



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
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:

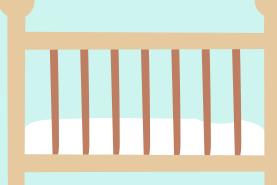
- Phase 1 website development
- Phase 2 broadcast & digital campaigns

CURRENT COMMITMENTS

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

FUNDING NEEDED

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



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