

# What is Safe Sleep for Babies?

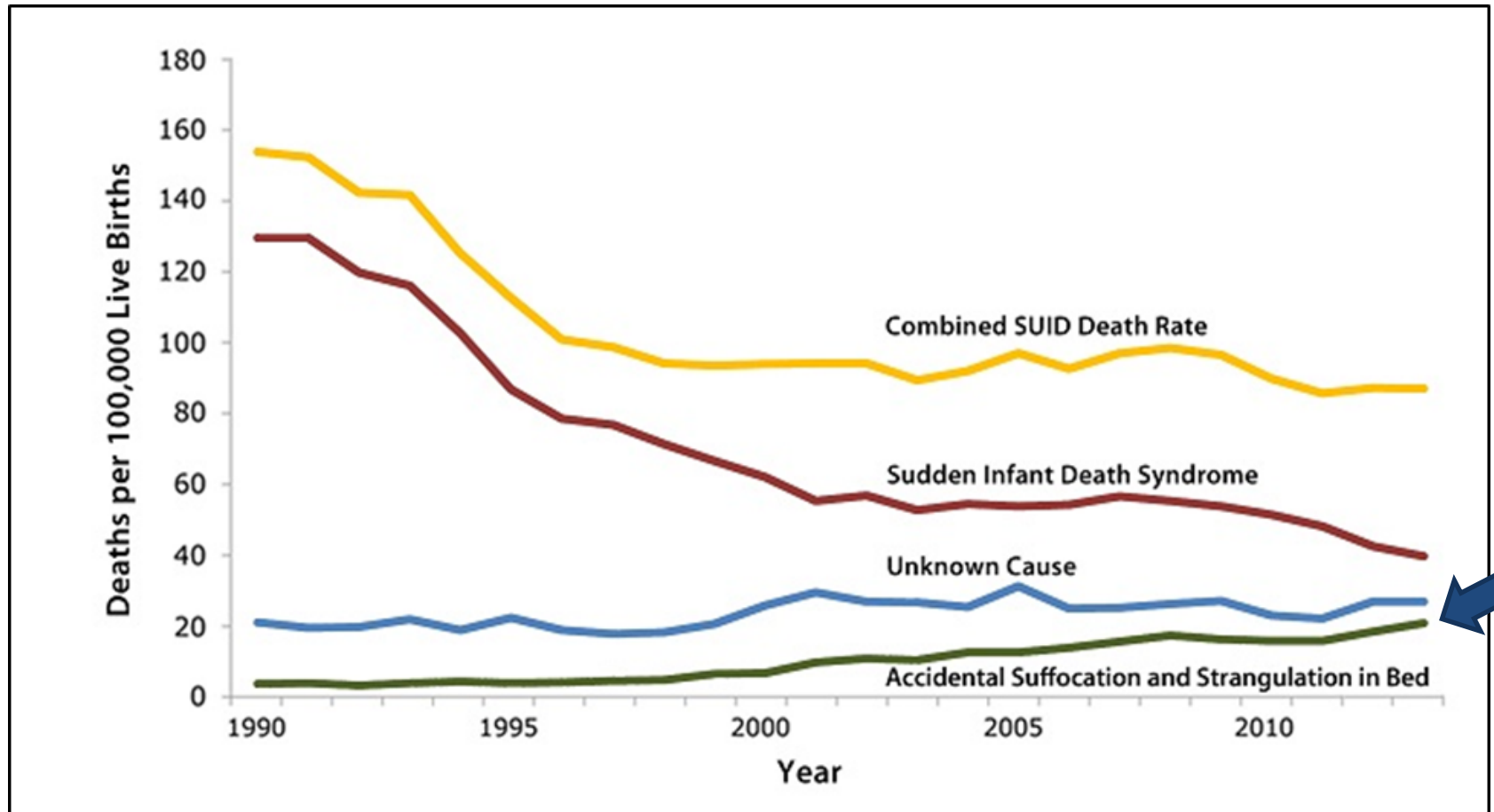
Then



Now



# Trend Over Time



# Georgia Facts

As of 2015, Georgia averaged  
**3 infant deaths per week**  
due to sleep-related causes.

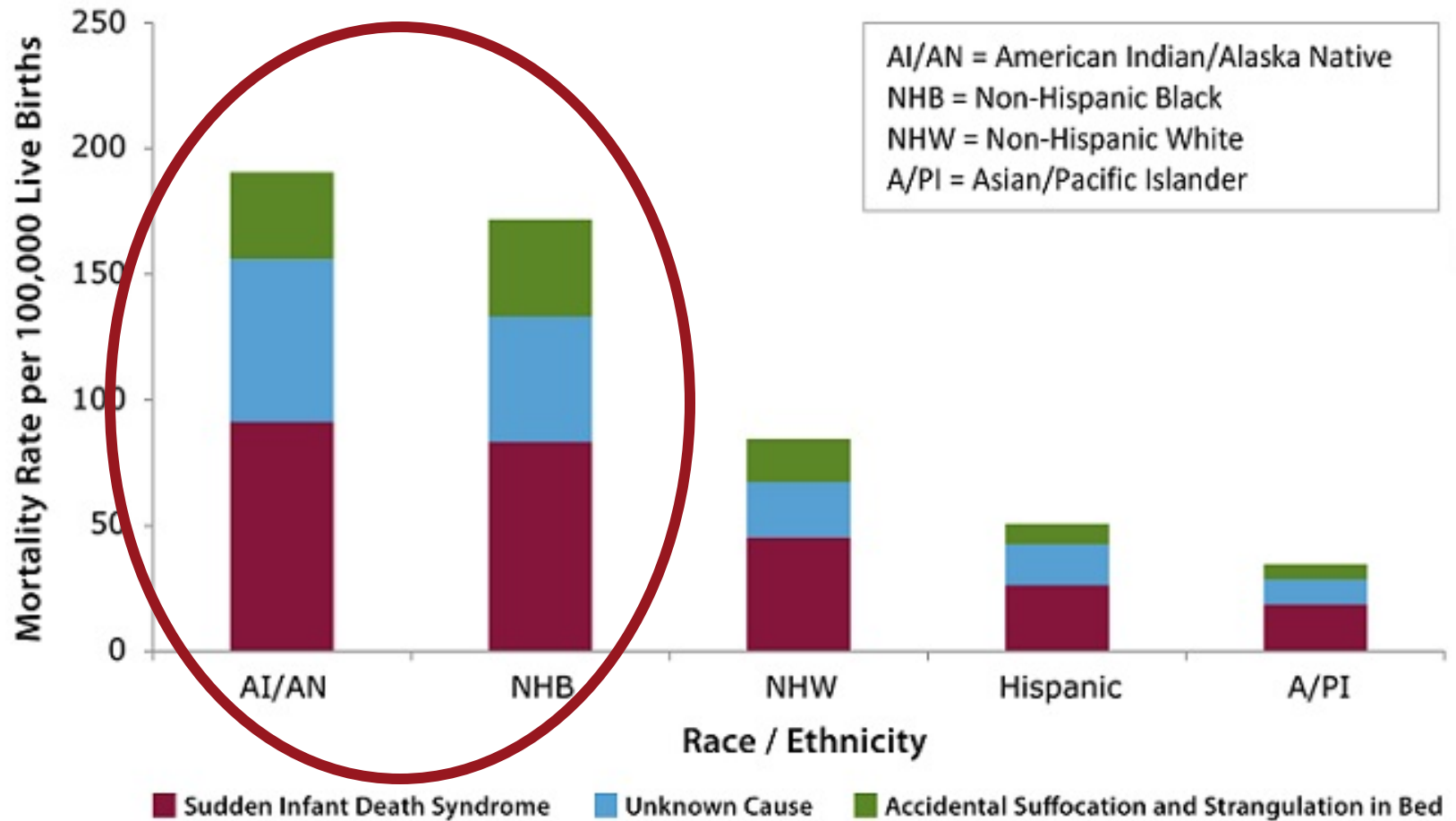
The majority of these deaths were  
preventable.



# Terms

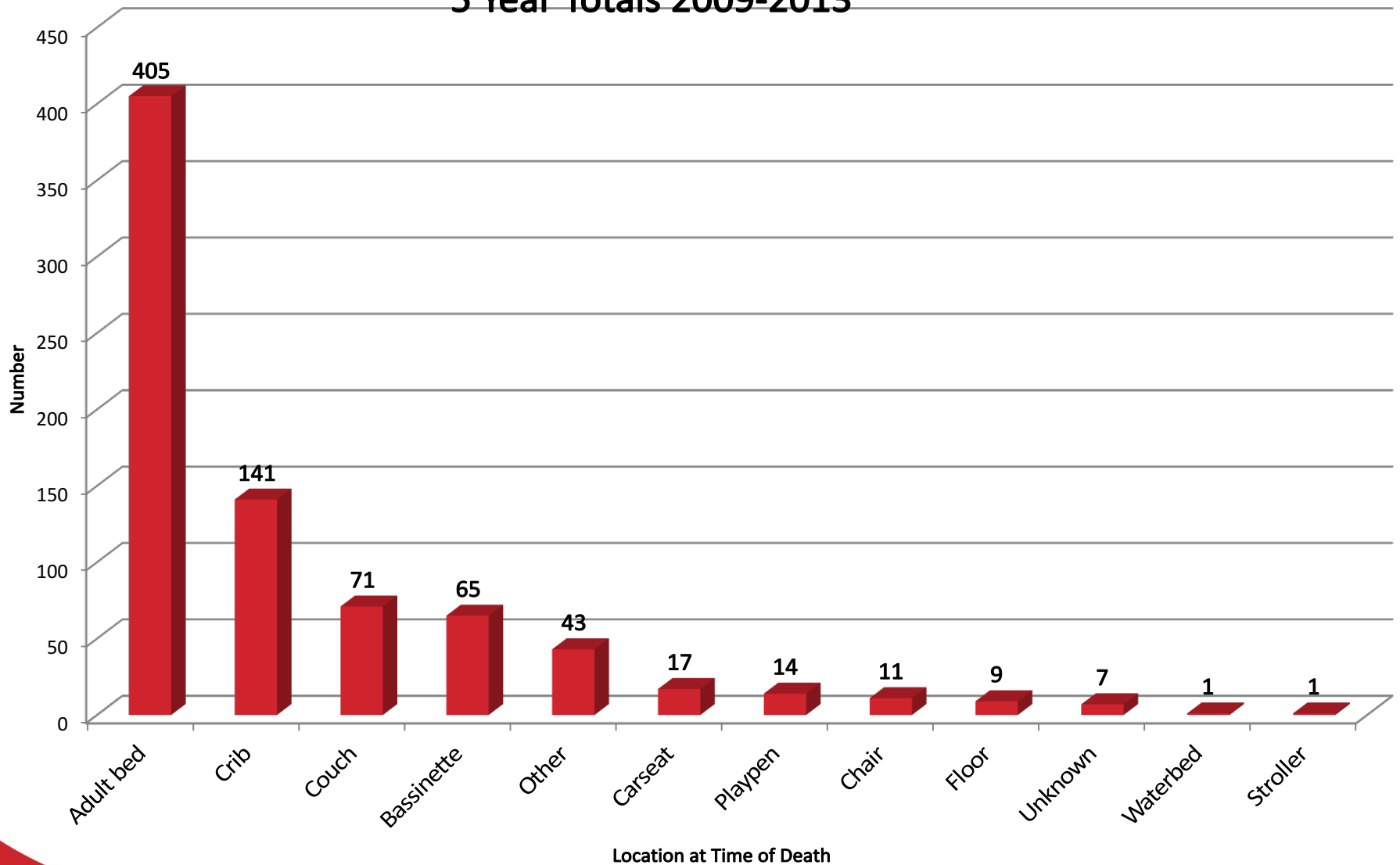
- Sudden Infant Death Syndrome (SIDS): Sudden, unexplained death of a baby younger than one year of age that does not have a known cause after a complete investigation (complete autopsy, examination of the death scene, and review of the clinical history).
- Sudden Unexplained Infant Death (SUID): Death of an infant less than one year of age that occurs suddenly and unexpectedly. After a full investigation, these deaths may be diagnosed as suffocation, asphyxia, entrapment, infection, ingestions, metabolic diseases, cardiac arrhythmias, trauma (accidental or non-accidental), or SIDS.
- In some cases—where the evidence is not clear or not enough information is available—the death is considered to be of an undetermined cause.

# Demographics/Equity

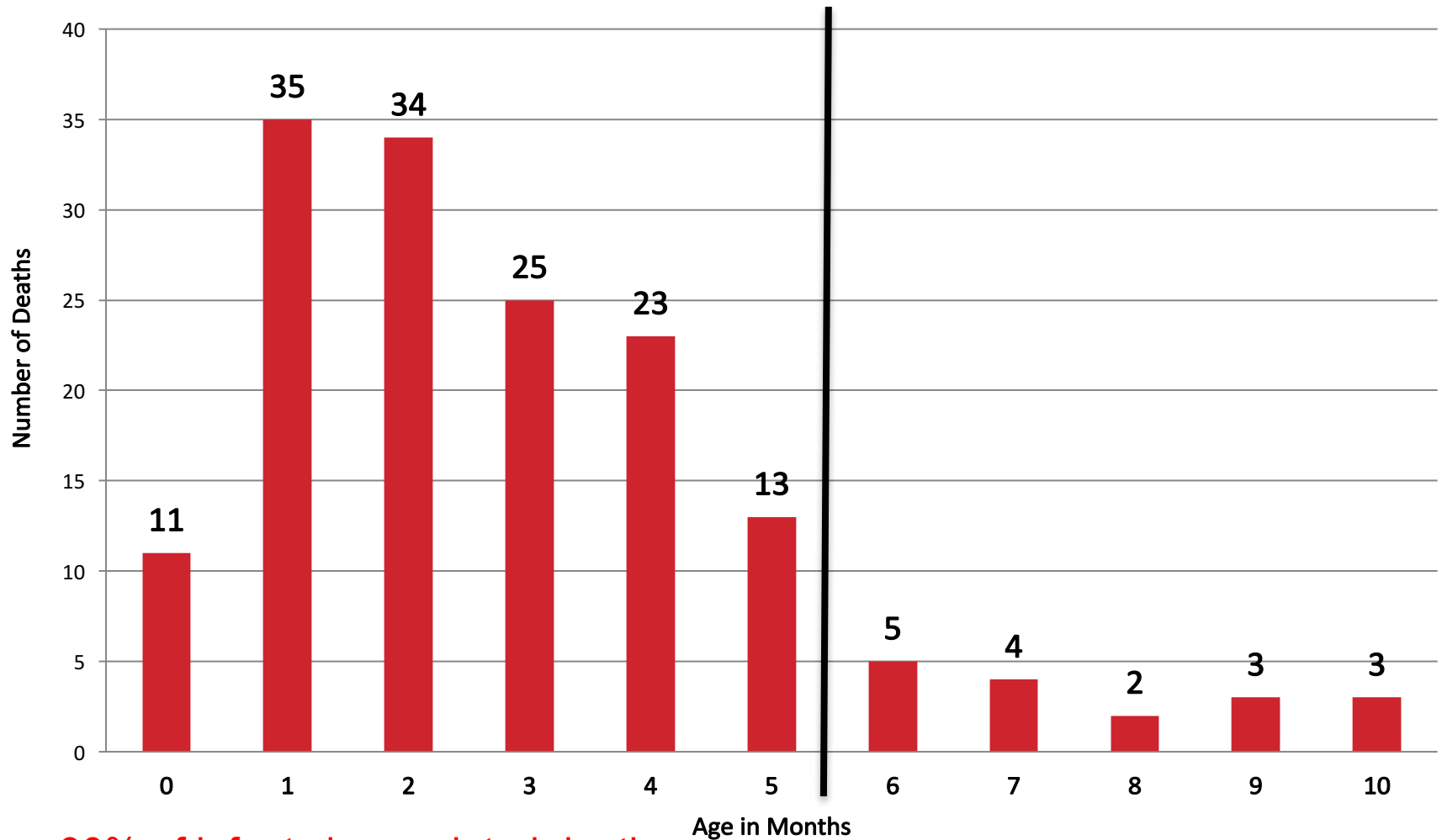


SOURCE: CDC/NCHS National Vital Statistics System, Period Linked Birth/Infant Death Data

# Location at time of Infant Sleep-related Death 5 Year Totals 2009-2013



# Sleep-Related Deaths by Age in Months, GA, 2014, n=158

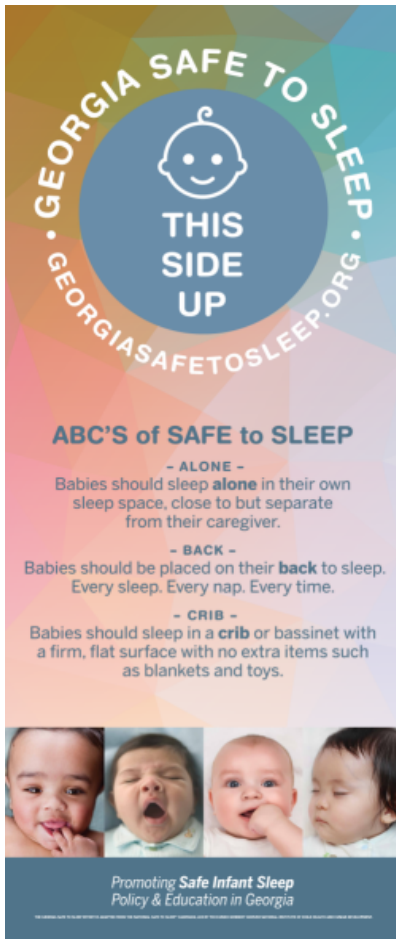


90% of infant sleep-related deaths occur prior to 6 months of age.

Source: GA Child Fatality Review File, 2014

*We Protect Lives.*

# Georgia Safe to Sleep Campaign

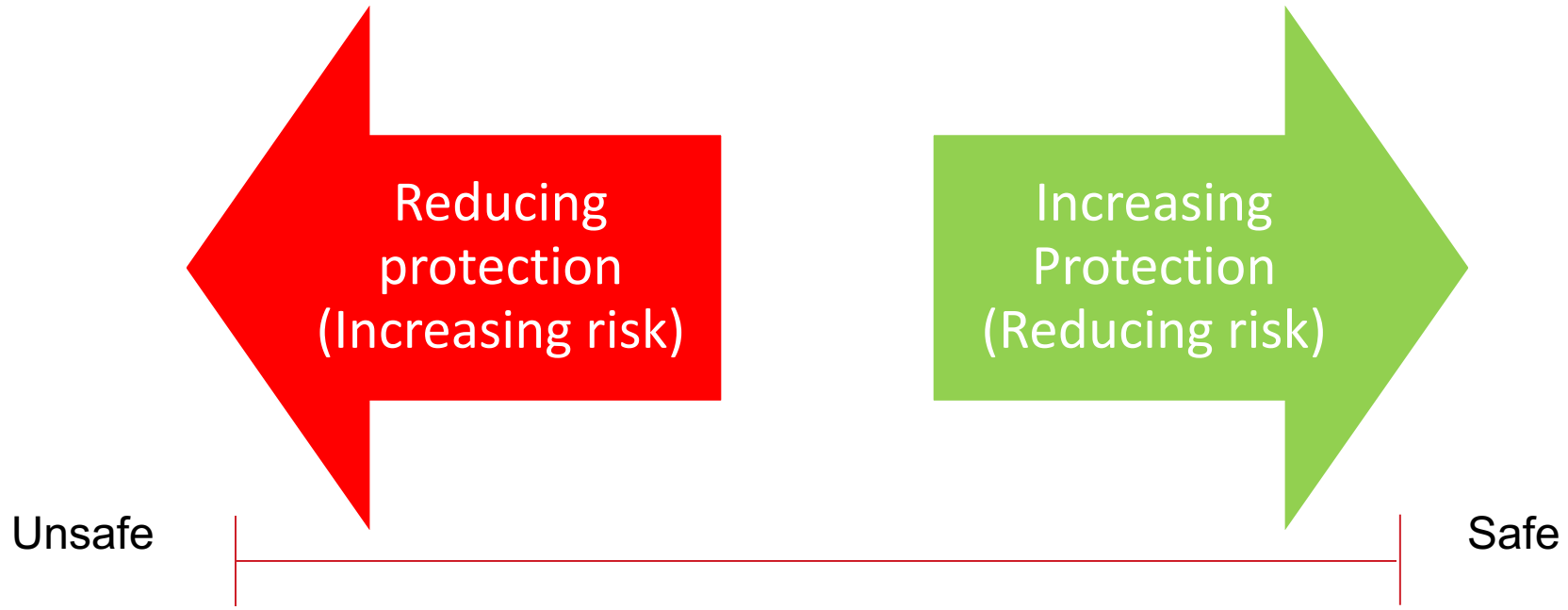


Provides tools and resources that strengthens policy, provide consistent education and change infant sleep environments to:

- Prevent infant sleep-related deaths in Georgia
- Empower professionals to educate parents
- Empower families to make informed decisions about infant sleep
- Increase access to resources that support behaviors that protect infants from sleep-related deaths
- Promote ABCs of Safe to Sleep
  - Alone - In their own sleep space
  - Back- On their back, every sleep, every nap, every time
  - Crib - In a crib or bassinet with a firm, flat surface



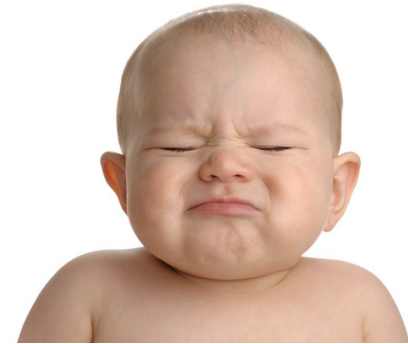
# Risk Reduction Model



**Risk reduction is a behavioral change concept.**

- 1) Individuals make their own choices about what they are willing/able to change.**
- 2) Informed choice is our goal.**

# Empowering Professionals & Activating Champions



- Department of Early Care and Learning
  - Policy created in 2012. In 2016, provided Sleep Safe and Snug baby books to all of their quality-rated childcare facilities, approximately 4,000.
- Department of Children and Family Services
  - Highlights: 7,000+ staff and contractors trained on safe sleep, created a video for caregivers and, updated policy.
- Georgia Bureau of Investigation
  - Safe infant sleep video and dolls for death scene investigation.

# Georgia Safe to Sleep Campaign's Hospital Initiative



# Hospital Initiative



- 78 birthing hospitals participating (100%)

Hospitals agreed to:

- Educate staff
- Educate parents
- Update/create safe sleep policy
- Model safe sleep in the hospital
- Distribute educational support items

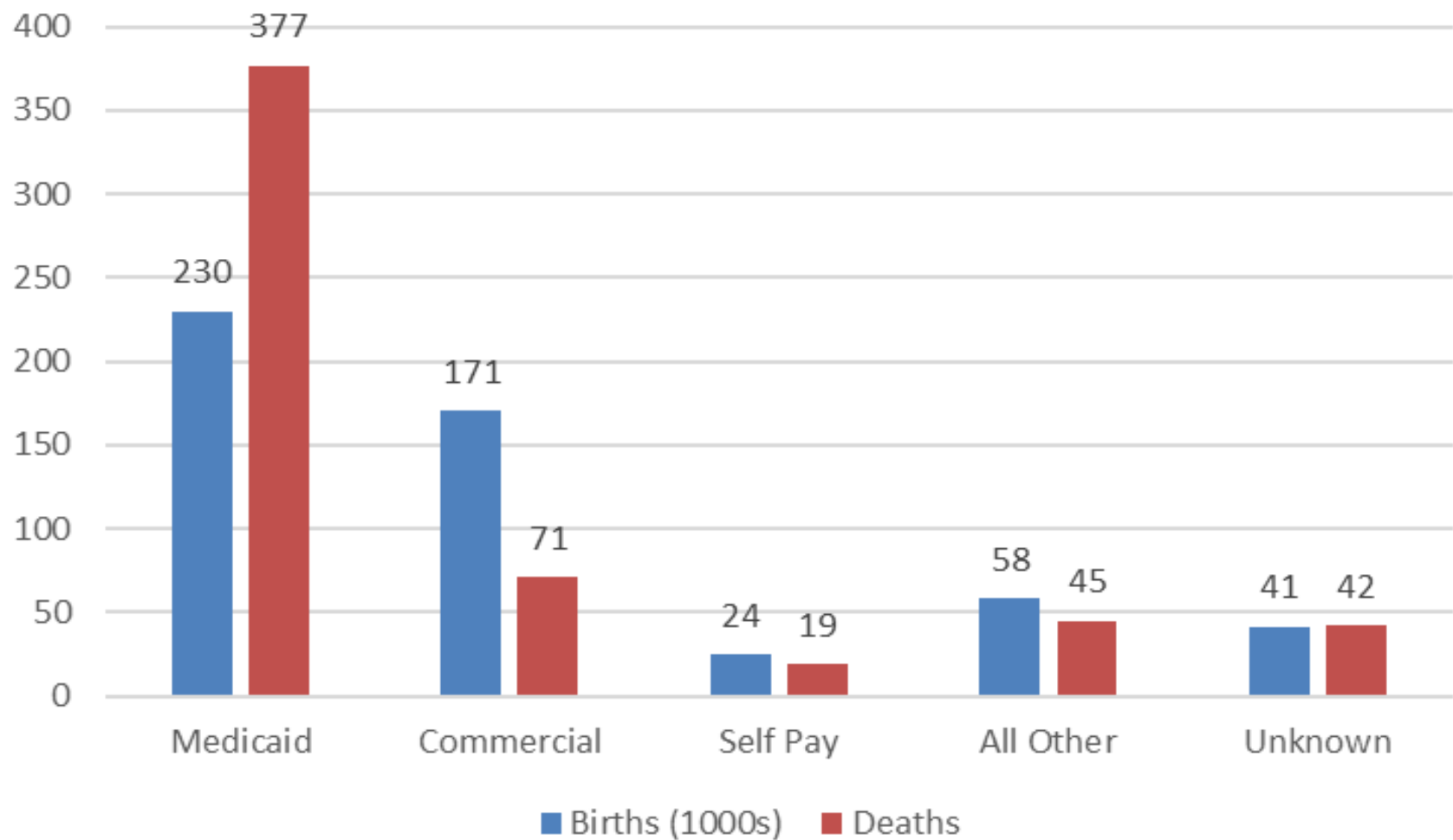
# Fold N Go Travel Bassinet



# Why a travel bassinet and not something else?



## Births (1000s) and Infant Sleep-Related Deaths, GA 2010 - 2013 Birth Cohorts



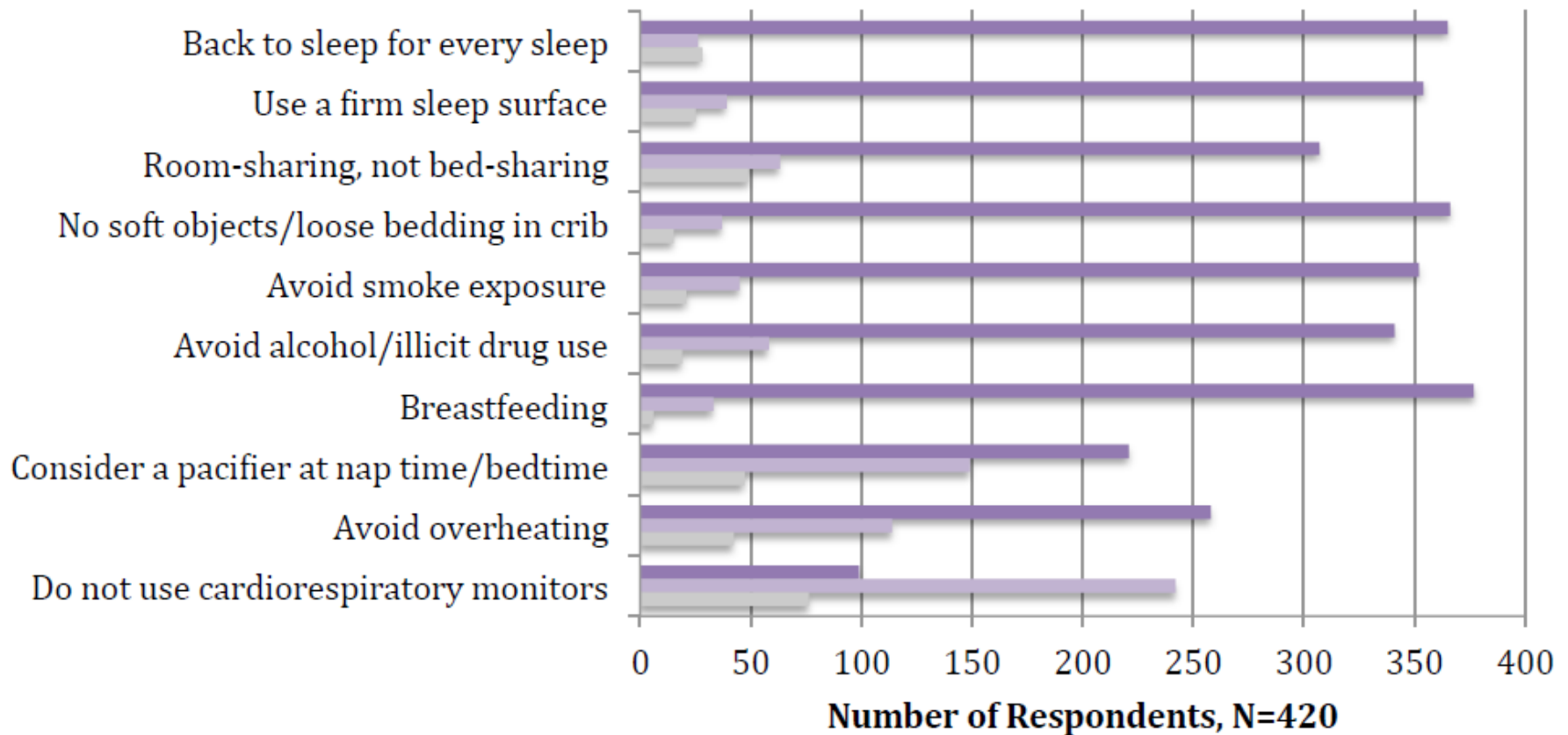
# Parent Survey

- Sent postcards to mothers (based off of birth certificate registry data) during Aug7-Oct 11, 2016.
- 420 respondents
- Online survey topic areas included: characteristics of the respondents, information and materials received from the birthing hospital, self-reported safe sleep knowledge and behaviors, and opportunities for parents to provide additional comments and information on their infant sleep practices.



# Did you receive the following safe sleep Information?

■ Yes ■ No ■ Don't remember



# Parent Survey Main Findings

- Parents who received any information or materials from the hospital were almost 90% less likely to put their infant to sleep in an adult bed than parents who did not receive information or materials from the hospital.
- When examining infant sleep behaviors among Medicaid respondents, parents who received an infant sleep gown were five times more likely to place their infant on his or her back to sleep.
- Medicaid parents receiving bassinets were 84% less likely to put their infant to sleep in an adult bed.

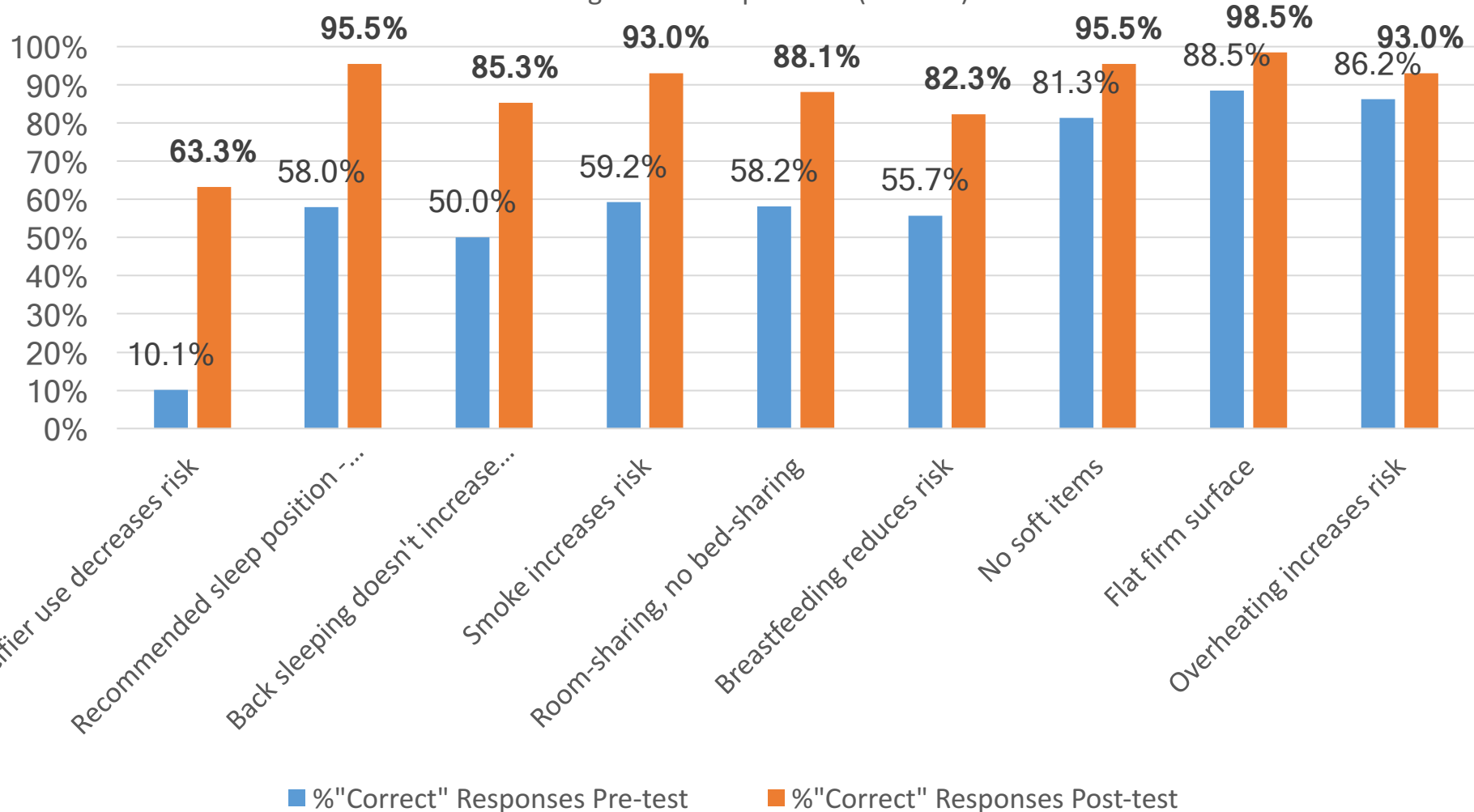
# Community-Based Crib Study

- Partnered with Children's Healthcare of Atlanta, Fulton County Department of Health, Atlanta VA Medical Center and, University of Georgia

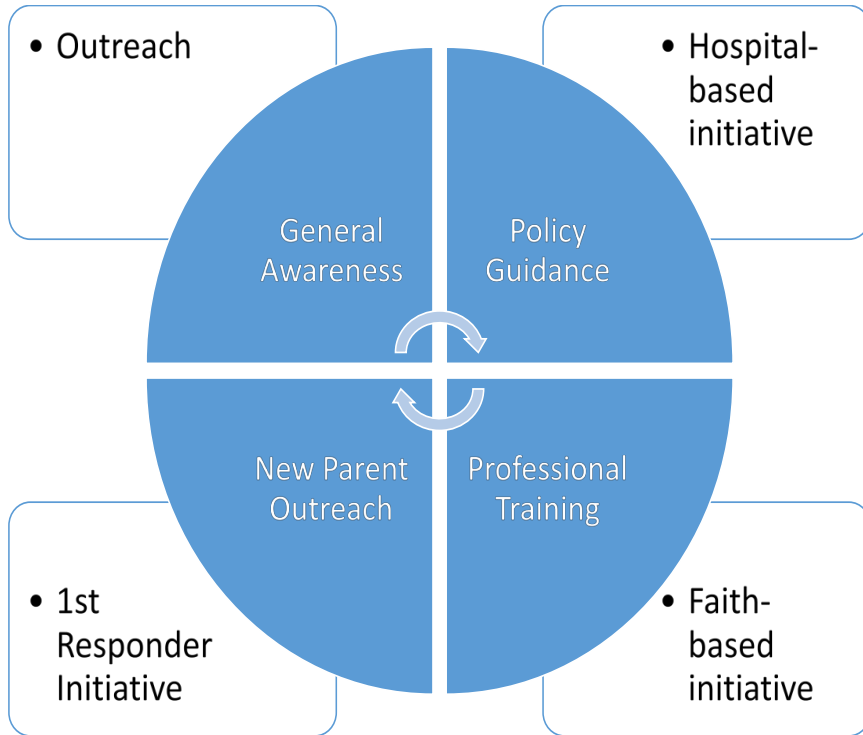


# Results: Safe Infant Sleep Knowledge Pre and Post Test Results

Knowledge: Pre- and post-test (N = 134)



# Future Goals



- **Implement 1<sup>st</sup> Responder & Faith-Based Initiative**
  - EMS, Fire and Law Enforcement
- **Outreach to non-traditional partners**
  - local food banks, pharmacists and, retailers
  - Crib Matching Program
- **Continue Hospital Program**
  - Social media, press

# Additional Resources Available



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# Thank you!

## Any Questions or Concerns?

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