AzA3joFgulo	Safe Sleep for Your Baby: Every Nap & Every Night (length 0:30)	10/15/19	SV	Source: American Academy of Pediatrics
Video #2		<iframe src="https://player.vimeo.com/video/73944756" width="640" height="360" frameborder="0" allow="autoplay; fullscreen" allowfullscreen></iframe> <p>Sleep from Healthy Children on Vimeo.</p>	https://vimeo.com/73944756	The Healthy Children Show: Sleep (length 2:53)	10/15/19	SV	Source: American Academy of Pediatrics
Video #3		<iframe width="560" height="315" src="https://www.youtube.com/embed/guxAiQIY1NI" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/guxAiQIY1NI	Gary on the Street: Keeping Medicine Up and Away (length 1:48)	10/18/19	SV	Source: Safe Kids Worldwide

Video #4		<pre><iframe width="560" height="315" src="https://www .youtube.com/em bed/Wt- GAM720ko" frameborder="0" allow="accelerom eter; autoplay; encrypted-media; gyroscope; picture-in- picture" allowfullscreen>< /iframe></pre>	https://youtu.be/Wt-GAM720ko	Can you spot the risks? (length 0:31)	10/18/19	SV	Source: Safe Kids Worldwide
Video #5		<pre><iframe width="560" height="315" src="https://www .youtube.com/em bed/Rs9Jw3uloaU " frameborder="0" allow="accelerom eter; autoplay; encrypted-media; gyroscope; picture-in- picture" allowfullscreen>< /iframe></pre>	https://youtu.be/Rs9Jw3uloaU	Safe Sleep for your Baby (length 1:00)	10/18/19	SV	Source: Eunice Kennedy Shriver National Institute of Child Health and Human Developme nt