

# BACK TO SLEEP Order Form

Free Campaign Materials

## African American Outreach Program Reduce the Risk of Sudden Infant Death Syndrome (SIDS)

### ITEM

### NO. OF COPIES

Parent Brochure—*Babies Sleep Safest on Their Backs*:

Talks about SIDS risk factors and ways to help reduce the risk of SIDS. Written for a general audience, including parents, family members, child care providers.

Refrigerator Magnet, 4" x 6":

Lists ways to reduce the risk of SIDS.

Parent Video Tape—*Sudden Infant Death Syndrome: A Video on Helping To Reduce the Risk*:

English, continuous play of 4-minute video for 1 hour, VHS format. Intended for a general audience. (Limit 10)

*Resource Kit for Reducing Sudden Infant Death Syndrome in African American Communities*:

Kit includes materials for community-based training sessions, 15-minute, 30-minute and 60-minute training modules, background material on SIDS, resources, 10 brochures, 10 magnets, and 1 video. (Limit 10)

Order Form

Name:

Organization:

Address:

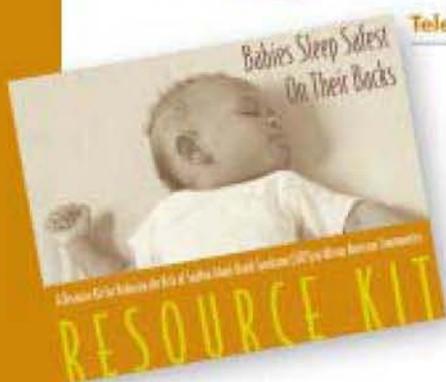
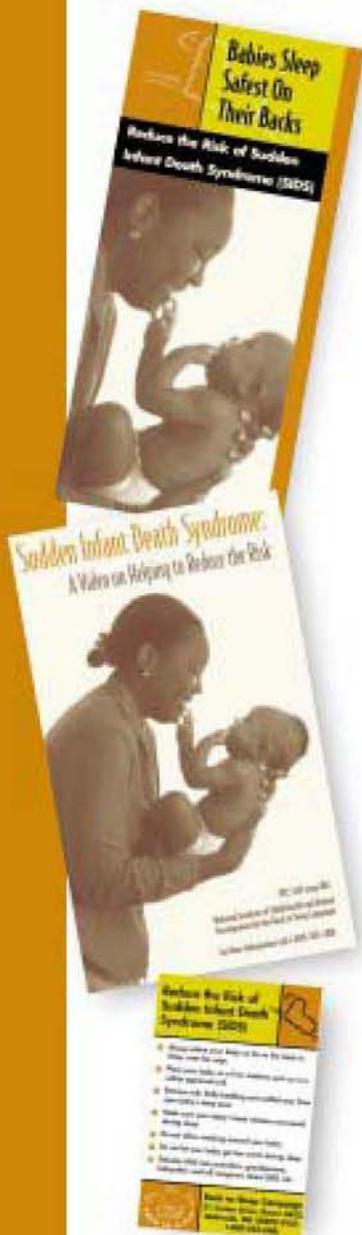
Telephone:

### To order materials:

**Mail:** NICHD/Back to Sleep  
31 Center Drive, Room 2A32  
Bethesda, MD 20892-2425

**Call:** 1-800-505-CRIB

**Fax:** 301-496-7101





# Babies Sleep Safest on Their Backs

Reduce the Risk of  
Sudden Infant Death Syndrome — SIDS

For more information on SIDS call

**1-800-505-CRIB**

This space is provided by WMATA as a public service. WMATA does not endorse any product, service, event or ideology conveyed in this message.

*Sponsored by:* DC Department of Health • Maternal and Child Health Bureau, HRSA • SIDS Alliance • National Black Child Development Institute • National Institute of Child Health and Human Development, NIH

# Partners Evaluation Form

Please help us determine the usefulness of these materials so that we can continue to effectively raise awareness about reducing the risk of SIDS.

Name	Title			
Organization Name and Address	Phone & Fax Numbers			
Please check the most appropriate response to evaluate each Kit piece.				
	Very Useful	Useful	Somewhat Useful	Not Useful
How to Make This Kit Work for You				
SIDS Facts				
Myths and Facts About SIDS				
Actions to Reduce the Risk of SIDS				
Responses to Questions About SIDS				
Babies Sleep Safest on Their Backs: Reduce the Risk of SIDS Brochure				
Refrigerator Magnet				
How to Promote Back Sleeping in Your Community				
Sample Community Flyer				
Sample Display Ad				
SIDS: A Video on Helping to Reduce the Risk				
How to Work with the Media—Radio, TV, Print				
Sample Media Release				
Sample Radio Public Service Announcements				
National Partners				
SIDS Resources				
Training Materials – evaluate the guide(s) you used.				
Training Guide 1 – 15 minutes				
Training Guide 2 – 30 minutes				
Training Guide 3 – 60 minutes				
Did the Guides provide enough information to answer all questions raised? If no, what additional information would be helpful? (Use back of form if needed.)			Yes	No
Do you require any additional instructional information? If yes, please describe. (Use back of form if needed.)			Yes	No
How many training presentations did you conduct?				
What length sessions did you use?				
Approximately how many people attended each session?				
Did you encounter resistance to any of the information you presented? If yes, please describe. (Use back of form if needed.)			Yes	No

**Please mail this form to: NICHD/BTS Evaluation, 31 Center Drive, Rm. 2A32, Bethesda, MD 20892-2425. You may also fax this survey to 301-496-7101.** We appreciate your efforts to provide this valuable feedback.

**Babies sleep  
safest on  
their backs.**



**Reduce the risk of sudden  
infant death syndrome (SIDS)**

For more information on SIDS call

**(800) 505-CRIB**



In partnership with DC Department of Health, Alpha Kappa Alpha Sorority, Inc., National Coalition of 100 Black Women, Inc., and Women in the NAACP

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