

SOUTHERN NEVADA HEALTH DISTRICT

Safe Sleep Media Campaign

Social Media Captions – 2025

Beyond the ABC's (Post #1)

Safe sleep goes beyond the basics.

While the ABCs are a strong foundation, there are additional steps you can take to help protect your baby—during naps, at night, and even while they're awake.

 Every moment matters.

 Learn how to create a safer sleep environment at every stage.

Visit SNHD.INFO/SUID to explore more tips and resources.

Safe Sleep Tip #1 (Breastfeeding)

Breastfeeding does more than nourish—it protects.

Studies show that babies who are breastfed have a lower risk of SUID and other health concerns. Every feeding counts, whether it's at the breast or by pumping.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #2 (Pacifier)

A pacifier at nap time and bedtime could help reduce the risk of SUID.

Using a pacifier helps keep your baby's airway open while they sleep. Just remember—never attach it to their clothing or put it around their neck.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #3 (Overheating)

Keep your baby comfortable and safe by regulating their body temperature.

Babies can have a hard time keeping their temperature steady. Make sure the room stays between 68-72°F and dress your baby in light, fitted clothing to prevent overheating.

 Small adjustments can make a big difference in your baby's safety.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #4 (Blankets)

Wearable blankets can help keep your baby comfortable and safe.

They provide warmth without the risk of loose blankets that could pose a suffocation hazard.

Just remember - never use weighted wearable blankets as they could restrict your baby once they can roll over  A safer sleep setup is just a few steps away.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #5 (Swaddle)

Swaddling can help soothe your baby, but it's only safe until they can roll over—usually around 3 months. Keep it snug but not too tight, especially around the chest and hips.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #6 (Tummy Time)

Tummy time while your baby is awake helps build strength and motor skills needed for rolling, sitting, and crawling.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #7 (Smoking)

A smoke-free and vape-free environment during and after pregnancy is essential for your baby's safety.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #8 (Product Safety)

Not all baby products are safe. Devices that claim to prevent SUID, like breathing monitors, may actually pose a risk.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #9 (Prenatal Care)

Healthy habits before and during pregnancy—like regular checkups, no smoking, and good nutrition—support your baby's development.

Learn more at SNHD.INFO/SUID.

Safe Sleep Tip #10 (Medical Advice)

Your healthcare provider knows what's best for your baby. Don't hesitate to ask questions and follow their guidance.

Learn more at SNHD.INFO/SUID.

Recommended Hashtags

#SNHDSafeSleep #BackToSleep #ABCsOfSafeSleep #SNHDInfantSafety #SNHDSafeSleepTips
#SNHDSleepSafeBaby #SouthernNevadaHealthDistrict