

10 PRINCIPLES FOR

COMMUNITY-CENTERED SAFE SLEEP CAMPAIGNS

Learn

Know the facts about sleep-related infant deaths in your community.



01

Prepare

Be prepared to answer tough questions.

02



Build

Build on the cultural strengths of communities.



03

Customize

Ensure that messages are appropriate for the audience.

04



Communicate

Identify affordable, yet effective, communication vehicles and channels.



05

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Include

Involve other organizations in promoting the message.



06

Engage

Engage partners in all aspects of project operations.

07



Commit

Be flexible, be committed, and be persistent in maintaining partnerships.



08

Evaluate

Don't be afraid to examine and evaluate.

09



Collaborate

Share successes and lessons learned with others.



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