

About the Campaign

The Louisiana Department of Health and Hospitals, Office of Public Health, Bureau of Family Health is working to reduce infant deaths in Louisiana. The *SIDS Risk Reduction and Safe Sleep campaign* teaches parents and others the safest ways for babies to sleep.

This campaign was developed after talking to local mothers about SIDS and Safe Sleep. The campaign is for pregnant women, parents, and those who take care of infants who are under one-year old. We are providing information and resources that will help families create safe sleep environments in every home.

Campaign Components

Radio Commercials	Radio commercials have run in the following cities: New Orleans, Baton Rouge, Alexandria, Shreveport/Bossier City, Lafayette, Lake Charles and Monroe.
Electronic Resource Directory	The Electronic Resource Directory, found on the campaign website, connects parents, caregivers and service providers to a variety of local resources.
Print materials	Postcards and resource flyers for the campaign are being sent to community-based organizations statewide. These materials create dialogue and build open and honest communication between parents and those who help them care for their children.
Campaign Partnerships	We are developing partnerships with maternal and childcare workers and community-based organizations across the state. They will display materials at their locations, make materials available to those who they work with, and talk with parents about the campaign.

How You Can Support the Campaign

If your organization is interested in becoming a campaign partner and supporting the SIDS Risk Reduction and Safe Sleep Campaign can:

- Display campaign materials at your location
- Disseminate and share campaign materials in your regular mailings, at your events or during your community outreach activities
- Initiate dialogue and discussion about the issues addressed in this campaign with your constituents, colleagues and clients
- Approach the public affairs departments of the radio stations in your area and request that they run the campaign radio ads as free PSAs
- Secure funding from a company or organization in your area in order to print additional campaign materials, like billboards, posters ,or door hangers
- Provide information on resources for parents, such as where parents can get access to free or discounted cribs and pack-n-plays

For More Information

Visit the campaign website at GiveYourBabySpace.com or contact Chloe Lake at Chloe.Lake@la.gov or (504) 568-3504 for more information.