

Health Promotion Guidelines for National Safe Sleep Day/Te Rā Mokopuna

The following provides some practical advice for the promotion of Safe Sleep Day within your organisation and/or community. Your Safe Sleep campaign and promotion can be achieved in a variety of contexts, with our diverse and ever-changing communities. Within the workplace, awareness of Sudden Unexpected Death in Infants (SUDI) and safe sleep practice can be promoted in a range of forums both online and offline. Organisations and communities can be innovative in their approach. While project planning can sometimes be a challenging task, we have organised some tips and ideas which may inspire your organisation to get creative!

Host a weaving workshop:

- Invite local weavers to facilitate and support whānau and the community to give raranga (weaving) a go! You could centralise a wahakura (woven harakeke bassinet for infants) within this space, as well as safe sleep guidelines to promote your campaign. As directed by the weaver, whānau could be supported in learning how to craft their very own putiputi (flower). Tamariki from Kōhanga Reo and Early Childhood Centres could also participate in the workshop creating something a bit simpler, with the guidance of their whānau and community. The promotion of the event could be circulated both online and offline, through online forums like Facebook (see tips for social media engagement below). A kaitahi (shared lunch), giveaways, and BBQ could also be organised as part of the event.

Host a community whānau day:

- Organise a hākari/kaitahi at your local spaces such as community halls, marae, kura, or kōhanga reo in recognition of SUDI prevention and Safe Sleep practices. Have an influential community member attend, promote, and share safe sleep practices with those at the event. Be sure to share information about your event and upload promotions and photos online to help with the wider online engagement.
- Arrange local hākinakina (sports and physical activity) day which the whole whānau can participate in— games, bouncy castles and spot prizes can be included as part of the event. Be sure to integrate the safe sleep key messaging within the event and campaign. Organise a wānanga or workshop to deliver education around safe sleep education and smokefree approaches.

Organise a wānanga or workshop to deliver education around safe sleep education and smokefree approaches:

- Host a wānanga centralising the value of wahakura and invite some local weavers and spend time sharing kōrero with other mums and their whānau.
- Deliver a parenting workshop and get to know other parents in the community. You could also invite some public figures or inspirational speakers to share their experiences as a parent.
- Collaborate with local stop smoking services to deliver a joint education opportunity in a place of relevance for the priority populations

Hold a wāhine hapū hui/ pregnant mums event:

- Be sure to include safe sleep questions in the entry form and offer prize incentives.
- Host a maternity fashion show, a cooking demonstration for safe foods for pregnant māmā, a maternity work out, and/or pamper day.
- Organise a range of healthcare workers to come along to offer advice and support. Smoking is a key risk indicator for SUDI, so a collaborative approach to Safe Sleep Day 2017 with a local stop smoking service will ensure Smoking Cessation practitioners are readily available. This is a great way to support our mums and wider whānau. Other health practitioners could also attend to support and provide advice to our māmā

Tips for health promotion online:

Social media is now a key portal to connect with our various targeted audiences and communities. In particular, we can now tailor promotion to address audiences specifically through campaigning and key messaging. Many of our hapū mothers of all communities and demographics are accessible online through social media. Promoting your events on social media sites such as Facebook, Instagram, Twitter are a key way to communicate with these online communities.

Further online tips to attract a wider audience:

- You could also consider approaching a social media influencer and/or public figure to share and promote your event and organisation online! Social media influencers have the potential to communicate your message/event with broader populations and communities online. Reach out to them and see if they are keen to be involved in your message and work.
- Create a localised community page on Facebook for mums. This creates an online forum and platform for local mums to network, communicate and share their experiences. Through facilitating and promoting a space for mums online in your community, you can share your safe sleep messaging and promote your Safe Sleep Event. All events will be actively shared through the National Safe Sleep Day page, and any posts you create should include a tag to the national page here <https://www.facebook.com/MokopunaOra/> and when creating posts include a link via the page name @mokopunaora and the hashtag #SafeSleepDay2017 or #TeRaMokopuna2017

Tips for online giveaways:

- Hold an online give away competition for Safe Sleep Day. Get mothers to like your organisation's Facebook page and the Safe Sleep Facebook page <https://www.facebook.com/MokopunaOra/> so they are connected to your key messages and health promotion around safe sleep. Get them to tag their friends, share a Safe Sleep promotion feed online to be in to win a prize of your choice.

- Post a picture of your safe sleeping set up at home, whether it be a pic of your Wahakura, Pepi Pod, Baby Box, cot, bassinet and the P.E.P.E key messaging in their post, along with the hashtag #SafeSleep2017 or #TeRaMokopuna2017 to be in the draw to win a prize.

Ensuring the diversity of our communities are considered:

SUDI is a health issue which disproportionately impacts Māori and Pacific communities. To help address this health inequity, it is integral that our key messaging, approach, and design aligns with best practice and is effectively culturally diverse and culturally sensitive. The following offers key advice of how your organisation, workforce, and individual staff members can become more connected and informed about the populations that are most vulnerable. Furthermore, the implementations of these ideas will foster a better relationship with our communities and further empower the promotion of your message.

- The use of Māori solutions to health issues should be a part of your tailored approach. Wahakura are one example of how a traditional weaving practice can be utilised to respond to a contemporary health issue and empower positive change and wellbeing.
- It is integral that we consider health holistically. As research has found, a key factor which significantly increases the risk of SUDI, is smoking during pregnancy and exposure to second-hand smoke. It is important that our systems are interconnected so that they can also provide interconnected support for mothers. Ensuring that there is readily available advice and information for mothers who are smoking is a necessary component in our communities receiving adequate care and responsiveness. Make sure mothers are respectfully informed and given explanation about behaviours which may increase risk factors of negative health outcomes.
- Providing a wraparound support system (i.e.: having available smoking cessation service information) will enable our communities to flourish, and will minimise barriers in accessing needed health services. Integrated support systems will ensure a greater pick up and/or promote necessary referral pathways.
- The normalisation of te reo Māori could be a key influencer in communicating and addressing our Māori communities. Familiarise yourself with a few kupu Māori, and include this in the promotion of your events and messages.

Stop Smoking Service Collaboration:

We understand that currently there are a wide range of stop smoking services available for our communities in Aotearoa. Your community engagement should be inclusive of these providers of Stop Smoking Services to ensure a connected approach to Safe Sleep education and Smoking Cessation occurs to reduce SUDI for our whanau, and communities in Aotearoa.

The contact details for all stop smoking service providers across Aotearoa are as below:

DHB	Name of Service	Email	Phone No.	Website
Northland	Toki Rau Stop Smoking Service Northland	referrals@tokirau.co.nz	0508 TOKI RAU	Link here
Auckland and Waitematā	Ready, Steady, Quit	info@readysteadyquit.org.nz	0800 500 601	Link here
Counties-Manukau	Counties Manukau Health	smokefree@middlemore.co.nz	0800 569 568	Link here
Waikato & Tairāwhiti	Pinnacle Stop Smoking Service	stopsmoking@pinnacle.health.nz	0800 Once4All	Link here
Bay of Plenty	Hāpainga Stop Smoking Service	hapainga@ebpha.org.nz	0800 HAPAINGA	Link here
Taranaki	Taranaki Stop Smoking Service	stopsmoking@tuiora.co.nz	06 759 7314	Link here
Lakes	Tipu Ora Stop Smoking Service	referralhub@tipuora.org.nz	0800 348 2400	Link here
Whanganui	Ngā Taura Tūhono	k.russell@wickmed.co.nz	0800 200 249	Link here
Hawkes Bay	Te Haa Matea	register@ttoh.iwi.nz	0800 300 377	Facebook Link here
MidCentral	Te Ohu Auahi Mutunga	toam@tewakahuia.org.nz	0800 40 50 11	Facebook Link here
Hutt, Wairarapa, Capital and Coast	Takiri Mai Te Ata	takirimaiteata@kokiri-hauora.org.nz	0800 WAN AKP	Facebook Link here
Nelson Marlborough	Stop Smoking Service Nelson Marlborough	smokefree@nmdhb.govt.nz	0800 NO SMOKE	Link here
West Coast	Oranga Hā – Tai Poutini; Stop Smoking West Coast	StopSmokingGreymouth@cdhb.health.nz StopSmokingWestport@cdhb.health.nz	0800 456 121	Link here
Canterbury	Te Hā Waitaha	smokefree@cdhb.health.nz	0800 425 700	Link here
South Canterbury	South Canterbury Stop Smoking Service	smokefree@scdhb.health.nz katrina@aws.health.nz	0800 542 527 or 0274076308	Link here Link here

Southern	Southern Stop Smoking Service	admin@stopsmoking.nz	0800 925 242	Link here
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