



Pregnancy and Infant Loss Awareness Social Media Campaign Social Media Messages

@KIDSNetworkKS

kidsks.org

#kidsnetworkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness
#SIDSawareness

The KIDS Network mission is to provide grief support, community education and research to reduce infant death.

Safe Sleep:

1. Back to sleep for every sleep.
2. Use a firm, flat, noninclined sleep surface to reduce the risk of suffocation or wedging/entrapment.
3. Feeding of human milk is recommended, as it is associated with a reduced risk of SIDS.
4. It is recommended that infants sleep in the parents' room, close to the parents' bed, but on a separate surface designed for infants, ideally for at least the first 6 months.
5. Room-sharing decreases the risk of Sudden Infant Death Syndrome (SIDS) by as much as 50 percent.
6. Keep soft objects, such as pillows, pillow-like toys, quilts, comforters, mattress toppers, fur-like materials, and loose bedding, such as blankets and nonfitted sheets, away from the infant's sleep area to reduce the risk of SIDS, suffocation, entrapment/wedging, and strangulation.
7. Offering a pacifier at nap time and bedtime is recommended to reduce the risk of SIDS.
8. Avoid smoke and nicotine exposure during pregnancy and after birth.
9. Avoid alcohol, marijuana, opioids, and illicit drug use during pregnancy and after birth.
10. Avoid overheating and head covering in infants.
11. Tell everyone the ABCs of Safe Sleep...Alone, Back, Clutter-free Crib!
12. Infant sleep environments need to be consistent: the childcare sleeping environment needs to match what the home safe sleep environment looks like: one infant per safety-approved crib.
13. It is recommended that infants be immunized in accordance with guidelines from the AAP and Centers for Disease Control and Prevention.
14. Vaccination may have a protective effect against SIDS.

1. Sleep-related death is the leading cause of infant deaths in Kansas for infants one month to one year. There are about 3,500 *sleep-related deaths* among U.S. babies each year. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
2. [SIDS is the major cause of death in infants from 1 month to 1 year of age. Learn the facts.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
3. [What are the 2 most important things to remember about safe sleep? BACK to sleep + TUMMY to play.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
4. [Learn how you can reduce the risk of sleep-related infant death. Start by always placing babies on their backs to sleep.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
5. [Did you know? About one in five SIDS deaths occur while an infant is being cared for by someone other than a parent. Teach everyone who cares for your baby about safe sleep.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
6. [What is Sleep-Related Infant Death?](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
7. [Does providing infant caregivers with a wearable blanket increase safe sleep practices? Research concludes: YES, providing caregivers with wearable blanket brings increased awareness to safe sleep practices.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
8. Is it okay to give my baby a pacifier at night? YES! Binkies reduce the risk of SIDS, possibly by preventing babies from falling into an extremely deep sleep. The American Academy of Pediatrics recommends that you consider giving your child a pacifier at night and for naps during his first year. (Note: If you're breastfeeding, introduce the pacifier after baby is nursing well.) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
9. [Do you know the ABCs of Safe Sleep? Alone, on their Back and in a Clutter-free Crib.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
10. [Babies are safest when they sleep Alone, on their Back and in a Clutter-free Crib.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
11. [Teach the ABCs! Talk about safe sleep practices with everyone who cares for your baby.](#) [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)

12. Who is most at risk for SIDS? Three out of five SIDS deaths are boys. African American and Native American infants are two to three times more likely to die of SIDS. Other groups at increased risk include preemies, low-birthweight babies and infants who are exposed to cigarette smoke. Learn how to keep baby safe #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
13. Many SIDS deaths occur when babies used to sleeping on their backs are placed to sleep on their tummies by another caregiver. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
14. Infant Safe Sleep Environment. Cribs should be free from toys, soft bedding, blankets and pillows. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
15. Did you know? If objects such as soft toys or bedding are in the crib, they can cover a baby's face and impair breathing. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
16. Place your baby alone in a safety-approved crib with a firm, noninclined mattress covered with only a fitted sheet. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
17. Create a safe sleep environment when the temperatures cool down by placing baby in a wearable blanket or other sleeper at nap time and nighttime. Never place a blanket in the crib with baby. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
18. Keep baby's room at a temperature that is comfortable for a lightly clothed adult. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
19. Placing babies on their back is the number one way to reduce the risk of SIDS. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
20. Back to Sleep, Tummy to Play: Tummy time will help strengthen neck muscles and avoid flat spots on baby's head. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
21. Tummy Time is great for playing, not for sleeping. ALWAYS place your baby on their back when it's time to sleep. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
22. Sleeping on a bed, couch or armchair is dangerous for baby and could result in suffocation, whether alone or with an adult. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness

23. Shared Room, Separate Bed: The safest place for your baby to sleep is in the room with you, but not in your bed. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
24. Shared Room, Separate Bed: Place the baby's crib near your bed. This makes it easier to breastfeed and to bond with your baby. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
25. Consider using a clean, dry pacifier when placing your baby to sleep. Learn the ABCs of safe sleep. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
26. Is your baby's crib safe? Check for crib recalls. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
27. It is recommended that infants be immunized in accordance with guidelines from the American Academy of Pediatrics and Centers for Disease Control and Prevention. There is no evidence that immunizations cause SIDS. In fact, vaccination may have a protective effect against SIDS. [#kidsnetworkks](#) [#reduceinfantmortality](#) [#SIDSawareness](#)

Pregnancy Health

28. Here are some resources to help you prepare for baby! [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
29. Preparing for Baby—Here's a bundle of love! [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
30. The perfect baby shower gift—show them you care! [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
31. Breastfeeding provides more than just good nutrition for your baby. It is proven to reduce the risk of sudden infant death syndrome by ~50% at all ages throughout infancy. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
32. Human milk reduces SIDS. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
33. Removing cigarette smoke from a home can reduce the risk of SIDS by up to 80%. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)
34. Infants who are exposed to secondhand smoke after birth are at greater risk for SIDS. Facts: 1) If both parents smoke, baby's SIDS risk is 3½ times greater than if neither parent smokes. 2) If mother smokes, but father doesn't, baby's risk is 2 times greater. 3) If father smokes, but mother doesn't, baby's risk is 1½ times greater. [#kidsnetworkks](#) [#safesleep](#) [#reduceinfantmortality](#) [#stillbirthawareness](#) [#miscarriageawareness](#) [#SIDSawareness](#)

35. Your reason to quit smoking gets bigger every day! #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
36. Find out how social media can help you stop smoking! #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
37. Quitting tobacco is a process. Whether you are thinking about quitting, are not yet ready to quit, or have already quit, KanQuit can help you with each step of the way. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness

Bereavement

38. If you are grieving the loss of your baby, this is no time to be alone. We are here for you and your family. Please contact us (316) 682-1301 or support@kidsks.org. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
39. How to help when someone you love is grieving. It is important for those who experience pregnancy or infant loss to be surrounded by those who understand and empathize with their particular circumstances. Family and friends can find some helpful tips. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
40. Each year about 24,000 babies are stillborn in the United States. Visit here bereavement support and resources. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
41. October is SIDS, Pregnancy and Infant Loss Awareness Month. Each day, 13 babies are lost to SIDS and other sudden, unexpected infant deaths and more than 70 new parents will listen sadly to their stillborn baby's silence. On October 15 at 7:00 p.m. in time zones across the world, families will light candles in memory all of the precious babies who have been lost during pregnancy or in infancy. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
42. Wichita Wave of Light is a community candlelight vigil in memory of babies in Heaven. This is a free event for families who have experienced pregnancy or infant loss. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
43. If you or someone you know has suffered a miscarriage, stillbirth or infant loss due to SIDS, SUID, prematurity or other cause, we hope you will join in this national tribute to create awareness of these tragic infant deaths and provide support to those that are suffering. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
44. "I will always wonder who you would have been." Did you know that 1 in 4 pregnancies end in miscarriage? Learn more about miscarriage. #kidsnetworkkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness

45. Losing a loved one is never an easy thing to face. When it comes to choosing how to honor their memory, a memorial tribute can serve as a digital monument that lets anyone visit and pay their respects. Establish a memorial tribute for your baby here. #kidsnetworkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
46. Loss and heartache do not define you. They are part of your story. #kidsnetworkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness
47. “What a different place this world would be if people remembered that grief is born of love, and all acts of grief are normal, healthy and expected.” RaeAnne Fredrickson, All That Love Can Do. The KIDS Network is here to support you throughout your grieving journey, no matter what stage you are in. #kidsnetworkks #safesleep #reduceinfantmortality #stillbirthawareness #miscarriageawareness #SIDSawareness

Stillbirth

1. Kansas 2022 stillbirth rate is 5.3 per 1,000 live births
2. United States 2022 stillbirth rate is 5.5 per 1,000 live births
3. Overarching goals to address stillbirths: measure fetal movement, placental volume, fetal growth and possibly shift delivery date by induction.
4. Increase autopsy of fetus and placental exams: education about the importance of an autopsy, and provide talking points for Labor and Delivery Room (LDR) providers to explain need for autopsy.

Messaging:

1. Preconception Consult
2. Early and Adequate Prenatal Care
3. Healthy Nutrition
4. Movement-Physical exercise and Kick Count
 - a. #MovementMatters
 - b. Baby’s movements should NOT slow down, stop or weaken, even at the end of pregnancy
 - c. #AlwaysAsk right away about any concerns
 - i. Trust your instincts
 - ii. Don’t waste time drinking cold water/juice to make baby move or check with home doppler—just go in!
 - d. Know your baby!
 - i. How often is baby active each day? What times of day?
 - ii. How long does it typically take baby to get to 10 kicks?
 - iii. How strong are baby’s movements?
 - iv. Does baby respond to sounds or pokes?
 - v. Get to know your little one!
 - vi. No one knows your baby better than you!
5. Fetal Growth
6. Time your Birth
7. 3rd Trimester Side Sleeping
8. Prevent and manage gestational diabetes
 - a. Fall asleep on your side (not your back) to send plenty of oxygen and nutrients to your baby

9. Tobacco Cessation
10. Genetic Counseling