

# SAFE SLEEP NM

1 YEAR PUBLIC AWARENESS CAMPAIGN



## SUDDEN UNEXPECTED INFANT DEATH

From 2015 to 2020, there were 137 Sleep Related Infant Deaths in New Mexico, an average of one every 23 days. Of those,

# 86%

were identified as being preventable.



## SUID PREVENTION

Through a 1 year, statewide public campaign, NMDOH, CYFD & ECECD aim to increase awareness, knowledge and adoption of safe sleep practices (as recommended by the American Academy of Pediatrics).

## CAMPAIGN COMPONENTS

A multiprong approach will be utilized to reach New Mexican parents and caregivers in a culturally sensitive manner.



### WEBSITE

[safesleepnm.org](https://safesleepnm.org)  
Dedicated website to promote safe sleep in New Mexico



### BROADCAST

Television and Radio Public Service Announcements in English and Spanish



### DIGITAL

Utilize numerous social media outlets to reach our target demographic

## FUNDING

The proposed campaign will be comprised of two phases:

- Phase 1 - website development
- Phase 2 - broadcast & digital campaigns

## CURRENT COMMITMENTS

To date, New Mexican partners (NMDOH, CYFD, ECECD) have committed \$50,000 to phase 1 of this campaign

## FUNDING NEEDED

An additional \$50,000 is needed to meet the funding target for phase 2

