# Free Mobile Phone Apps on Safe Infant Sleep

## SIDS Info[1]          Baby Be Well®[2]

|  | SIDS Info | Baby be Well® |
|---|---|---|
| **Initial date issued** | 2018 | 2019 |
| **Operating systems** | Android and iOS; downloadable from the phone's App store | Android; downloadable from the phone's App store. |
| **Cost** | Free | Free |
| **Languages** | English, Spanish | English |
| **Voice-overs** | English, Spanish | None |
| **Links to resources** | Yes | Yes |
| **Development** | SIDS Center of New Jersey and Zyndo | Rutgers University[2], Volunteers of Microsoft, Tata Consultancy |
| **Features** | Safe sleep guidance in accordance with the American Academy of Pediatrics policy statement (Pediatrics, 2016) presented with graphics and bi-lingual text and voice-overs to eliminate language and literacy barriers. Importance of breastfeeding and smoke avoidance included. Links to resources. Music available. Scrolling pace is determined by user. Updated, as needed. | Safe sleep guidance in accordance with the American Academy of Pediatrics policy statement (Pediatrics, 2016) presented with graphics and text. Importance of breastfeeding and smoke avoidance included. User can take a quiz on risk reduction. Tips of the day provided with each viewing of the app. App can be used to upload and share photos and milestones, thus encouraging return visits. Updated, as needed. |
| **Optimal use** | Providers discuss content with parents and then help them download it; for parents, it becomes a continuously available resource to use and share. | Providers seeking to facilitate exposure to reminders of safe sleep practices and parents seeking to provide other caregivers with the same opportunity. |

1. SIDS Info received a Public Health Innovation Award from the New Jersey Department of Health. Both SIDS Info and Baby Be Well® are listed as resources in the NICHD Safe to Sleep Campaign.
2. Baby Be Well® is a registered trademark of Rutgers, The State University of New Jersey.

Note: Apps can be deleted at will by a user.

# How A Safe Infant Sleep Mobile Phone App Meets Identified Needs

| Identified Need | Meeting the Need |
|---|---|
| 1) Need to have all topics on safe sleep covered; | 1) Fully covers safe sleep topics as well as addressing breastfeeding and avoidance of smoke exposure; |
| 2) Need to have the same exposure to education for all racial and ethnic groups; | 2) Provides delivery of content across all population groups; ownership of cell phone high across all demographics; multi-generational familiarity with apps; |
| 3) Need to provide "take home" material that would not be lost or discarded; | 3) It is a more enduring resource less likely to be lost compared to print material; |
| 4) Need to have a tool that parents could share with other caregivers who might not have been present for education given to parents; | 4) It can be shared remotely; ownership of cell phone high across all demographics; multi-generational familiarity with apps; |
| 5) Need overcome literacy challenges; | 5) Unlike print, **SIDS Info** provides voice-overs; |
| 6) Need to have a tool that would give healthcare providers who educate parents a method that ensures consistency of messaging; | 6)  **SIDS Info** serves as a script providers can follow; |
| 7) Need to have a tool that would allow for cost efficient distribution of information and cost efficient updating of content, as necessary; | 7) It can reduce mass printing of material; the updates we make to an app are automatically pushed through to users, in contrast to print material that may continue to be distributed after expiration; |
| 8) Need to have a tool to which additional languages can be added as communities diversify; | 8); **SIDS Info** currently has both Spanish and English text and voice-overs; additional languages can be added to it. |
| 9) Need to have a tool that would stimulate return visits and therefore continued exposure to the messaging; | 9) The Baby Be Well® app was designed specifically to increase recurring visits over the first year and recurring exposure to the message via tips of the day; |
| 10) Need to have a tool that could be accessed directly by the public, independent of a provider. | 10) Communities are informed about the apps and how to access them. |