



State of Louisiana

Department of Health and Hospitals Maternal and Child Health Program

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Louisiana Department of Health and Hospitals Spreads the Word About SIDS and Safe Sleep Environment Innovative New Marketing Medium Used to Raise Awareness

Baton Rouge, LA –Louisiana has one of the highest rates of infant mortality in the country and one contributor to this statistic is the fact that on average there are 1.3 SIDS deaths for every 1,000 live births in Louisiana; more than twice the national average. In an aggressive move to help drastically reduce that figure, the SIDS Risk Reduction and Safe Sleep Program, within the Louisiana Department of Health and Hospitals, is embarking on an inventive marketing campaign to educate the public about the dangers of this mysterious condition and ways to reduce SIDS and provide a safe sleep environment.

“We may not know the exact cause of SIDS but we are addressing ways to reduce it and provide a safe sleep environment,” says Dr. Hosea Doucet, *SIDS Medical Director of the Louisiana Department of Health and Hospitals*. “This campaign will deliver -messages to targeted consumers at a point-of-purchase opportunity and, in turn, help them understand the steps they can take to reduce the risk of death from SIDS.”

The campaign involves the use of a forward-thinking marketing tactic called floor-talkers, which are large adhesive decal signage that are installed on floors. They will be placed on floors in the baby care aisles of grocery stores statewide in an attempt to grab the attention of consumers purchasing childcare products.

The floor-talkers will display three messages that help reduce the risk for SIDS

- 1) Placing a baby on its back to sleep can greatly reduce the risk of SIDS. The risk can be greatly reduced by placing a baby on its back to sleep;
- 2) Do not Co-sleep with your baby. This increases the risk of SIDS. Babies should always be put down to sleep alone in a crib;
- 3) Using pacifiers during nap and sleep times can reduce the risk of SIDS.

“It will be interesting to see if sales directly increase in the baby aisles containing the floor-talkers,” says Dr. Hosea Doucet. “We will be able to measure the effectiveness of our message and new marketing campaign.”

The SIDS Risk Reduction and Safe Sleep Program floor-talkers can be found throughout the state of Louisiana in select markets at these grocery chains: Albertson’s, Kroger, Supervalu, Winn-Dixie, Delchamp’s and K-mart.

The Louisiana Maternal Child Health (MCH) Program within the Department of Health and Hospitals works to assure that pregnant women, women of childbearing age, infants, children, and youth in Louisiana have access to high quality primary and preventive health care services. MCH supports Louisiana Safe Kids, Inc., Partners For Healthy Babies and the Louisiana SIDS Risk Reduction and Safe Sleep Program. For more information, please visit the website: www.dhh.louisiana.gov or call us at, **1-800-221-SIDS (7437)**.

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