

# SAFE SLEEP PROMOTION & SUID PREVENTION

## *Partner Toolkit*



## INTRODUCTION

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The Indiana Department of Health is committed to ensuring every baby has the safest possible start in life. Unsafe sleep-related infant deaths remain one of the leading causes of death for infants younger than 1 year of age in Indiana, and many are preventable.

This social media toolkit is designed to help our partners, community organizations, and health professionals share consistent, evidence-based messages about safe sleep practices and sudden unexpected infant death (SUID) prevention. By working together, we can reach families across Indiana with clear, supportive guidance on creating safe sleep environments.

Inside this toolkit, you'll find ready-to-use social media posts, graphics, and key messages that align with the latest recommendations from the American Academy of Pediatrics. These materials are meant to be flexible and adaptable to fit your community's voice while maintaining the core message: Every baby deserves a safe sleep, every sleep, every time.

## ADDITIONAL RESOURCES:

More Safe Sleep resources (multiple languages) - [LINK](#)

IDOH Safe Sleep webpage - [LINK](#)

NIH Safe to Sleep resources - [LINK](#)

Safe Sleep provider map - [LINK](#)

# SOCIAL MEDIA

Copy and paste content in this toolkit directly into social media, emails or on the web. Feel free to edit the copy to fit your voice and style. If you have local initiatives you'd like to promote update content as needed.

## FACEBOOK/INSTAGRAM



[Click for graphic](#)

In Indiana between 2015-2019, 36% of unsafe sleep deaths occurred during naptime.

From the middle of the night to the middle of the day - alone, on their back and in a crib is always the safest way. Every sleep. Every time. Safe sleep saves lives.

Learn more: [in.gov/health/safesleep/safe-sleep/](https://in.gov/health/safesleep/safe-sleep/)



[Click for video](#)

In collaboration with the Indiana Department of Health, we are reminding parents and caregivers to take steps to protect infants after a recent increase in unsafe sleep-related deaths.

For every nap and bedtime, always place your baby:  
ALONE – nothing else in the crib  
BACK – on his or her back to sleep  
CRIB – in a dedicated crib or bassinet

Unsafe sleep situations often include co-sleeping with adults, blankets or pillows in the crib, or placing a baby on his or her stomach to sleep. Following the ABCs of safe sleep saves lives.



[Click for graphic](#)

A good reminder: babies don't need pillows, blankets, or toys in their cribs.

For every nap and bedtime, practice the ABCs:

Alone: Babies should be placed alone with caregiver nearby in the same room

Back: On his or her back

Crib: With only a tight-fitting sheet, no bumper pads, pillows, blankets or stuffed animals

Learn more: [in.gov/health/safesleep/safe-sleep/resources/](https://in.gov/health/safesleep/safe-sleep/resources/)



Room-sharing means your baby sleeps in the same room as you, but not in the same bed.

Place your baby on a separate, safe sleep surface (like a crib or bassinet) in your room. This setup makes it easy to feed, comfort, and bond with your baby while lowering the risks that come with bed-sharing.

The American Academy of Pediatrics recommends room-sharing (without bed-sharing) for at least the first six months to help your baby sleep safely.

[Click for image](#)



[Click for graphic](#)

Babies sleep... a lot! And whenever they sleep, it should be in a safe place. When your baby needs to sleep away from home, like in a hotel or at a friend or family member's house, make sure they have a safe place to sleep.

At home or on the go, always put your baby to sleep on their back, in their own crib or bassinet, and without anything else near them. Remind anyone who will be caring for your baby to do the same.