



**BIGMOUTH**

# Safe Sleep Campaign: Social & Digital Signage Updates

CHICAGO DEPARTMENT OF PUBLIC HEALTH

**Brands with bite** / [bigmouthcreative.com](https://bigmouthcreative.com)

OCTOBER 2022



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# Social

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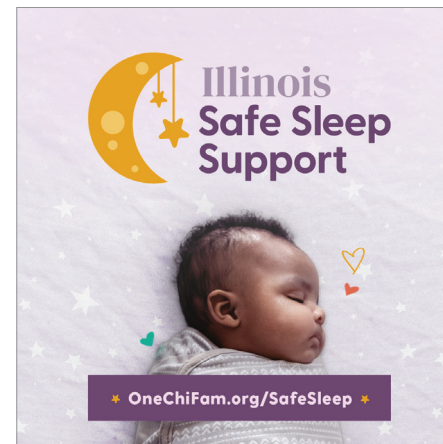
**Total Post Collection: 12 unique posts**  
\*option to expand further with organic posts, Stories and potential influencer collaboration posts

## Collection A: Overview

AD 1



AD 2



AD 3



AD 4



## POST COPY

Introducing Illinois Safe Sleep Support, a resource for families in Illinois to learn about the safest ways for their babies to sleep, get answers to their sleep safety questions, and get access to items they need to keep their babies safe.

We have learned a lot about how to keep our babies safe while they sleep, and we want to share that information with parents, caregivers and doctors so, together, we can save lives.

Learn more at [\[URL\]](#)

## Collection B: ABCS

SLIDE 1

Babies should sleep alone—no blankets, toys, bumpers, stuffed animals or other people.



SLIDE 2



Always place your baby to sleep on their back, not their side or stomach.

SLIDE 3

Use a bassinet or crib with a firm, flat surface and a tight-fitted sheet for sleep.



SLIDE 4



Nobody should smoke around your baby or in the room where they sleep.

SLIDE 5



Get more helpful info at  
★ [OneChiFam.org/SafeSleep](https://OneChiFam.org/SafeSleep) ★

### POST COPY

Following this guidance is the best way to keep your baby safe while sleeping.

If your baby is under the age of one, make sure they sleep:

- Alone
- On their back
- In a crib
- In a smoke free place

For more safe sleep tips and resources, go to [\[URL\]](#)

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## Collection C: Tips



### POST COPY

Tip #1: Share a room, not a bed.

We know all parents like to be close to their babies, but it is not safe for a baby to sleep in an adult bed, with or without other people. Babies are safest sleeping alone, on their backs, in a crib with no blankets, bumpers, toys or stuffed animals.

For more safe sleep tips and resources, go to [\[URL\]](#)



## Collection C: Tips



### POST COPY

#### Tip #2: Avoid sleeping on couches and chairs

As nice as it might seem to sleep on the couch with your baby on your chest, it isn't safe. Couches and armchairs are extremely dangerous places for infants, and sleeping on them greatly increases the risk of death, especially if an adult is also asleep.

Couches and chairs are great places for you to feed, hold, and bond with your baby, but when it's time for them (and you!) to take a nap, they should go in their crib, bassinet, or portable play yard.

For more safe sleep tips and resources, go to [\[URL\]](#)

## Collection C: Tips



### POST COPY

**Tip #3:** When you get tired, put your baby down

Losing sleep is one of the hardest parts of being a new parent. Every parent has been there – struggling to stay awake as they sit in a chair with their baby, trying to get them to eat or go back to sleep. In these situations, when you are holding your baby and think you might fall asleep, it is always safest to put them in a crib, bassinet or portable play yard – even if they are crying or haven't finished eating.

Many infant deaths happen when parents fall asleep while holding their babies (in chairs, on couches, in beds). So if you can't stay awake, put your baby down.

For more safe sleep tips and resources, go to [\[URL\]](#)



## Collection C: Tips



### POST COPY

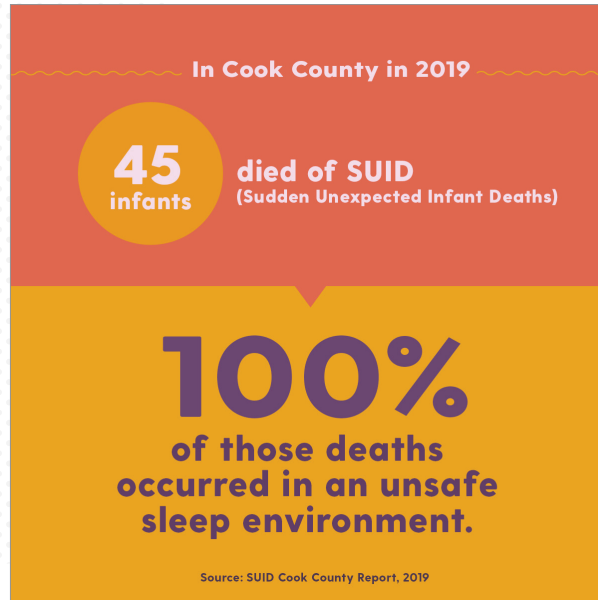
Tip # 4: When your baby starts to roll, it's time to stop swaddling.

When they are very young, many babies like to be swaddled. Swaddling your baby means to use a thin blanket or a store-bought swaddle with velcro or a zipper to wrap your baby tightly, with their arms in.

But as soon as your baby shows signs of rolling, it's time to stop swaddling. When your baby is learning to roll (from back to front or front to back), they need their arms out so they don't get stuck. Every baby is different, but this usually happens around 2-4 months old.

For more safe sleep tips and resources, go to [\[URL\]](#)

## Collection D: Statistics



### POST COPY

In 2019, 45 infants died of SUID (Sudden Unexpected Infant Deaths).

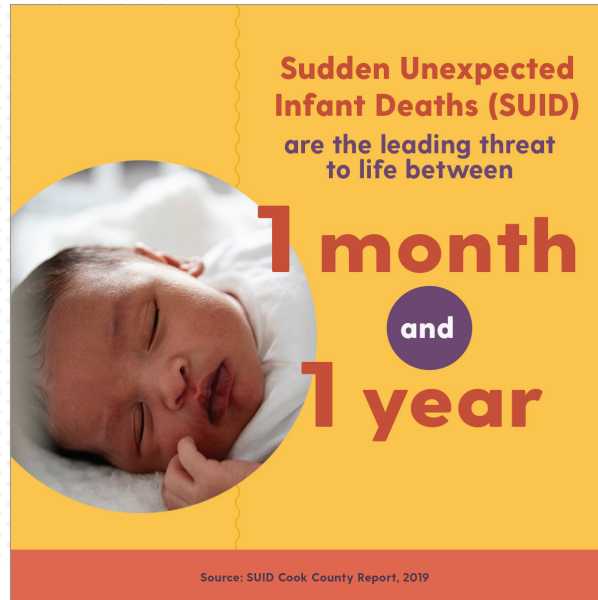
100% of those deaths occurred in an unsafe sleep environment.

We can change this.

Go to [\[URL\]](#) to learn about how we can keep our babies safe while they sleep.

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## Collection D: Statistics



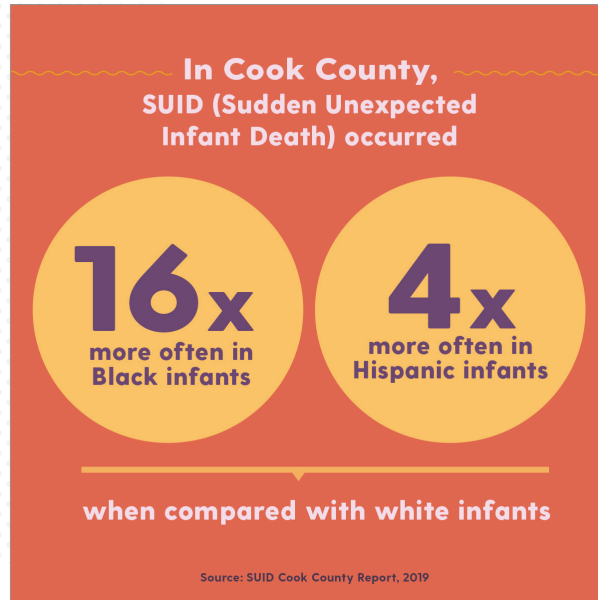
### POST COPY

Sudden Unexpected Infant Deaths (SUID) are the leading threat to life between 1 month and 1 year old.

We can change this.

Go to [\[URL\]](#) to learn about how we can keep our babies safe while they sleep.

## Collection D: Statistics



### POST COPY

In Cook County, SUID occurred 16 times more often in Black infants, and nearly 4 times more often in Hispanic infants when compared with white infants.

We can change this.

Go to [\[URL\]](#) to learn about how we can keep our babies safe while they sleep.



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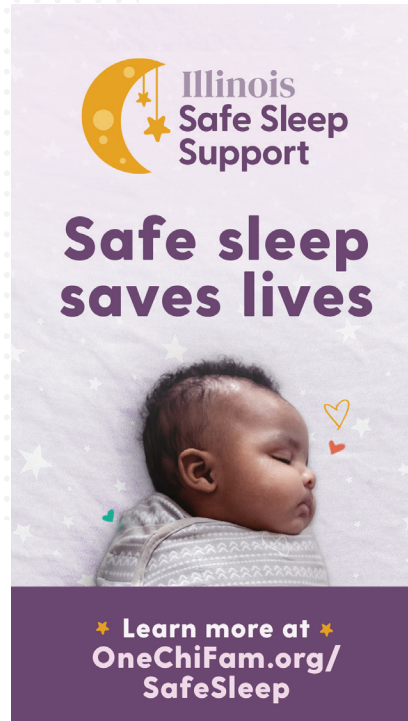
# Digital Signage

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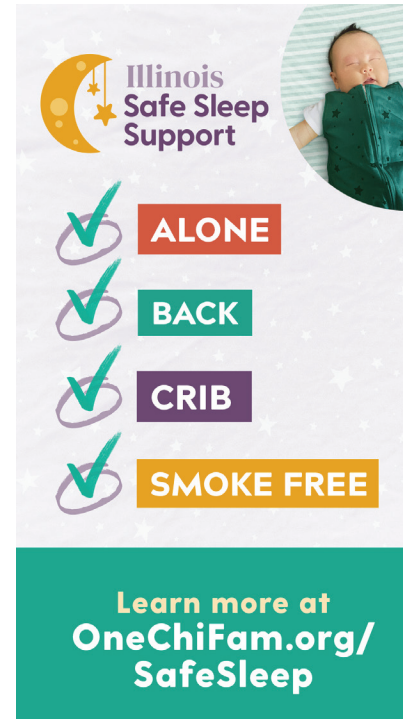
# Digital Signage

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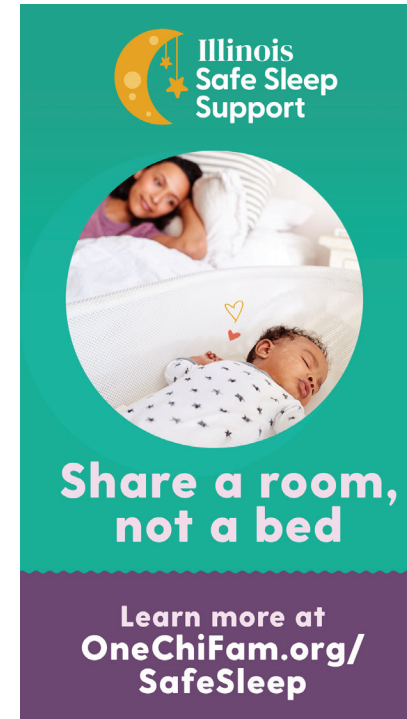
## Overview



## ABCS



## Tip





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# Digital Signage

## Overview



## Tip



## ABCS





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**Let's go big together**

Thank you.

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