Course Overview

Participants will be able to:

• Understand new AAP Recommendations for Safe Infant Sleeping
• Describe Say YES To Safe Sleep For Babies, Keep Your Cool When Baby Cries, and the Period of PURPLE Crying and how to deliver education to parents
• Create an organizational culture of prevention through policies, modeling, and messaging
• Educate parents/caregivers about vital infant safety measures

Our Babies: Safe and Sound

An Educational Campaign focused on two issues:

1. Infant Safe Sleep
2. Abusive Head Trauma Prevention

☆ Overall Goal:
   Help prevent injury and death of WV Infants

Sponsored by TEAM for WV Children
Campaign Audience Focus

- Expectant parents
- Parents of infants under age of one
- Other caregivers of infants under age of one
- General public (through media and community events...)

Campaign Theme
Say YES To Safe Sleep For Babies

Campaign Theme
Keep Your Cool When Baby Cries
Why is This So Important?

To prevent infant injury and death

Healthy Babies Are Dying
Every 10 days a baby dies in WV because of unsafe sleep

WV Snapshot

- 34 deaths attributed to sudden unexpected infant death in WV in 2014
  WV Health Statistics Center

  Bed sharing/co-sleeping and hazardous bedding are key factors

  New data show SUID rates have declined among CPS related cases
WV Snapshot

- Suffocation & strangulation in an adult bed or other unsafe sleeping surface is the **leading cause** of injury-related death for WV infants under age 1
- Risk of sleeping-related infant death is **40 times** higher for babies who sleep in adult beds compared to babies who sleep in their own cribs

What Is The Problem?

- Parents/caretakers think that his/her baby is the exception to the rule
- “Bad” sleeper
- Mixed messages from family, professionals, media
- Parental concerns about safety and comfort

What Does Safe Sleep Look Like?
How Do We Educate Parents/Caregivers?

- Community partners across the state
- Hospital / Home Visitation Program Initiative – With Expanded Partners
  Say YES To Safe Sleep For Babies
- Public Education and Media

Infant Safe Sleep Education

REQUIRES
CONSISTENT AND REPETITIVE
MESSAGING AND MODELING
TO PREVENT
INFANT INJURIES AND DEATHS!

Our Philosophy

- Messages always follow recommendations of the American Academy of Pediatrics
- Messages are framed positively
- Non-judgmental approaches are used to meet parents where they are
The latest AAP recommendations:

• AAP Policy and Technical Report was released in October 2016

“We have tried to make it easier for parents and providers to understand the recommendations by providing specific answers to common questions,” ~ Rachel Moon, MD, FAAP, chair of the AAP SIDS task force

3 Important New AAP Recs:

1) Breastfeeding is recommended and is associated with a reduced risk of sleep related deaths
2) Infants should be immunized to also reduce the risk of sleep related deaths
3) Bumper pads should not be used in cribs – there is no evidence that they prevent injuries and there is a potential risk for entrapment, strangulation or suffocation

Additional recommendations

• Back to sleep for every sleep
• Always use a firm sleep surface. Car seats and other sitting devices are not recommended for routine sleep. Couches and sofas are extremely dangerous.
• The baby should sleep in the same room as the parents, but not in the same bed ideally for at least one year, but at least for the first 6 months
Additional recommendations

- Offer a pacifier at naptime and bedtime after breastfeeding is established
- Avoid smoke exposure and alcohol and illicit drug use during pregnancy and after birth
- There is no evidence to recommend swaddling as a strategy to reduce risk
- Health and child care providers should endorse and model recommendations (written policy is preferable)

Bedside sleepers?

There are no CPSC safety standards for in-bed sleepers. The task force cannot make a recommendation for or against the use of either bedside sleepers or in-bed sleepers, because there have been no studies examining the association between these products.

Cardboard baby boxes: Concerns with durability, size, safety, no evidence-based research

Say YES To Safe Sleep For Babies

- West Virginia’s program model
- Reaches parents/caregivers early with consistent, accurate, safe sleep messages prenatally or within few weeks of baby’s life
- Uses trained providers to deliver and reinforce consistent messages in 4 environments
4 Environments

✓ Initial education: prenatally and/or in-hospital prior to discharge or in-home if did not get in hospital
✓ Reinforcement education: home visits, post-natal visits, child care, well-child visits after hospital discharge
✓ Community education: earned media outreach events, mother-baby showers, health fairs, infant safe sleep month activities, PSAs, social media

Shared Vision: ZERO INFANT DEATHS

Participating Hospitals

- Berkeley Medical Center
- Bluefield Regional Medical Center
- Cabell Huntington Hospital
- CAMC Women and Children’s
- Camden Clark Hospital
- Garrett County Memorial
- Grant Memorial Hospital
- Greenbrier Valley Medical Center
- Jefferson Memorial Hospital
- Logan Regional Medical Center
- Mon General Hospital
- Ohio Valley Medical Center
- Princeton Community Hospital
- Pleasant Valley Hospital
- Raleigh General Hospital
- St. Joseph’s Hospital
- St. Mary’s Medical Center
- Stonewall Jackson Memorial
- Thomas Memorial
- United Hospital Center
- Weirton Medical Center
- WVU Medicine Children’s
- Wheeling Hospital
Participating HV Programs

- A.B.L.E. Families MIHOW
- Brooke Hancock PAT
- Burlington PAT
- Chas Family Resource PAT
- Children's Home Society PAT
- Chao Family Resource PAT
- Clay Board of Ed PAT
- Community Crossing PAT
- Cornerstone Family PAT
- Doddridge Starting Points PAT
- Mon County Early Head Start/PAT

- Morgan County Starting Points Strengthening Families Program
- Mountain State Healthy Families
- NEW River MIHOW
- Northern Panhandle Early Head Start
- Preston County PAT
- Rainelle Medical PAT
- REACH PAT
- Upper Kanawha Valley PAT
- WV DHHR, Right From the Start – all 8 regions

Infant Safe Sleep Education

Parent Educators can have a positive impact!

- Consistent messaging
- Consistent modeling
- Consistent policy and practice

Roles of Parent Educators

Initial - prenatally or if education was not provided while in the birthing hospital

Reinforcement - after education and discharge from birthing hospital – and ongoing

Modeling – ongoing
Key Messages

• **ABC** – Baby always sleeps alone but nearby, on back, in crib – at bedtime and naptime

• Safest in your room but not in your bed

• Crib is clear of toys, bumper pads, heavy or loose blankets, pillows...“clutter-free”

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Key Messages

• Light sleep clothing & comfortable room temperature

• Firm mattress that fits close to the sides

• Smoke-free

• Tell others who are around the baby

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Benefits of a Safe Sleep Policy

• May save babies’ lives

• Shows parents baby’s health and safety is your #1 priority

• Educates staff
  – Consistent care
  – Educate parents
  – Professional development

• If followed, helps reduce your risk of liability
Who do families listen to?
- Friends and Family
- Home Visitors, Childcare, other parent educators
- Doctors, Nurses, Lactation Counselors
- Magazines, Newspapers, Internet, TV “experts”
- Grandma!!!

The competition we’re up against

Delivering Education
- Modeling of infant safe sleep practices
- Consistent messaging with emphasis on reasons behind messaging
- Nonjudgmental guidance based on observation & discussion
- Answering questions
- Guidance to correct practices that are unsafe
Practice Scenarios
Small Group Discussion Rounds and Peer Sharing

Common Challenges For Parent Educators
• Personal beliefs
• Parental resistance
• Parental misunderstanding

Solutions
• Use of visuals
• Positive community norms
• Reality messaging and real life scenarios
• Use of safe products such as wearable blankets
Back Sleeping is Recommended
No increased incidence of aspiration since the change to back sleeping

Skill Building Tools
For Parent Educators
- Say YES To Safe Sleep Online Guide & Tool Kit
- Say YES To Safe Sleep Online Training Module – WV STARS Credits Available!
- Parent Education Discussion Points
- Evaluation Recommendations and Findings
- Annual Competency Training
- Routine Peer-to-Peer calls
- Cribs For Kids Q&A Tool
- Website: www.safesoundbabies.com

Online Guide and Toolkit
- Organized into separate documents
  - Background
  - Initiative Summary
  - Readiness Steps/Checklist
  - Readiness to Action
  - Implementation Phase
- Resources and Supplemental Materials
Parent/Caregiver Educational Materials

Parent/Caregiver Educational Kit
- Congratulatory letter from WV’s former First Lady Joanne Tomblin
- Say YES To Safe Sleep For Babies brochure
- Say YES Grandparent Brochure
- 7 minute Say YES Parent DVD – also features grandmother
- Pledge card
- Click pen with messages
- Keep Your Cool When Baby Cries brochures (“Kate” and “Sean”)

Additional materials
- Say YES and Keep Your Cool Posters
- Say YES and Keep Your Cool Public Service Announcements
- Sleep Baby, Safe and Snug Book (Charlie’s Kids Foundation)

*Materials are free & focus on the positive!*

How to Get Your Free Materials

- Online at www.safesoundbabies.com

Keep Your Cool When Baby Cries
Keep Your Cool When Baby Cries

• Abusive Head Trauma Prevention Component of Our Babies: Safe and Sound

• All babies are different, but they all cry!

• All parents can understand and relate to feelings that a crying baby evokes

Keep Your Cool Messages

• It is normal for babies to cry, even for long periods of time; crying is how babies talk to you

• Have a plan in advance in case you might lose control

• Protect your baby: Make sure your baby is Ok and use the Safe Sleep ABCs

• Step away, right away for a few minutes

Keep Your Cool Messages

• Call a friend/relative for support

• Give your pediatrician a call

• **Never, ever** shake a baby! It can cause brain damage/death; take action if you suspect a baby has been shaken – call a medical professional or 911 IMMEDIATELY

• Tell others to keep their cool! Share the dangers with others who are around baby
Review of Tools for Parent / Caregiver Education

- “Sean” brochure targeted to Dads/male caretakers
- “Kate” brochure for Moms
- Posters
- Period of PURPLE Crying® Program

How to Get Your Free Materials About Keep Your Cool When Baby Cries

- Online at www.safesoundbabies.com

Future Directions

- Continue expansion of safe sleep educators to include pediatricians, family physicians and other providers
- Achieve Cribs for Kids Safe Sleep Hospital Certification by all partnering hospitals
- Keep tools and materials updated

3/24/2017
Future Directions

☑ Gain insights about successes/challenges through ongoing data analysis
☑ Assess the current status and future plans for the Period of PURPLE Crying Program® in WV

Wrap-Up – Part I

• Post-test
• Information about the remainder of the day
• Lunch and Networking Time

Campaign Supporters

Our Babies: Safe and Sound is a project of TEAM for WV Children, with support from:
• WV DHHR Bureau for Children & Families and the Office of Maternal Child & Family Health
• Claude Worthington Benedum Foundation
• Parkersburg Area Community Foundation
• Walmart State Giving Foundation
• Advisory Panel of Experts
• Parents
• Media consultation
Thank you!

For More Information:

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