

SAFE SLEEP:



LEARN

PLAN

PROVIDE

Learn more: hmhb-mt.org

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Healthy Mothers, Healthy Babies-The Montana Coalition (HMHB), in partnership with the State of Montana Department of Public Health and Human Services (DPHHS), launched a new campaign to promote safe sleep conditions for all Montana babies. Safe Sleep: Learn, Plan, Provide is a harm reduction approach to safe sleep—one that doesn't ignore the realities of bedsharing and instead promotes open conversation and tips for making it safe. It also respects cultural differences in traditional sleep positions, including the cradle board and the cuddle curl.

Developed with Montana families at the heart of it, the campaign language, images, approach, and subsequent promotions began by asking Montana families what they needed, where and how they wanted to receive information, and more. HMHB and DPHHS also worked with stakeholders in organizations that provide services directly to families. The resulting campaign is one made for Montana by Montanans.

By listening to these various groups, it was discovered that safe sleep messaging should go beyond the parents. Safe Sleep: Learn, Plan, Provide has materials targeted to grandparents and family helpers, which empowers everyone to help provide a safe sleep space for baby. The pandemic has impacted the campaign in a variety of ways, but perhaps the best was spurring the development of humorous campaign materials. These add a bit of levity in a time of stress and uncertainty; no matter what is going on outside, families have complete control over how and where baby sleeps.

Safe Sleep: Learn, Plan, Provide is a perfect complement to the work HMHB is already doing with the safe sleep crib program. In partnership with WIC and other local service providers, HMHB provides cribs and safe sleep materials free of charge to families in need. From December 2018 to April 2020, HMHB-MT has filled 151 orders for 889 cribs, which were then distributed in 24 counties and 6 reservations, with funding from DPHHS. The partner organizations requesting cribs continues to grow and included 5 tribal agencies within the last 18 months.

Campaign materials are being rolled out in stages to accommodate the state reopening, and over the next few months, you'll see campaign advertising in mediums and locations such as:

- Billboards outside Great Falls, Cut Bank, and Hardin
- Bus Shelters in Kalispell and Great Falls
- Print advertising in Billings, Butte, Hamilton, Helena, Missoula, and Bozeman
- Digital advertising on social media outlets, website take-over ads, banner ads, and more
- Airport advertising in Great Falls, Billings, and Missoula

In addition to these locations, all of the campaign materials are available online at hmhb-mt.org/safe-sleep-2020. This site includes copies of all advertising, as well as social media infographics, training videos, print materials, and more. A partnership with the state print shop will allow for free print material ordering through the website for a limited time. This ordering opportunity will allow programs providing safe sleep education to pick and choose which materials are right for them. All of the materials are in print-ready, downloadable formats, so any organization is welcome to order materials through their local print shop for the long-term.

