

September is

# **BABY SAFETY MONTH DIGITAL TOOLKIT GUIDE**



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# INTRODUCTION

## WHAT IS BABY SAFETY MONTH?

Every September is Baby Safety Month, developed by the Juvenile Products Manufacturers Association. This year, HOPE Collaborative is joining JPMA's effort by helping bring awareness to Baby Safety Month to Riverside County by providing sleeping safety tips, home safety, car seat safety, and injury prevention tips. HOPE Collaborative wants to help create safety ambassadors amongst our community partners. This Baby Safety Month Toolkit is to help support our Campaign by providing knowledge and information to not only parents and caregivers, but also to professionals everywhere who seek to provide the safest environment for their children.





# PROMOTING BABY SAFETY MOTNH

As a partner of HOPE Collaborative, there are several ways in which you can help promote this very important awareness campaign to your audiences. Social media posts, email blasts to your subscribers, and even simple shares and retweets can promote these safety topics to parents, caregivers, and professionals everywhere. To assist in making this as easy as possible for you to participate, we have created this toolkit with listed sample hashtags, social media messages, and images that can be used via your own communication outlets. If you have any questions, please reach out to Kathryn Coburn at [Kathryn.coburn@fsaca.org](mailto:Kathryn.coburn@fsaca.org).



## Recommended Hashtags:

**#BabySafetyMonthRIVCO**

**#HopeForBabySafetyMonth**

**#BSM2022**

# SOCIAL MEDIA SAMPLE POST

## Instagram caption examples:

- Read and follow all manufacturer's instructions, recommendations for use, and warning labels. #BabySafetyMonthRIVCO
- Look for potential home hazards and take-action to safeguard. #HopeForBabySafetyMonth
- For your crawlers and climbers, move chairs, cribs, and other furniture away from windows to help prevent window falls. #BSM2022

**#HopeForBabySafetyMonth**

- New products meeting current safety standards are the safest option. If you need to use secondhand products, make sure the items meet current safety standards and have all instructions and labeling intact. #HopeForBabySafetyMonth
- When babies first learn to walk, stumbles and falling on their bottoms is inevitable, which is completely fine. With active supervision and by following a few tips, we'll help you make sure all the falls are harmless. #InjuryPrevention #BSM2022
- Sensor lights help light up dark hallways and prevent falls – for your child and for you! #HopeForBabySafetyMonth

# SOCIAL MEDIA SAMPLE POST

## Facebook caption examples:

- September kicks off #BabySafetyMonth. Follow us for tips on safeguarding your home for your little loved ones. #HopeForBabySafetyMonth
- September is #BabySafetyMonth, a campaign to raise awareness of properly choosing and using baby products. Don't forget – a sure-proof way to prevent injury is direct supervision! #HopeForBabySafetyMonth
- September is #BabySafetyMonth. Consider childproofing an on-going process. #HopeForBabySafetyMonth
- September is #BabySafetyMonth. Did you know? Most injuries can be prevented. Parents and caregivers play a huge role in protecting children from injuries. #HopeForBabySafetyMonth
- Make every night a safe night. Learn more about safe sleep for babies at [www.babysafetymonth.org](http://www.babysafetymonth.org). #HopeForBabySafetyMonth
- Place locks and latches on all cabinets in bathrooms, the kitchen, garage, and laundry room. #HopeForBabySafetyMonth
- It is estimated that thousands of children have been exposed to and injured by laundry and dishwasher detergent packets. Keep medicine, cleaning products, and like objects out of reach and sight. And take a moment to save the Poison Help number in your phone and post it visibly at home: 1-800-222-1222. #HopeForBabySafetyMonth

# SOCIAL MEDIA SAMPLE POST

## Twitter caption examples:

- September kicks off #BabySafetyMonth. Follow us for tips on safeguarding your home for your little loved ones. #HopeForBabySafetyMonth
- Do a daily check: inspect products and discontinue use when needed. #HopeForBabySafetyMonth
- The safest place for baby to sleep is in a bare, Certified crib. #Hope4babysafetymonth
- Whether it's in the home or on the go, be certain that gear and toys are appropriate for your child. #HopeForBabySafetyMonth
- It's #BabySafetyMonth! Create a safe environment for your child through every age and stage. #HopeForBabySafetyMonth
- Know before you go: Keep the essentials within reach. Have wipes and diapers on hand in case of any accidents. #HopeForBabySafetyMonth
- Check to make sure your car seats are installed correctly and you are using the best seat for your child's age, weight, and height. #BabySafetyMonth
- Correctly adjusted harnesses limit how a child's body would move in a crash to help reduce injury. #BabySafetyMonthRIVCO
- Regulations are not retroactive, and seats that are beyond their useful life may not offer the same protective benefits. Using an up to date car seat is the best way to keep your baby and child safe in the car. #BabySafetyMonth

# EMAILS & NEWSLETTERS

## **Copy for Emails and Newsletters:**

Every September is Baby Safety Month, an awareness program originally created by the Juvenile Products Manufacturers Association (JPMA). Baby Safety Month raises awareness and provides knowledge on how to keep little one's safe.

As a parent or caregiver, you play a huge role in protecting children from injuries. Choosing the right baby products for your family can be overwhelming, but safety should never be compromised. Be confident that you are doing everything right when it comes to your baby's safety.

Be sure to check [BabySafetyMonth.org](http://BabySafetyMonth.org) frequently for more information regarding this campaign, and for information on how you can keep your home safe for your little ones. Don't forget to enter our weekly prize bundle giveaways for a chance to win great baby products from valued manufacturers and partners.



# INCREASING PARTICIPATION

To increase engagement it may be helpful to create a weekly or month long giveaway. Ask followers to enter by liking, re-posting, and/or tagging your organization. Be sure to explain the rules in your description. Don't forget to have a start and end date for submissions!

## Prize Bundle Giveaways

examples:

- First aid kits
- drawer latches
- car seats
- cribs



## Recommended Captions:

- Be sure to check (organizations name) Instagram page on how to win cool prizes for you and baby!
- Be sure to connect with @ (organizations handle) often throughout September for safety tips, helpful hints and prizes.

