

Babies Sleep Safest On Their Backs

Reduce the Risk
of Sudden Infant
Death Syndrome
(SIDS)



A Resource Kit for Reducing the Risk of
SIDS in African American Communities

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This Resource Kit was developed by the National Institute of Child Health and Human Development of the National Institutes of Health (NIH) with support from the Maternal and Child Health Bureau of the Health Resources and Services Administration (HRSA) and the NIH Office of Research on Minority Health.

The National Black Child Development Institute (NBCDI) was instrumental in encouraging the Partner Organizations to participate in this public health education initiative. NBCDI also provided guidance in the development of this Resource Kit.

“Back to Sleep” Campaign Sponsors

National Institute of Child Health and Human Development, NIH
Maternal and Child Health Bureau, HRSA
American Academy of Pediatrics
SIDS Alliance
Association of SIDS and Infant Mortality Programs

Partner Organizations

National Black Child Development Institute
Alpha Kappa Alpha Sorority
Chi Eta Phi Sorority
Chicago Department of Health
Congress of National Black Churches
District of Columbia Department of Health
National Association for the Advancement of Colored People
National Association of Black Owned Broadcasters
National Coalition of 100 Black Women
National Medical Association
Pampers Parenting Institute
Zeta Phi Beta Sorority





National Institutes of Health
National Institute of Child Health
and Human Development
Bethesda, Maryland 20892

Dear Colleague:

Sudden Infant Death Syndrome (SIDS) is a major cause of death for infants one month to one year old. It affects infants of all populations, yet African American families are affected at a greater rate.

Since the inception of the national "Back to Sleep" public health education campaign in 1994 to promote back sleeping for babies, the SIDS rate has dropped dramatically. However, despite the overall success of the campaign, the SIDS rate for African American babies is still two times greater than that of white babies.

To address this disparity, the "Back to Sleep" campaign, led by the National Institute of Child Health and Human Development (NICHD) and the National Black Child Development Institute (NBCDI), invited organizations to join forces and create a national partnership. As a result, many African American organizations are a part of this partnership. Working together, a strategy was developed to educate people about the safest sleep position for babies—back sleeping.

The Resource Kit for Reducing the Risk of SIDS in African American Communities is part of the strategy for promoting back sleeping. Intended to involve communities through training and education, the Kit's information emphasizes the fact that the responsibility for safeguarding the health and well-being of infants rests not only on parents but also on family members, loved ones, and all those who care for infants. Indeed, promoting back sleeping and other safe practices is a community responsibility.

This Kit contains a variety of materials designed to help you communicate the campaign message, "Babies Sleep Safest on Their Backs," to African American communities across the Nation. A training guide and community outreach materials for presentations and workshops have been included to aid volunteer outreach efforts. With your help, these materials have enormous potential to reach the families in your community who need this information most. We ask you to encourage your state and local affiliates to request a Kit and involve your community in this outreach program. Your efforts will play an important role in educating African Americans about SIDS, dispelling the myths, and reducing the number of infants who die from this mysterious killer.

For additional copies of all materials, call the "Back to Sleep" ordering line at 1-800-505-CRIB (2742). For more information on this outreach initiative, please call the NICHD Information Office at 301-496-5133.

A list of the "Back to Sleep" campaign sponsors and a current list of national partners are included in the Kit. Continuing and expanding all of our partnerships strengthens our efforts to reduce the risk of SIDS in African American communities nationwide. Thank you for your support!

Sincerely,

Yvonne T. Maddox, Ph.D.
Acting Deputy Director, NIH

Evelyn Moore
President, NBCDI

Enclosure

A Resource Kit for Reducing the Risk of Sudden Infant Death Syndrome (SIDS) in African American Communities



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How to Make This Kit Work for You



Inside This Kit

This Kit is designed to help organizations like yours communicate clear, consistent, and creative messages about Sudden Infant Death Syndrome (SIDS) to African Americans in your community and across the Nation. All of the materials included support the education efforts and messages of the national “Back to Sleep” public health education campaign to reduce the incidence of SIDS.

The Kit provides you with all the materials and information you need to promote back sleeping and other safe practices to reduce the risk of SIDS in infants under 1 year of age in African American communities. The Kit includes:

- ◆ SIDS facts
- ◆ Myths and facts about SIDS
- ◆ Actions to reduce the risk of SIDS
- ◆ Responses to questions about SIDS
- ◆ A user-friendly brochure, a magnet, and an order form
- ◆ How to promote back sleeping in your community
- ◆ A sample community flyer
- ◆ A display ad
- ◆ A video
- ◆ Tips on how to work with the media
- ◆ A sample media release
- ◆ Sample radio public service announcements
- ◆ A list of national partners
- ◆ Training guides for community presentations and workshops
- ◆ A list of SIDS resources
- ◆ Evaluation form

It is important for you to know that the materials in this Kit are not copyrighted. You are free to reproduce, mail, and distribute as many copies as you wish. Additional copies of all of these materials—including brochures, magnets, or the entire Kit—can be obtained free-of-charge by calling the “Back to Sleep” campaign ordering line at 1-800-505-CRIB (2742).

You are also free to use portions of these products to develop your own materials. You may even want to consider adding your organization’s logo. If you do so, please cite the “Back to Sleep” campaign as the source.

How to Make This Kit Work for You *(continued)*



Getting Started

Here are some ideas to help you use the Kit effectively to reach African American communities.

- ◆ Use the entire Kit. If your organization has state or local chapters, you may order Kits in bulk quantities to distribute to your local chapters. That way, your organization's chapters can implement their own state or local campaigns to increase awareness of back sleeping in African American communities.
- ◆ The Kit is also available online at www.nichd.nih.gov, the National Institute of Child Health and Human Development Web site. Just click on the logo for the "Back to Sleep" campaign. You can download these materials or create a link from your organization's Web site. Then, anyone who visits your organization's Web site can get easy access to online materials and order forms. Talk to your organization's webmaster for details.
- ◆ Select items from the Kit for special events and promotional opportunities. There are many ways to use items in this Kit as stand-alone products. For example, you could arrange to show the enclosed video at your organization's annual meeting. Your members will become aware that this outreach effort is under way, and they will be encouraged to get involved. Another good idea is to order a bulk quantity of the "Back to Sleep" campaign magnets and hand them out as part of your organization's exhibit program so they know you support the outreach initiative.
- ◆ Enhance your public image. Modify the sample news release and mail or fax it to radio stations, television stations, and newspapers that follow your organization's activities to let them know that you support this effort. This approach also provides a great opportunity to publicize other activities your organization is sponsoring to promote increased awareness of SIDS in African American communities. You can also place an article in your organization's newsletter using quotes and excerpts from the Kit.
- ◆ Promote the Kit within your state and local chapters. Encourage them to request a Kit and sponsor a campaign within their communities. Various state and local chapters of one organization can coordinate activities and events to create a regional outreach effort.
- ◆ Conduct workshops. Sponsor and publicize local "town meetings" or "community forums" on SIDS. Be sure to give community members an opportunity to discuss how they can work together to promote back sleeping. Urge your chapters to send out news releases one week before the event so local media can attend and interview participants.

How to Make This Kit Work for You (continued)



◆ Return the evaluation form. To be effective, we need to reach as many communities as possible. Your feedback is extremely important. Please fill out and return the enclosed evaluation form to let us know how we can continue to support your successful involvement in reducing SIDS in your community.

These are just a few ideas for your organization to get the most mileage out of this Kit and its message. Depending on the scope, reach, and mission of your organization, you may elect to take a different approach to support the “Back to Sleep” African American outreach program. Be creative. You know your organization and your members best.

Remember to review the list of other national organizations participating in this outreach effort and the resource list to identify possible opportunities to collaborate, share resources, and increase your reach. Seek out and take advantage of these opportunities to help promote back sleeping in African American communities. It’s much easier to achieve success by working together as partners.