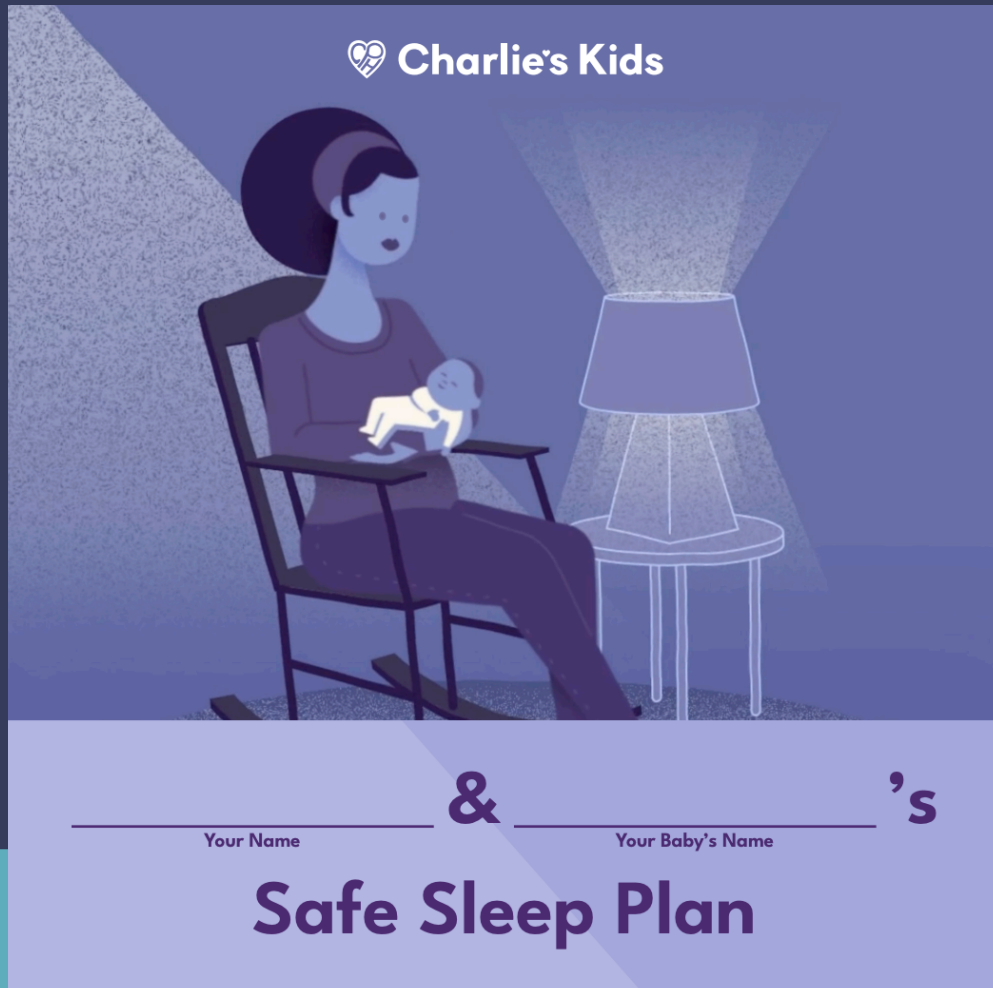




Charlie's Kids

An educator's guide to using our booklet



Help us shift the narrative.

Safe Sleep is not just a slogan; it's a love note from mom to baby – a promise – to always keep baby safe.

It's also a love note from mom to herself reminding her that she needs love and care, too.





Charlie's Kids *Talking with Mom*

An educator's guide to our new booklet

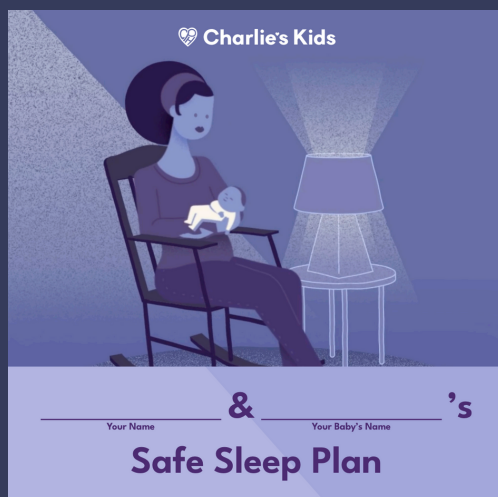
Meet our new booklet! Designed by moms for moms!

We are incredibly proud of this new resource. It was designed with our partners from LiveWell Collaborative using human-centered design to learn what mom wants to see and hear as she navigates the early stages of motherhood.

Follow along as we take you page by page to tell you why this booklet matters – and learn how it can be used with the moms you work with!

Instructor Info

Words for Mom



At first glance, you'll notice right away that our new brochure doesn't look like a brochure. That's intentional! It's matte, not glossy. It's square, not trifold (making it a perfect fit inside our Sleep Baby book).

And the best part – instead of an informative headline – it begins with an invitation. Write your name. Write baby's name. All of a sudden this beautiful booklet belongs to mom and baby – and together they are starting a pact and signing onto a plan.

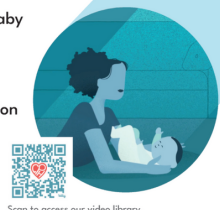
Congratulations on your little one! I have a small gift for you. It's a personalized plan for you and baby. It's also a reminder that you are strong, you're not alone, and you're doing a great job.

Let's go through this booklet together and I'll help you plan for the big things, like where baby will sleep and your support system, but also for the small things, like what quick snack you might want to have on hand when hunger hits you during a nighttime feed.

First things first. Let's prioritize.

Tiny fingers, tiny toes, tiny tummy, too! When your baby is up in the middle of the night, here's what we need to do:

- ♥ Feed, burp, and change baby
- ♥ Offer baby a pacifier
- ♥ Provide a safe sleep location
- ♥ Turn down the lights
- ♥ Give goodnight kisses



Scan to access our video library.

Baby only sleeps a little at a time, and you will too for now. But it's a short chapter in a long love story together!

♥ Charlie's Kids

When motherhood feels like a mountain of to-do items, how do you prioritize the next right thing? What does baby actually need? If baby is waking up in the night, they might be looking for a snack to fill their tiny belly. Babies need to eat frequently! Feed, burp, and change baby, and put baby back in a crib or bassinet, on their back, with nothing but baby.

Normalize infant sleep! Mom will wake up with baby often – hour after hour, night after night of this routine. But soon, this will change. Baby will sleep through the night eventually, and so will mom.

Did you know your baby is going to wake up often for the first few months? That's normal! Here's why... their tiny tummies need frequent feeds – even in the middle of the night. As baby's belly grows, so will the stretches between feedings. The exhaustion won't be forever, but while you are in the thick of it, make the most of your time so that you and baby can get back to your own beds quickly!

The QR code on this page will take you right to videos with tips and reminders for you during those long nights. Let's watch one together right now!

Teach me how to sleep

I'm learning so much right now, including how to sleep! Here's how you can help me along the way:

- ♥ Swaddle me until I can roll over
- ♥ Sway or rock me into sleep mode
- ♥ Mimic the womb with white noise or shushing
- ♥ Place me down sleepy to teach me a good rest routine



Safe Sleep with

Your Baby's Name

Once I'm fed, burped, and in my pajamas or sleep sack, I lay down to sleep on my back in

Location/Room

with nothing else in my bed. Lucky me! My stuffed animals and blankets stay somewhere else.

Thank you for keeping me safe!

♥ Charlie's Kids

Mom and baby are learning together! So, how do you get a baby to sleep?! Swaddle, sway, shush, and sleepy are the expert tips we offer mom. If you have ever tried to lay a sleeping baby down in a crib without them startling themselves awake, you know how important this tip is! Baby can learn to self-soothe when you repeatedly put them in their crib drowsy and not fully asleep!

This bookmark is for mom to fill out, cut out, and share with other caregivers. Safe sleep is everyone's business!

Babies don't arrive knowing lots of ways to soothe themselves. But you can teach them! Here are some tips you can try with your baby to help them feel safe and drowsy so that you can put them to sleep on their back, in their crib, with nothing but baby for every sleep.

The bookmark on this page is for you to share with anyone who might be taking care of baby. It gives a voice to your baby, communicating this important safety message to the other people who love them so much!

Instructor Info

Words for mom

The 1-2-3s of Safe Sleep

1

On my back

2

In my crib

3

Nothing but me

Thank you for keeping me safe!

Charlie's Kids

I love you enough to...

- ♥ place you down on your back.
- ♥ teach you to soothe yourself.
- ♥ sleep near you, not with you.
- ♥ know that a clear crib is best.
- ♥ dream of our future.

How I Show You Love

How I Show You Love

Cut out this bookmark to share with other caretakers.



It is important that mom knows how to practice safe infant sleep. Instead of preaching, this page takes the instructional dos and don'ts of safe sleep and presents this critical information as showing baby love and care.

We know Charlie's story has an impact when communicating why caregivers need to follow the 1-2-3s of safe sleep for every sleep. The QR code on this page takes you to the video of Charlie's story, allowing viewers to connect emotionally with the potential danger and grasp the profound importance of safe sleep.

I can see how much you love your baby! That love can look like so many things.

- fueling your body with good food to help baby grow
- showing up for doctor appointments
- making sure baby gets tummy time while they are awake to grow strong muscles
- and providing a safe space for baby to sleep for every sleep.

Let's talk about what this means and why it is so important to prioritize this. Let me tell you about sweet Charlie and his family...

I am strong enough to...

- ♥ allow myself to rest.
- ♥ ask for help when I need it.
- ♥ acknowledge my feelings.
- ♥ plan for when I'm exhausted.
- ♥ keep you safe.
- ♥ remember I'm a great mom.

How I Show Strength

How I Show Strength



Scan for a pep talk!



Cut out this bookmark and smile every time you read it.

Your Baby's Name

I love you so much!

And I will love you at every stage just as much as I love you now.

I can't wait to

Something you look forward to with you.

We have so many memories to make as you grow!

Charlie's Kids

We are asking mom to dig deep, see her own strength, and understand and lean into the fact that sometimes strength comes from vulnerability. We weren't meant to do motherhood alone and sometimes being strong means reaching out for help.

Being a mom can sometimes feel lonely and exhausting, but behind that lonely, exhausted mom is an army of other moms pushing them forward. When you click on the QR code on this page, it will take you to our mom pep talk videos. These videos are meant to lift and inspire mom with messages of love and strength.

You are incredibly strong and so very capable! Say it with me: "I am strong!" You can do it all, but you don't have to. Sometimes being strong means being vulnerable. That means knowing when to ask for help, accepting help when it's offered, and reminding yourself that you are a superhero through it all. When you can't find the strength to see all of this in yourself, use this QR code to inspire you and help you keep going.

This special bookmark is just for you... it's a reminder of the beautiful story of hope and love you and baby are building together.

I will keep you safe

because you are loved beyond measure,

because you are worth it,

because you are counting on me.

Charlie's Kids

It takes a village...

...and I have friends and family who love me and Your Baby's Name!

Name or Name would love to come care for my baby while I nap, shower, or Action.

Moms need to eat, so I'll keep healthy snacks like Healthy Snack near me and drink lots of water.

I love myself enough to ask for help, and I know I'll be there for my friends when the time comes!

Cut out this bookmark and smile every time you need it.

It takes a village! This statement is especially true when it comes time to raise a family. This page helps mom plan for the type of help she might need from her village as she welcomes her new baby. Asking for help can be hard. This page normalizes that motherhood can't and shouldn't happen alone. Sometimes being super mom looks like asking for help when you need it.

Remind mom that help comes in many forms - not just family. Community can mean people you meet at church, school, work, or your neighborhood.

I bet you have so many people in your village that already love your new baby! Who are they?

These are your people! They are waiting in the wings to hold your baby! It's going to be important to leverage this love and excitement into help and support. Babies sleep a lot, but they don't sleep for long.

Some days that 5-minute shower feels like it will never happen. So, let's make a plan for who you can call when you need a nap or a shower or a hot meal, or just a few minutes to yourself.

I need care, too.

It's time for a mom reset. Ready?

3 deep, slow breaths with eyes closed

2 full glasses of water

1 kind mantra: "I am doing my best, and that is enough."

Self care can look like a lot of things!

- ♥ Text a friend or family member
- ♥ Play music to relax or re-energize
- ♥ Eat a snack
- ♥ Wash my face or change my shirt



Charlie's Kids

When we asked moms what they wanted to hear, this was #1 on their lists. Do not skip this page when you review the booklet. Taking care of a newborn is all-consuming, and it is hard to remember yourself in your day-to-day caregiving.

Mom can take the best care of her baby when she is taking the best care of herself!

Hey Momma! This is a reminder to take care of yourself so that you are equipped to take care of baby. Although a spa day sounds lovely, it's also unrealistic at the moment. But, you can take a quick minute to yourself to reset and restore for the moments ahead of you.

Let's practice this together! Close your eyes. Take a deep, slow breath. In and out. In and out. In and out. Open your eyes slowly. Drink some water. Take another deep breath and tell yourself how truly amazing you are! You are a GREAT mom!

Instructor Info

Words for Mom

's Safe Sleep Plan

Your Baby's Name

Dear Mom,

Circle your baby's plan in purple!

The best is yet to come. I love to be *swaddled/rocked/shushed/swayed* to get into sleep mode. I am safest and coziest with my entire *crib/bassinet/pack-n-play* to myself. I can sleep near you in the same room, but not with you in the same bed. I sleep on my back for every naptime and nighttime. I know it's hard to help me sleep sometimes, but I am learning fast!

Thank you for keeping me safe.
Love,

Your Baby's Name



Charlie's Kids Adapted from the 2022 American Academy of Pediatrics Safe Infant Sleep Recommendations. Not medical advice.

This is the plan! We love that this page is a love letter from baby. Mom is able to write it down, customize it, follow it, and share it! In life, we make career plans, wedding plans – even birth plans – and yet when baby arrives the most important thing to plan for is safe sleep.

This love letter is a reminder of what the plan is for every sleep to prevent accidental suffocation.

What plans have you already made for your baby? Wow! Look how prepared you are! Did you know your baby needs a sleep plan, too? This plan is critical to preventing accidental suffocation! It is important for every sleep and every caregiver to understand and follow.

The 1-2-3s of safe sleep are crucial. You'll find them in this plan. Read aloud this special message from your baby to you! Let's personalize this for just you and your baby. After all, no one knows baby better than you!

Goal – When you walk away from mom, she should know her plan & feel supported and empowered to execute it.

What about Dad?

Dads and Partners are important, too! They play a critical role when it comes to parenthood. Dads and Partners get the privilege of loving both baby and mom!

While the main focus of this booklet is mom and baby, Dad/Partner should pay attention to the 1-2-3s, the safe sleep plan, and learn how they can be a front-line support for mom – making sure she is getting help with baby, but also checking in on her needs.

From ABC to 1-2-3

Wondering why we don't use the ABCs in this booklet? Moms told us that they don't like the word "alone." We listened!

Baby is never truly alone. Mom is always close by; next to, but never sharing a sleep surface. Mom and baby can both get good rest when baby sleeps on their back, in a crib, bassinet, or portable crib, with nothing but baby! That is one lucky baby!

Don't Miss Out!

Check out our other resources and support



charlieskids.org

Follow us on social!



@charlieskidsfoundation



@charlies_kids

Notes:

Things I don't want to forget:

Things I want to try:

My big idea is:

On behalf of all of us at Charlie's Kids,
You are doing a great job!
What are you most proud of in your work efforts?

THANK YOU!

