

BIGMOUTH

Safe Sleep Campaign: Social & Digital Signage Updates

CHICAGO DEPARTMENT OF PUBLIC HEALTH

Brands with bite / bigmouthcreative.com

OCTOBER 2022



BIGMOUTH

Social

Brands with bite
bigmouthcreative.com

BIGMOUTH



Collection A: Overview



4 versions, 1 slide posts

Collection D: Statistics



3 stats, 2 slide posts with resolution slide

Collection B: ABCS



1 post, 5 slides (multi image post)

Collection C: Tips



4 tips, 1 slide posts

Brands with bite
bigmouthcreative.com

Total Post Collection: 12 unique posts
*option to expand further with organic posts, Stories and potential influencer collaboration posts

Collection A: Overview

AD 1



AD 2



AD 3



AD 4



POST COPY

Introducing Illinois Safe Sleep Support, a resource for families in Illinois to learn about the safest ways for their babies to sleep, get answers to their sleep safety questions, and get access to items they need to keep their babies safe.

We have learned a lot about how to keep our babies safe while they sleep, and we want to share that information with parents, caregivers and doctors so, together, we can save lives.

Learn more at [\[URL\]](#)

Collection B: ABCS

SLIDE 1

Babies should sleep alone—no blankets, toys, bumpers, stuffed animals or other people.

ALONE



SLIDE 2

Always place your baby to sleep on their back, not their side or stomach.

BACK



SLIDE 3

Use a bassinet or crib with a firm, flat surface and a tight-fitted sheet for sleep.

CRIB



SLIDE 4

Nobody should smoke around your baby or in the room where they sleep.

SMOKE FREE



SLIDE 5

Get more helpful info at [OneChiFam.org/SafeSleep](https://www.onechifam.org/SafeSleep)

Illinois Safe Sleep Support



POST COPY

Following this guidance is the best way to keep your baby safe while sleeping.

If your baby is under the age of one, make sure they sleep:

- Alone
- On their back
- In a crib
- In a smoke free place

For more safe sleep tips and resources, go to [\[URL\]](#)

BIGMOUTH

Collection C: Tips



SAFE SLEEP TIP #1
Share a room, not a bed

Illinois Safe Sleep Support
OneChiFam.org/SafeSleep

The graphic features a teal background with a white checkmark icon in a circle. Below the text is a circular inset image showing a woman and a baby sleeping in a room. The baby is in a white crib. The background has faint stars and a yellow heart icon.

POST COPY

Tip #1: Share a room, not a bed.

We know all parents like to be close to their babies, but it is not safe for a baby to sleep in an adult bed, with or without other people. Babies are safest sleeping alone, on their backs, in a crib with no blankets, bumpers, toys or stuffed animals.

For more safe sleep tips and resources, go to [\[URL\]](#)

BIGMOUTH

Collection C: Tips



POST COPY

Tip #2: Avoid sleeping on couches and chairs

As nice as it might seem to sleep on the couch with your baby on your chest, it isn't safe. Couches and armchairs are extremely dangerous places for infants, and sleeping on them greatly increases the risk of death, especially if an adult is also asleep.

Couches and chairs are great places for you to feed, hold, and bond with your baby, but when it's time for them (and you!) to take a nap, they should go in their crib, bassinet, or portable play yard.

For more safe sleep tips and resources, go to [\[URL\]](#)

Collection C: Tips



A graphic with a teal background and a white checkmark icon in a circle. The text reads "SAFE SLEEP TIP #3" and "When you get tired, put your baby down". Below the text is a circular photo of a woman in a black shirt placing a baby into a crib. The baby is wearing a blue pacifier. The background of the photo has faint star and heart icons. At the bottom left is the "Illinois Safe Sleep Support" logo, and at the bottom right is the URL "OneChiFam.org/SafeSleep".

SAFE SLEEP TIP #3
**When you get tired,
put your baby down**

Illinois
Safe Sleep
Support

OneChiFam.org/SafeSleep

POST COPY

Tip #3: When you get tired, put your baby down

Losing sleep is one of the hardest parts of being a new parent. Every parent has been there – struggling to stay awake as they sit in a chair with their baby, trying to get them to eat or go back to sleep. In these situations, when you are holding your baby and think you might fall asleep, it is always safest to put them in a crib, bassinet or portable play yard – even if they are crying or haven't finished eating.

Many infant deaths happen when parents fall asleep while holding their babies (in chairs, on couches, in beds). So if you can't stay awake, put your baby down.

For more safe sleep tips and resources, go to [\[URL\]](#)

Collection C: Tips



A graphic with a teal background and a white checkmark icon in a circle. The text reads: "SAFE SLEEP TIP #4 When your baby starts to roll, it's time to stop swaddling". Below the text is a circular image of a baby being swaddled, with two small red hearts above the baby's head. At the bottom left is the "Illinois Safe Sleep Support" logo, and at the bottom right is the URL "OneChiFam.org/SafeSleep".

SAFE SLEEP TIP #4
When your baby starts to roll,
it's time to stop swaddling

Illinois Safe Sleep Support

OneChiFam.org/SafeSleep

POST COPY

Tip # 4: When your baby starts to roll, it's time to stop swaddling.

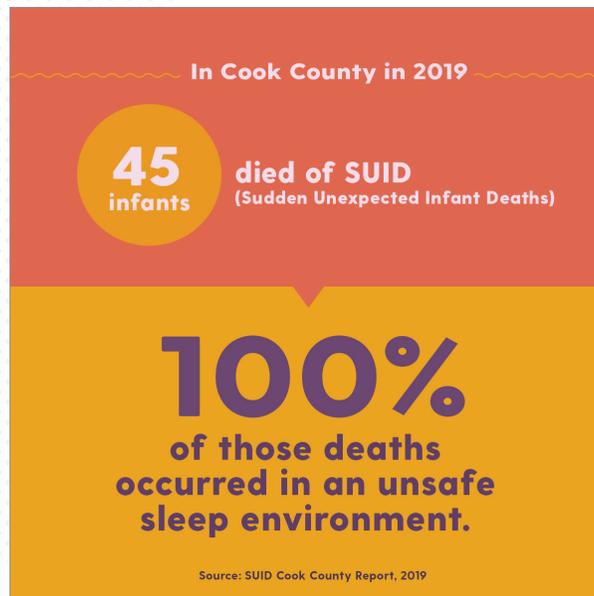
When they are very young, many babies like to be swaddled. Swaddling your baby means to use a thin blanket or a store-bought swaddle with velcro or a zipper to wrap your baby tightly, with their arms in.

But as soon as your baby shows signs of rolling, it's time to stop swaddling. When your baby is learning to roll (from back to front or front to back), they need their arms out so they don't get stuck. Every baby is different, but this usually happens around 2-4 months old.

For more safe sleep tips and resources, go to [\[URL\]](#)

BIGMOUTH

Collection D: Statistics



Illinois Safe Sleep Support

We can change this.

* OneChiFam.org/SafeSleep *

The complex block has a light purple background. At the top center is the logo for 'Illinois Safe Sleep Support', which consists of a yellow crescent moon with three yellow stars of varying sizes hanging from it. To the right of the logo, the text 'Illinois Safe Sleep Support' is written in a dark purple font. Below the logo and text, the phrase 'We can change this.' is written in a large, bold, dark purple font. At the bottom center, there is a green rectangular button with white text that reads '* OneChiFam.org/SafeSleep *'. The entire block is framed by a thin, light purple border.

POST COPY

In 2019, 45 infants died of SUID (Sudden Unexpected Infant Deaths).

100% of those deaths occurred in an unsafe sleep environment.

We can change this.

Go to [\[URL\]](#) to learn about how we can keep our babies safe while they sleep.

BIGMOUTH

Collection D: Statistics



Sudden Unexpected Infant Deaths (SUID)
are the leading threat
to life between

1 month
and
1 year

Source: SUID Cook County Report, 2019



**Illinois
Safe Sleep
Support**

**We can
change this.**

* OneChiFam.org/SafeSleep *

POST COPY

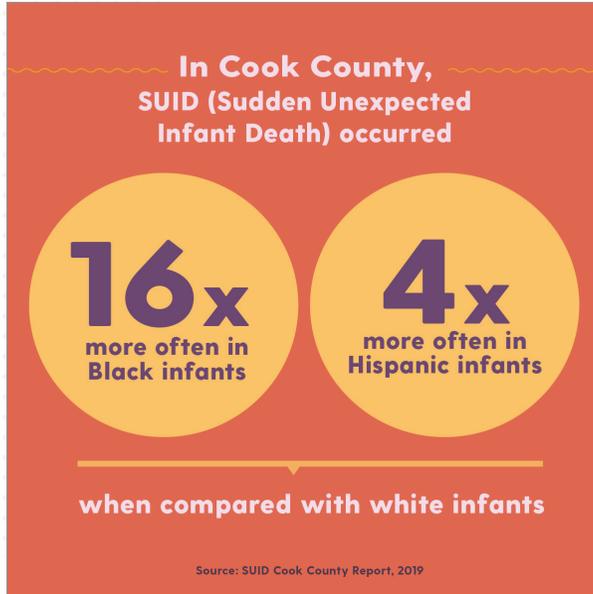
Sudden Unexpected Infant Deaths (SUID) are the leading threat to life between 1 month and 1 year old.

We can change this.

Go to [\[URL\]](#) to learn about how we can keep our babies safe while they sleep.

BIGMOUTH

Collection D: Statistics



Illinois
Safe Sleep
Support

**We can
change this.**

* OneChiFam.org/SafeSleep *

POST COPY

In Cook County, SUID occurred 16 times more often in Black infants, and nearly 4 times more often in Hispanic infants when compared with white infants.

We can change this.

Go to [\[URL\]](#) to learn about how we can keep our babies safe while they sleep.

BIGMOUTH

Digital Signage

Brands with bite
bigmouthcreative.com

Digital Signage

BIGMOUTH

Overview



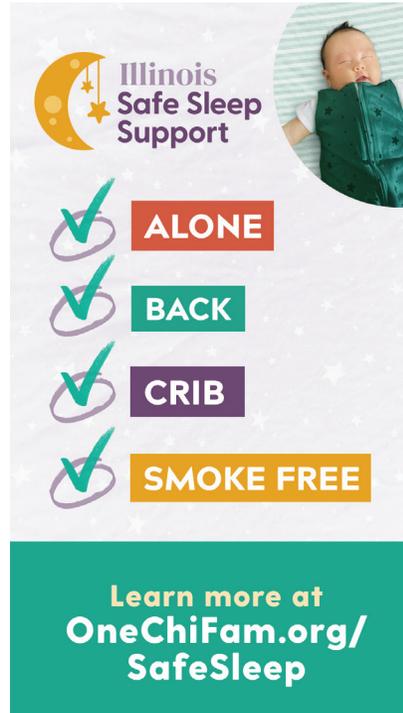
Illinois Safe Sleep Support

Safe sleep saves lives



Learn more at OneChiFam.org/SafeSleep

ABCS



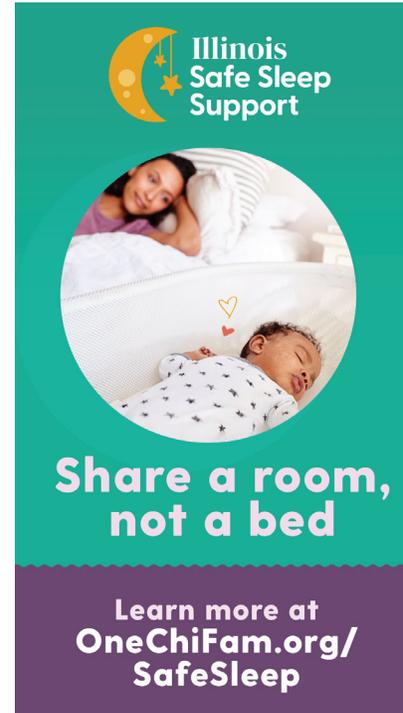
Illinois Safe Sleep Support



- ✓ ALONE
- ✓ BACK
- ✓ CRIB
- ✓ SMOKE FREE

Learn more at OneChiFam.org/SafeSleep

Tip



Illinois Safe Sleep Support



Share a room, not a bed

Learn more at OneChiFam.org/SafeSleep

BIGMOUTH

Digital Signage

Overview



Tip



ABCS





BIGMOUTH

Let's go big together

Thank you.

hello@bigmouthcreative.com
312.391.6469