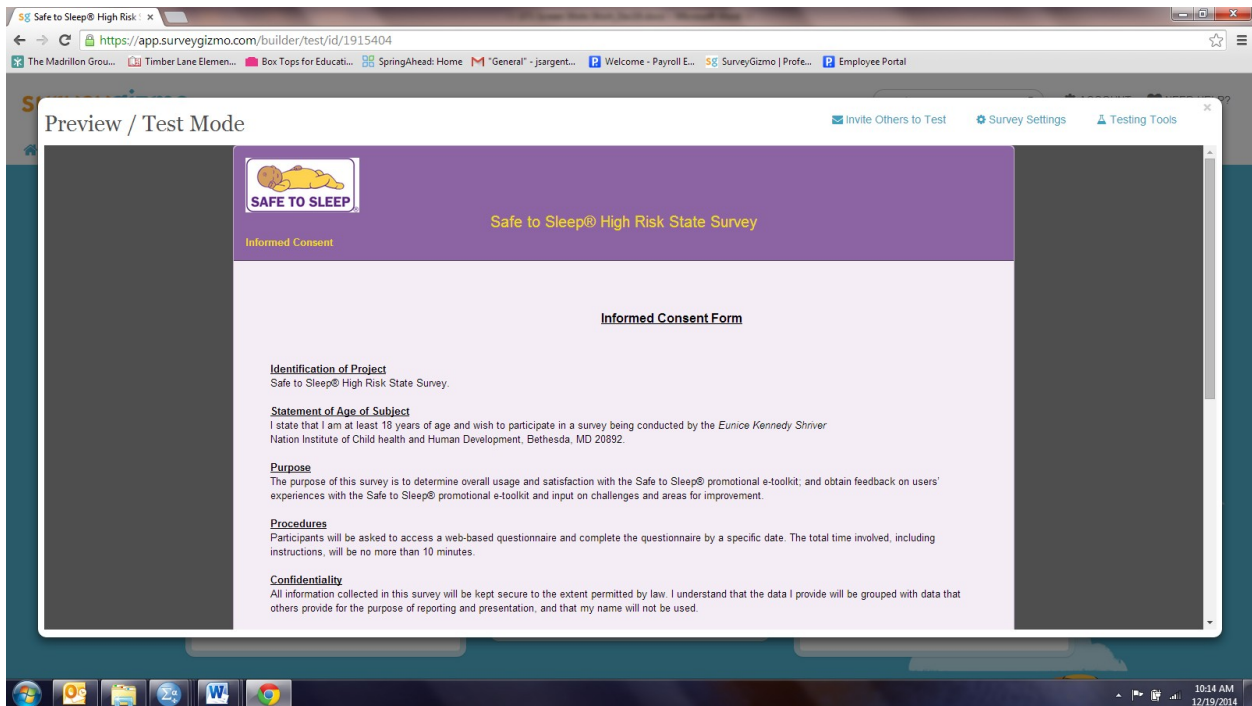
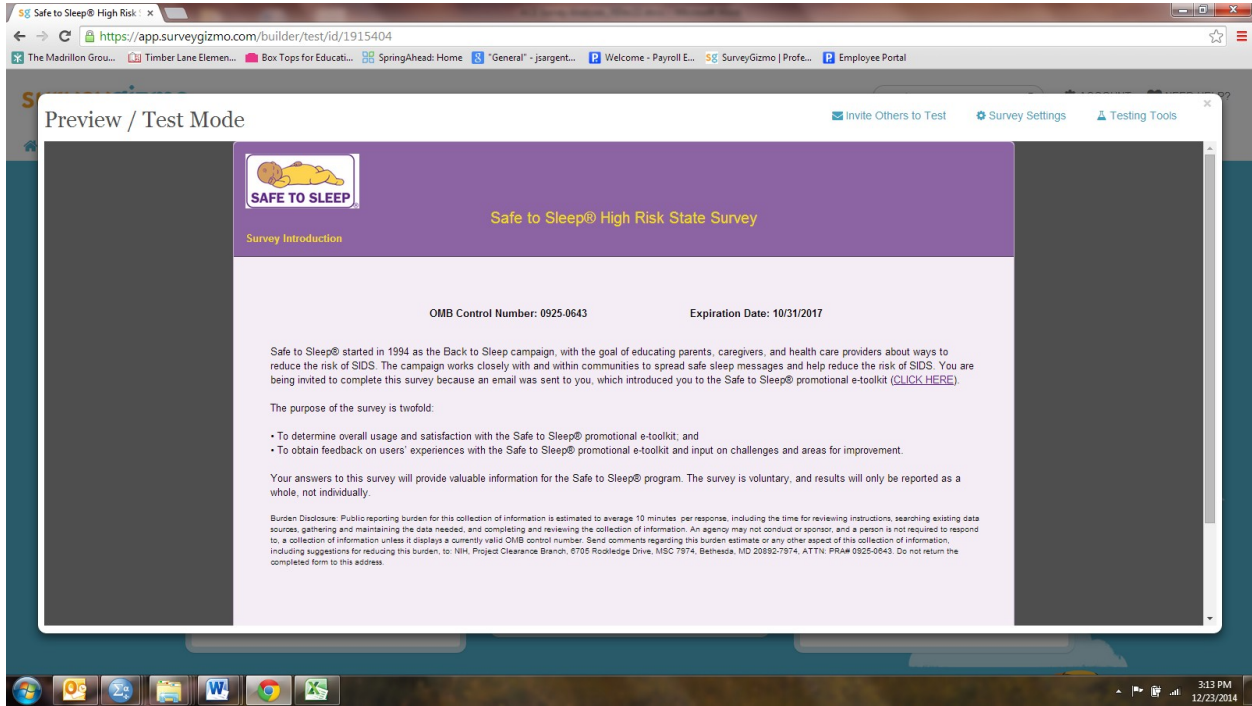


Safe to Sleep High Risk State Survey Screen Shots



Safe to Sleep® High Risk State Survey

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Confidentiality
All information collected in this survey will be kept secure to the extent permitted by law. I understand that the data I provide will be grouped with data that others provide for the purpose of reporting and presentation, and that my name will not be used.

Risks
I understand that the risks of my participation are expected to be minimal in nature.

Benefits, Freedom to Withdraw, & Ability to Ask Questions
I understand that this survey is not designed to help me personally but that the investigators hope to learn about overall usage and satisfaction with the Safe to Sleep® promotional e-toolkit, and obtain feedback on users' experiences with the Safe to Sleep® promotional e-toolkit and input on challenges and areas for improvement. I am free to ask questions or withdraw from participation at any time and without penalty.

Contact Information
For questions regarding the survey or any study-related issues, please contact the NICHD (nichdsafetosleep@mail.nih.gov). If you have any technical questions and/or have difficulty accessing the survey please contact Jennifer Sargent by email at jsargent@madrillongroup.com or by telephone at 888-236-9826 (toll-free).

Agreement to Consent *

I have read the information about this study, and I agree to participate in this survey.

I have read the information about this study, and I do not wish to participate in this survey at this time.

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7%

Safe to Sleep® promotional e-toolkit, and obtain feedback on users' experiences with the Safe to Sleep® promotional e-toolkit and input on challenges and areas for improvement. I am free to ask questions or withdraw from participation at any time and without penalty.

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SAFE TO SLEEP

Safe to Sleep® High Risk State Survey

Receipt of Email

1. In October 2013 or November 2014, an email was sent to you that included a link to the Eunice Kennedy Shriver National Institute of Child Health and Human Development's Safe to Sleep® promotional e-toolkit ([CLICK HERE](#)). The promotional e-toolkit is a resource designed to help in your efforts to educate others about the Safe to Sleep campaign. Did you receive this email?

Yes

No

I don't remember

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14%


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 SAFE TO SLEEP

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Looked at Promotional E-toolkit

2. Did you link to the promotional e-toolkit and take a look at its contents?

Yes

No

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23%

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Accessed Promotional E-toolkit on Own

2. Have you ever accessed the promotional e-toolkit via another source or from your own search for materials online?

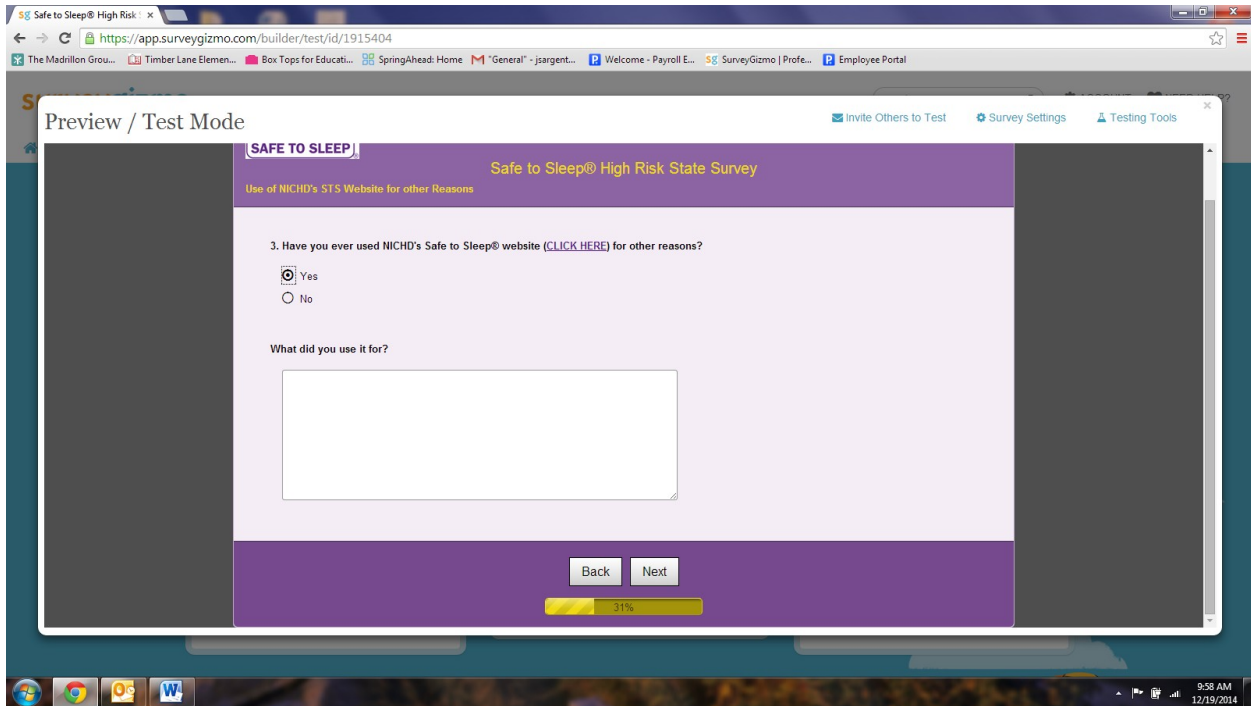
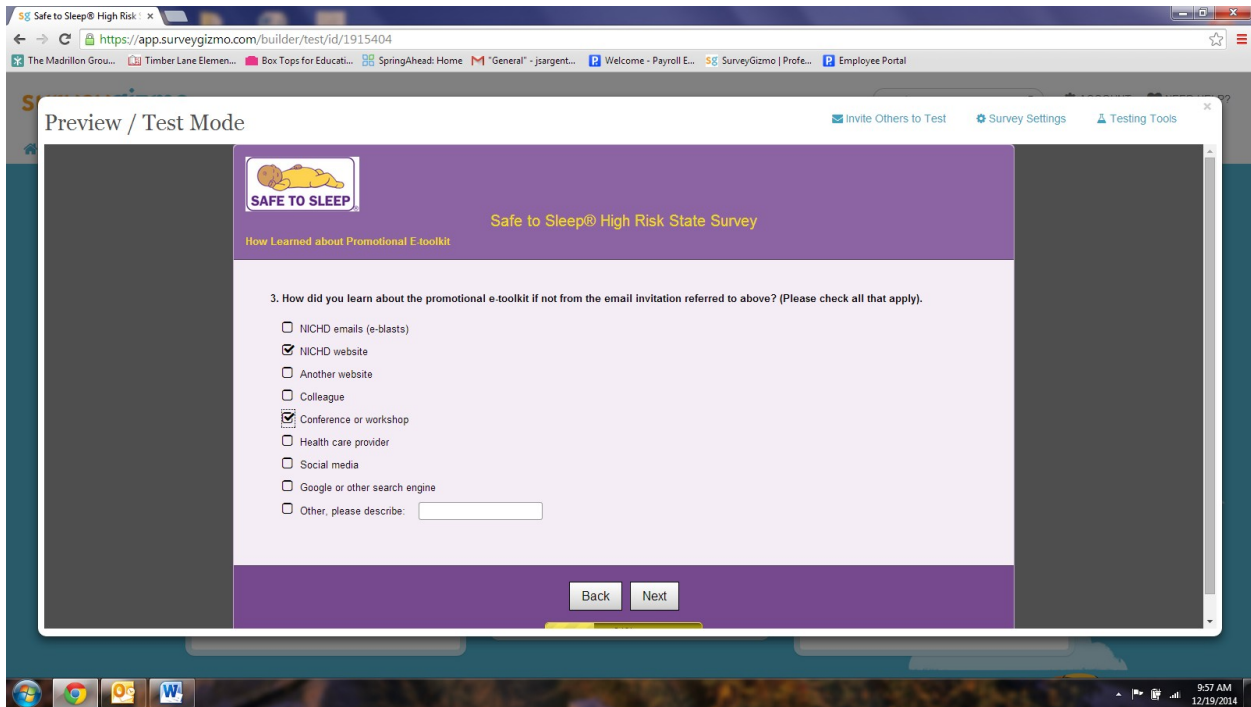
Yes

No

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Safe to Sleep® High Risk State Survey

Use of Promotional E-toolkit's Resources

3. Did you use any of the promotional e-toolkit's resources?

Yes
 No

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31%

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Safe to Sleep® High Risk State Survey

Usefulness of Promotional E-toolkit Resources

4. Please rate the usefulness of each promotional e-toolkit resource that you used.

	Very useful	Moderately useful	Not at all useful	Did not use
Videos	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sample social media	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Badges and icons	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event ideas	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infographics	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scripts for radio public service announcements	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flyer/handout	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Presentation about the campaign	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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36%

12:38 PM 1/12/2015


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5. You indicated that at least one of the promotional e-toolkit resources was not useful. Please explain why it was not useful and how it could be improved.

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43%

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Outreach Activities for which Promotional E-toolkit Resources were Used

6. Did you use any of the promotional e-toolkit resources to help you with any of the following outreach activities? (Please check all that apply.)

- Press releases
- Radio Public Service Announcements (PSA)
- TV PSA
- Radio interview
- TV interview
- Face-to-face presentations
- Social media (Twitter, Facebook, LinkedIn, etc.)
- Newsletters, newspapers, print articles
- Flyer/brochure distribution
- Other, please describe:


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 **Safe to Sleep® High Risk State Survey**
Type(s) of Audience(s) Reached with Promotional E-toolkit Resources

7. What type(s) of audience(s) did you reach using the promotional e-toolkit resources? (Please check all that apply).

- Parents/caregivers
- Health professionals
- State/local/tribal governments
- General public
- Other, please describe:

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54%

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 **Safe to Sleep® High Risk State Survey**
Recommended Promotional E-toolkit to Any Colleagues

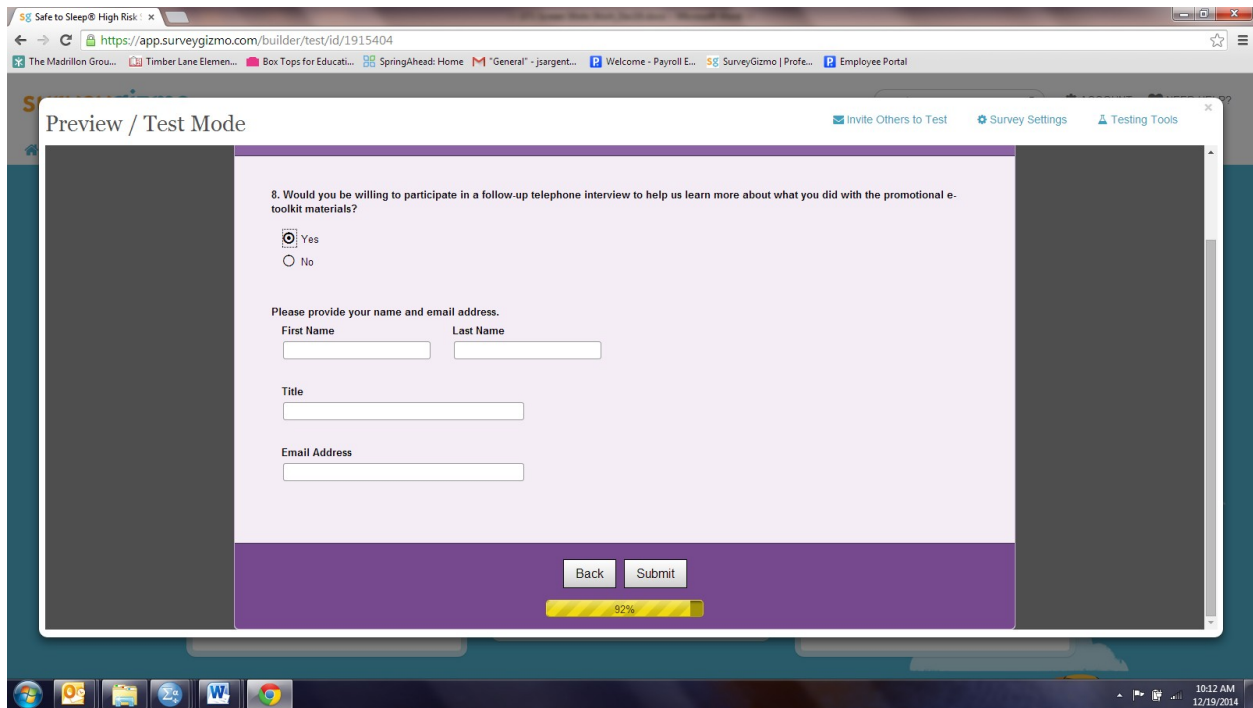
8. Did you recommend the promotional e-toolkit to any of your colleagues?

- Yes
- No

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62%

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Safe to Sleep® High Risk : X

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Thank You!

Thank you for taking our survey. Your response is very important to us.

100%

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12/19/2014