



Social media posts on safe sleep

Less than 140 characters (Twitter):

- Data shows that breastfed babies are at a reduced risk for a sudden and unexpected infant death.
- Adult beds are too soft to support sleeping infants' necks, increasing the risk of Sudden Unexpected Infant Death (SUID).
- Babies are safest when they sleep alone, on their back, in a crib and in smoke-free air.
- Babies need tummy time to develop muscles in their growing bodies, but it should only be when they are awake and supervised.
- The rate of infant death in the U.S. has steadily declined with the promotion of babies sleeping on their backs since the early 1990s.

More than 140 characters (Facebook):

- Back-to-sleep, tummy-to-play keeps babies healthy. Learn more: <http://www.healthychildren.org/English/ages-stages/baby/sleep/Pages/Back-to-Sleep-Tummy-to-Play.aspx>
- Each year in the United States there are approximately 4,000 Sudden Unexpected Infant Deaths (SUID). Learn more: <http://www.cdc.gov/sids/aboutsuidandsids.htm>
- In Wisconsin, approximately 1 baby per week dies in an unsafe sleep environment. Learn more: <http://www.chawisconsin.org/documents/IP5SUIDreport.pdf>
- In 2013 there were 56 sudden unexpected infant deaths in 20 different Wisconsin counties. 55 of those deaths had at least one unsafe sleep risk factor as defined by AAP. Learn more: <http://www.chawisconsin.org/documents/IP5SUIDreport.pdf>