**2021 NATIONAL INJURY PREVENTION DAY MEDIA KIT**

We are very excited to participate in National Injury Day , November 18, 2021 We invite you, as our partner, to utilize this media kit to promote injury prevention in your community.

The below media and messages have been formatted with the appropriate language and facts related to National Injury Prevention Day and Safe Sleep for Infants. Twitter messages have been drafted in 280 characters or less to fit the allotted Twitter character count.

We have messages that you can share in the days leading up to November 18th as well as messages you can promote on November 18th. Thank you for helping us keep the children of Arkansas Safe.

MESSAGES LEADING UP TO NOVEMBER 18TH –

**TWITTER:**

* It’s November, which means #NationalInjuryPreventionDay is only 18 days away! This year, @archildrensIPC has chosen to talk about how to prepare baby for an injury-free life. Join in to raise awareness by wearing green on Nov. 18, & sharing how to practice infant safety!
* SAVE THE DATE! #NationalInjuryPreventionDay is on November 18th, & Arkansas Children’s is ready to talk safe sleep & infant injury prevention. Join in to raise awareness by wearing green & letting your community know how you plan to #PrepareBabyForAnInjuryFreeLife! @archildrenipc
* ACH is gearing up for #NationalInjuryPreventionDay by providing 200 families with new born babies safety products to #PrepareBabyForAnInjuryFreeLife. Join in to raise awareness by wearing green on Nov. 18 & letting your community know how you support kids being #BeInjuryFree!
* #NationalInjuryPreventionDay is a week away! @archildrensIPC is excited to help babies start a safe life by following ABCs of safe sleep. Always **A**lone, on their **B**ack, and in a **Cr**ib. Follow along on their account to receive baby safety facts and advice on how to help baby #BeInjuryFree
* #NationalInjuryPreventionDay is around the corner on Nov. 18 & Arkansas Children’s is excited to announce the theme #PreparingBabiesForAnInjuryFreeLife. Join in to raise awareness by wearing green & following @archildrensIPC all month long for content related to infant safety!

**FACEBOOK:**

* It’s officially November 1st, which means #NationalInjuryPreventionDay is only 17 days! This year, Arkansas Children’s Hospital’s Injury Prevention Center has chosen the theme of “Preparing Babies for an Injury Free Life,” which will focus on providing educational materials and facts related to the safety of infants. Wondering how you and your community can participate and show your support to #BeInjuryFree? It’s easy! Wear the color green on November 18th and snap a photo of yourself and your crew with the hashtag #BeInjuryFree. If posting on Twitter, be sure to tag the Injury Prevention Center at @archildrensIPC! And don’t forget to share any posts or messages that you come across related to baby safety and safe sleep – it’s important to let everyone know how they can practice and give their own babies and patients a start to an #InjuryFree life. Get ready to be a #ChampionForInjuryPrevention!
* This November 18th is #NationalInjuryPreventionDay, and to celebrate, Arkansas Children’s Hospital’s Injury Prevention Center is gearing up to provide up to 200 families with new born babies safety products and education materials. Why? Because this year’s theme is “Preparing Babies for an Injury Free Life,” which focuses on conversations about safe sleep. Wondering how you and your community can participate and show your support to #BeInjuryFree? It’s easy! Wear the color green on November 18th and snap a photo of yourself and your crew with the hashtag #BeInjuryFree. If posting on Twitter, be sure to tag the Injury Prevention Center at @archildrensIPC!
* In partnership with the Injury Free Coalition for Kids, Arkansas Children’s Hospital’s Injury Prevention Center is excited to announce that this November 18th is #NationalInjuryPreventionDay! #DidYouKnow that according to the CDC, there are about 3,500 sleep-related deaths among babies in the U.S. each year? That’s why ACH IPC has decided on this year’s theme of “Preparing Babies for an Injury Free Life,” which focuses on conversations about safe sleep. To spread the word about infant safe sleep, the IPC is also gearing up to provide up to 200 families with new born babies safety products and education materials. Wondering how you and your community can participate and show your support to #BeInjuryFree? It’s easy! Wear the color green on November 18th and snap a photo of yourself and your crew with the hashtag #BeInjuryFree. If posting on Twitter, be sure to tag the Injury Prevention Center at @archildrensIPC!

MESSAGES FOR NOVEMBER 18th –

**TWITTER:**

* Today’s the day, it’s #NationalInjuryPreventionDay! Join the Injury Prevention Center at Arkansas Children’s by being a #ChampionforInjuryPrevention and wearing your favorite shade of green to show your support and #BeInjuryFree @archildrensIPC
* ICYMI, today is #NationalnjuryPreventionDay! Arkansas Children’s is here to ensure that babies have an #InjuryFree start to life by providing up to 200 families with new born babies with education and safety products. #ChampionforInjuryPrevention @archildrensIPC
* Did you know this baby safety fact **[use one or more baby safety fact graphics for posting]**? This #NationalInjuryPreventionDay, be a #ChampionforInjuryPrevention and join @archildrensIPC as they share tips and facts on how you and your community can prepare baby to #BeInjuryFree
* #NationaInjuryPreventionDay reminder: @archildrensIPC offers free Safety Baby Showers to the public! If you or someone you know is an expectant mom, fill out a Safety Baby Shower registration form, or contact Lessa Payne at (501) 517-2640 for info: <https://bit.ly/3lSqHa0>
* There is nothing more beautiful than a sleeping baby, especially for parents who are often overtired themselves. For #NationalInjuryPreventionDay today, @archildrensIPC reminds you to practice safe sleep with your baby to ensure you are preparing them for an #InjuryFree life.
* Happy Thursday, and happy #NationalInjuryPreventionDay! @archildrensIPC is recognizing the importance of preparing babies for an #InjuryFree life. Join in on the support by wearing green + share how you are spreading the word of safe sleep & infant injury prevention!
* Join @archildrensIPC and @InjuryFreeKids today at 12PM CST for the #NationalInjuryPreventionDay Twitter chat to learn about how to give babies and kids alike a head start to an #InjuryFree life! Tag #BeInjuryFree to add your voice to the discussion.
* It may not be St. Patrick’s Day yet, but #NationalInjuryPreventionDay is the perfect occasion to wear your green! ACH is ready to raise awareness of infant safe sleep & product safety. Participate by showing off your green & tagging @archildrensIPC with the hashtag #BeInjuryFree!
* #DYK: according to CDC, there are about 3,500 sleep-related deaths among babies in the U.S. each year? This #NationalInjuryPreventionDay, ACH is dedicated to educating about safe sleep & injury among infants. Join in by wearing green on Nov. 18th! #PrepareBabyForAnInjuryFreeLife

**FACEBOOK:**

* Today, November 18th is #NationalInjuryPreventionDay! This year, Arkansas Children’s Hospital’s Injury Prevention Center is excited to focus on the theme of “Preparing Babies for an Injury Free Life,” which focuses on conversations about safe sleep. To spread the word about infant safe sleep, the IPC is also gearing up to provide up to 200 families with new born babies safety products and education materials. To join the ACH IPC on their mission to raise awareness of infant safety, choose to wear your favorite shade of green and share how you and your community are spreading the importance of #InjuryFree practices!
* Happy #NationalInjuryPreventionDay! In partnership with Arkansas Children’s Hospital’s Injury Prevention Center and the Injury Free Coalition for Kids, here are 5 different ways to keep baby safe and snug to sleep for the beginning of an #InjuryFreeLife:

1. **Babies should sleep on their backs for all sleep times—for naps and at night:** babies who sleep on their backs are much less likely to die of SIDS than babies who sleep on their stomachs or sides. The problem with the side position is that the baby can roll more easily onto the stomach. Some parents worry that babies will choke when on their backs, but the baby's airway anatomy and the gag reflex will keep that from happening.
2. **Use a firm sleep surface.**A [crib](https://www.healthychildren.org/English/safety-prevention/at-home/Pages/New-Crib-Standards-What-Parents-Need-to-Know.aspx), bassinet, portable crib, or play yard that meets the safety standards of the [Consumer Product Safety Commission (CPSC)](http://www.cpsc.gov/) is recommended along with a tight-fitting, firm mattress and fitted sheet designed for that particular product. Nothing else should be in the crib except for the baby.
3. **Only bring your baby into your bed to feed or comfort.** Place your baby back in his or her own sleep space when you are ready to go to sleep.
4. **Room share—keep baby's sleep area in the same room where you sleep for the first 6 months or, ideally, for the first year.**Place your baby's crib, bassinet, portable crib, or play yard in your bedroom, close to your bed. The AAP recommends room sharing because it can decrease the risk of SIDS by as much as 50% and is much safer than bed sharing.
5. **Try giving a pacifier at nap time and bedtime.**This helps reduce the risk of SIDS, even if it falls out after the baby is asleep. If you are breastfeeding, wait until breastfeeding is going well before offering a [pacifier](https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Pacifier-Safety.aspx). This usually takes 2-3 weeks. If you are not breastfeeding your baby, you can start the pacifier whenever you like.

#ChampionForInjuryPrevention #PreparingBabiesForAnInjuryFreeLife

* Who’s ready to #LightItUpGreen for #NationalInjuryPreventionDay today? When the sun goes down, make sure you catch the Main Street Bridge, the Junction Bridge, and the Clinton Park bridge in Little Rock lit up in green to raise awareness of injury prevention! Don’t forget to wear your favorite shade of green and share your photos online with the hashtag #BeInjuryFree. To celebrate this year’s theme of “Preparing Babies for an Injury Free Life,” Arkansas Children's Hospital’s Injury Prevention Center is excited to be providing up to 200 newborn baby families in the community with safety products and education materials! Do you have any questions about injury prevention or infant safe sleep? Then join the Injury Prevention Center and the Injury Free Coalition for Kids today at 12pm CST for a Twitter chat to talk all things injury prevention and practice! Follow ACH’s IPC on Twitter @archildrensIPC to get in on all the fun and education that comes with protecting infants today for life tomorrow.