

SAMPLE PSAs

October is _____ Awareness Month. Every year (x number of babies in your state) die before their first birthday.

Safe Sleep Tips Could Save A Baby's Life

- Use a safety-approved crib or bassinet with firm, tight fitting mattress placed near the adult bed
- Always place baby to sleep on his or her back
- Remove all soft bedding, including soft or pillow like bumper pads
- Replace blankets with a wearable blanket or other type of sleeper to keep baby warm
- Adult beds are not safe for sleeping babies

To learn more call _____ at 1-800-xxx-xxxx or visit www._____ .

October is _____ Awareness Month. Far too many babies are dying because they are put to sleep in places that are not safe. There are steps you can take to reduce the risk of sudden infant death:

- Use a safety-approved crib or bassinet with firm, tight fitting mattress
- Always place baby to sleep on his or her back
- Adult beds are not safe for sleeping babies
- Sofas, chair, pillow or soft bedding should not be used for infant sleep
- If you're worried about keeping baby warm, replace blankets with a wearable blanket or sleeper

To learn more call _____ at 1-800-xxx-xxxx or visit www._____