

CAMPAIGN IMPLEMENTATION AND RESOURCE GUIDE:

Safe Infant Sleep

About the campaign

The Safe Infant Sleep campaign informs and encourages new military parents to follow standard practices for safe infant sleep — including the ABCs of safe sleep and other guidance from the American Academy of Pediatrics.

Communication goals and objectives

- Raise awareness of the dangers of unsafe sleep practices and child fatalities within the military community.
- Partner with the service branches to create a unified campaign and amplify standardized practices for safe sleep.
- Maximize the promotion of positive parenting and overall parent well-being.
- Build an integrated message and dissemination process across the Defense Department and service branches to ensure timely, consistent and accurate information.

Key messages

Military life can sometimes feel like a puzzle — but finding a safe way to put your baby to sleep shouldn't.

- Follow the expert-recommended ABCs for safe sleep for every nap and every night.
- Create a plan for when you're on the go to ensure that your baby is in a safe sleep environment no matter where you are.
- Make sure those who help care for your baby follow the ABCs of safe sleep and provide them with a safe sleeping space.

Call to action

- Reduce risks for your baby by following safe sleep standard practices.
- Keep your baby safe and healthy by visiting the [Safe Sleep MilLife Guide](#), utilizing services from the [New Parent Support Program](#) or speaking to your pediatrician.

Resources for use:

View and [download the poster](#).

View and [download the brochure](#).

View and [download our social toolkit](#).