**SOCIAL MEDIA MESSAGES**

**October is Safe Sleep Awareness Month**

* Keep your infant safe while they sleep. Place babies on their backs until their 1st birthday. #SafeSleepAwarenessMonth #NYCSafeSleep
* Reduce the risk of suffocation by removing soft, loose, or excess bedding; crib bumpers, and plush toys from your baby’s sleep area. #NYCSafeSleep
* OCTOBER IS SAFE SLEEP AWARENESS MONTH. Share your room (not your bed) with your baby to prevent a tragic accident. #SafeSleepAwarenessMonth #NYCSafeSleep
* Are you the parent or caregiver of a newborn? Learn how to protect your baby during sleep [BreathofLifeVideo.](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FZLeL_LqieMI&data=02%7C01%7CMarisa.Kaufman%40acs.nyc.gov%7C8ae26d5b8e3443c4617d08d860d5d968%7C32f56fc75f814e22a95b15da66513bef%7C0%7C0%7C637365818869748321&sdata=tUi0y%2F9YYOV353559GQrj6RxE2DjdjR80dg85qgjdaQ%3D&reserved=0) #NYCSafeSleep
* Even when it’s cold outside, it’s dangerous for babies less than a year old to sleep with parents in adult beds or with blankets. Instead, dress babies in an extra layer of infant clothing or a wearable blanket. Click [here](https://www1.nyc.gov/assets/acs/pdf/about/2017/safesleepbrochure0609.pdf) for more #NYCSafeSleep info.
* Parents and Caregivers: Don’t forget the ABCs of Safe Sleep: Infants should sleep Alone, on their Backs, in a safety-approved Crib. Watch our [video](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FZLeL_LqieMI&data=02%7C01%7CMarisa.Kaufman%40acs.nyc.gov%7C8ae26d5b8e3443c4617d08d860d5d968%7C32f56fc75f814e22a95b15da66513bef%7C0%7C0%7C637365818869748321&sdata=tUi0y%2F9YYOV353559GQrj6RxE2DjdjR80dg85qgjdaQ%3D&reserved=0) for more info. #SafeSleepAwarenessMonth
* OCTOBER IS SAFE SLEEP AWARENESS MONTH. Help spread the word about the “ABCs of Safe Sleep” Click [here](http://nyc.gov/acs/safesleep2020) to download and share this message today! #SafeSleepAwarenessMonth #NYCSafeSleep

