

A Three Part Webinar Series February-April 2018

Presented by the Southeastern and Southwestern Injury Prevention Network and the Safe States Alliance

1. Systematically Assessing Safe Infant Sleep Interventions Using the Multi-Sectoral Influences Matrix (M-SIM): **Feb 20, 3:00-4:30 EST**
2. A Public Health Approach to Safe Sleep: Implementing and Evaluating a Multi-Level Program: **March 20, 3:00-4:30 EST**
3. Walking the Line Between Public Health Messages and Lived Experience: Constructive Conversations and Unlikely Alliances: **April 17, 3:00-4:30 EST**

Today's Presenters

Rachel Heitmann, MS
Section Chief, Injury Prevention and Detection

April Kincaid, MPH
Program Director, Child Fatality Review

Systems for Safe Sleep

Purposefully Building Programs for
Effective Public Health Partnerships



A PUBLIC HEALTH APPROACH TO SAFE SLEEP: IMPLEMENTING AND EVALUATING A MULTI-LEVEL PROGRAM

Rachel Heitmann, MS
Section Chief, Injury Prevention and Detection

April Kincaid, MPH
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Objectives

- Describe overall safe sleep implementation and evaluation efforts in Tennessee
- Explain the new interactive safe sleep WIC educational module
- Discuss retail partnerships
- Describe hospital-based safe sleep efforts

Tennessee Safe Sleep Campaign

Safe Sleep For Your Baby

Do Not Smoke

No Toys in Crib

Put Baby to Sleep in Crib

Put Baby on Back to Sleep

No Bumper Pads or Pillows in Crib

Use a Tight Fitting Sheet

Baby Should Sleep on a Firm Mattress

Do Not Overheat or Overdress

Keeping Your Baby Safe While Sleeping

An Educational Flip Chart
For Use by Healthcare Providers

Developed by the:



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Remember the ABC's of Safe Sleep:
Babies should sleep **A**lone, on their **B**ack, and in a **C**rib.
Tennessee Department of Health
safesleep.tn.gov

Safe Sleep For Your Baby

Did You Know?

Every year, many Tennessee babies die from sleep-related causes. Most of these deaths are preventable.

The following guidelines to prevent sleep-related deaths are recommended by the American Academy of Pediatrics:

- Always place babies on their backs to sleep at night and at nap time. Babies who sleep on their backs are less likely to die of Sudden Infant Death Syndrome (SIDS).
- Babies should always sleep in a crib. The safest place for a baby is in the same room as the parents but alone in a separate sleep area.
- Keep loose objects, soft toys, and bedding out of the baby's sleep area. Do not use pillows and blankets in a baby's sleeping area. A baby should sleep in a crib with only a tight fitting sheet.
- Avoid letting your baby overheat during the night. A baby should be dressed lightly for sleep. Set the room temperature in a range that is comfortable for a lightly clothed adult.
- Do not use crib bumpers. These do not reduce injuries and can cause suffocation.
- Avoid smoking. Both maternal smoking during pregnancy and secondhand smoke after birth should be avoided.
- Breastfeeding is recommended for at least the first six months of life. Breastfeeding is associated with a reduced risk of SIDS.

Remember the ABC's of Safe Sleep:
Babies should sleep **A**lone, on their **B**ack, and in a **C**rib.

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Safe Sleep For Your Baby

- ☐ Do Not Smoke
- ☐ No Toys in Crib
- ☐ Put Baby to Sleep in Crib
- ☐ Put Baby on Back to Sleep
- ☐ No Bumper Pads or Pillows in Crib
- ☐ Use a Tight Fitting Sheet
- ☐ Do Not Overheat or Overdress
- ☐ Baby Should Sleep on a Firm Mattress

Remember the ABC's of Safe Sleep:
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Department of Health Authorization No. 343123 No. of copies: 35,000. This public document was pre-purchased at a cost of \$3.07 per copy. 03/13

Cribs for Kids®
Helping every baby sleep safer

Do you need a safe sleep environment for your baby? Find a local resource at: Cribsforkids.org/find-a-chapter

TENNESSEE BREASTFEEDING HOTLINE
855-4BFMOMS

Have questions about breastfeeding or need support? Call 855-4BFMOMS

Tennessee Tobacco QUITLINE
1-800-QUIT-NOW
1-800-784-8669

Do you need help to quit smoking? Call the Tennessee Tobacco Quitline at 1-800-784-8669

Health Care.gov

Do you need health insurance? Please visit Healthcare.gov to sign up for TennCare or call 1-800-318-2596

POISON Help
1-800-222-1222

Tennessee Poison Center provides advice for poison emergencies. Call 1-800-222-1222

Tennessee Parent Helpline

The Parent Helpline is available 24/7 to support parents and caregivers with any questions. Call 1-800-CHILDREN

kidcentral tn
KIDCENTRALTN.COM

For more information on infant and child health resources go to: kidcentraltn.com

Bus Ad and PSA



Evaluation of Materials-2012

- Contracted with UT Extension office to do safe sleep education evaluation
 - ▣ Parents survey (n=1,249)
 - ▣ Grandparents survey (n=250)
 - ▣ Childcare providers survey (n=102)
 - ▣ Health care providers survey (n=40)

Parent Survey (n=1,249)

- Location where parents saw or heard safe sleep messages:
 - ▣ Doctor's offices (53.9%)
 - ▣ Talking with family and friends (34.3%)
 - ▣ Health department (32.7%)
 - ▣ Daycare (19.6%)
- Behavior change reported by parents:
 - ▣ Removing pillows or fluffy bedding (30.8%)
 - ▣ Changing baby's sleep position (21.6%)
 - ▣ Changing location of baby's sleep environment (10.5%)

Grandparent Survey (n=250)

- Grandparents received messaging from:
 - ▣ Talking with family and friends (42.8%)
 - ▣ Doctor's offices (28.0%)
 - ▣ Health Department (10.0%)
 - ▣ Daycare (10%)
- Behavior change reported by grandparents:
 - ▣ Talked to son or daughter about safe sleep (26.4%)
 - ▣ Removed pillows and fluffy bedding from grandchild's sleep environment (23.6%)
 - ▣ Changed infant's sleep position (12.4%)

Childcare Provider Survey (n=102)

- Received messaging from:
 - ▣ Daycare (75.5%)
 - ▣ Doctors' offices (53.9%)
 - ▣ Health Department (36.3%)
 - ▣ Talking with family or friends (31.4%)
- Behavior change reported by childcare providers:
 - ▣ Talked to parents about safe sleep (46%)
 - ▣ Removed pillows and soft bedding from sleep environment (36.2%)
 - ▣ Changed infant's sleeping position (36.2%)

Health Care Provider Survey (n=40)

- Received messaging from:
 - ▣ Talking to other professionals (80%)
 - ▣ Other (55.0%)
 - ▣ Health Department (25%)
- Education for parents:
 - ▣ 37.5% reported displaying Safe Sleep posters
 - ▣ 47.5% reported provided brochures
 - ▣ 45% reported providing door hangers

Hospital Policy Project - 2014

- Recruited all TN birthing hospitals to develop and implement a safe sleep policy
- Policies were to include:
 - ▣ Modeling safe sleep behavior
 - ▣ Educating staff and parents
 - ▣ Monitoring compliance with crib audits
- TDH Provided:
 - ▣ *Sleep Baby Safe and Snug* board books for all births
 - ▣ Safe sleep educational materials
 - ▣ Framed and signed certificate

Hospital Policy Project Evaluation

- 100% of hospitals developed and implemented policies within 12 months
- 91.1% of hospitals reported training all staff
 - ▣ 90.7% utilized printed education
 - ▣ 72.1% utilized in-person training
- All hospitals reported educating a minimum of 90% of families
 - ▣ 97.7% provided printed materials
 - ▣ 83.7% provided in-person training
 - ▣ 16.3% showed a video
- 68.9% of hospitals conducted crib audits a minimum of quarterly
 - ▣ Comparison of initial and final crib audit = 45.6% decrease in unsafe sleep environments

Hospital-Based Efforts

BEST for Babies Award!

We congratulate the team
of this hospital for achieving
success in three areas critical to
the health of newborns!



Breastfeeding

Early Elective
Delivery Elimination

Safe Sleep

for Tennessee Babies



- Applied for and received the Cribs for Kids national safe sleep certification with a minimum of bronze level
- Submitted the Tennessee Department of Health (TDH) annual safe sleep hospital policy report
- Minimum of 90% of cribs met the American Academy of Pediatrics (AAP) safe sleep guidelines

WIC Educational Module

- Easy, fun and convenient lessons tailored to the learner
- Utilizes the stages of change to assess and provide appropriate education to the learner

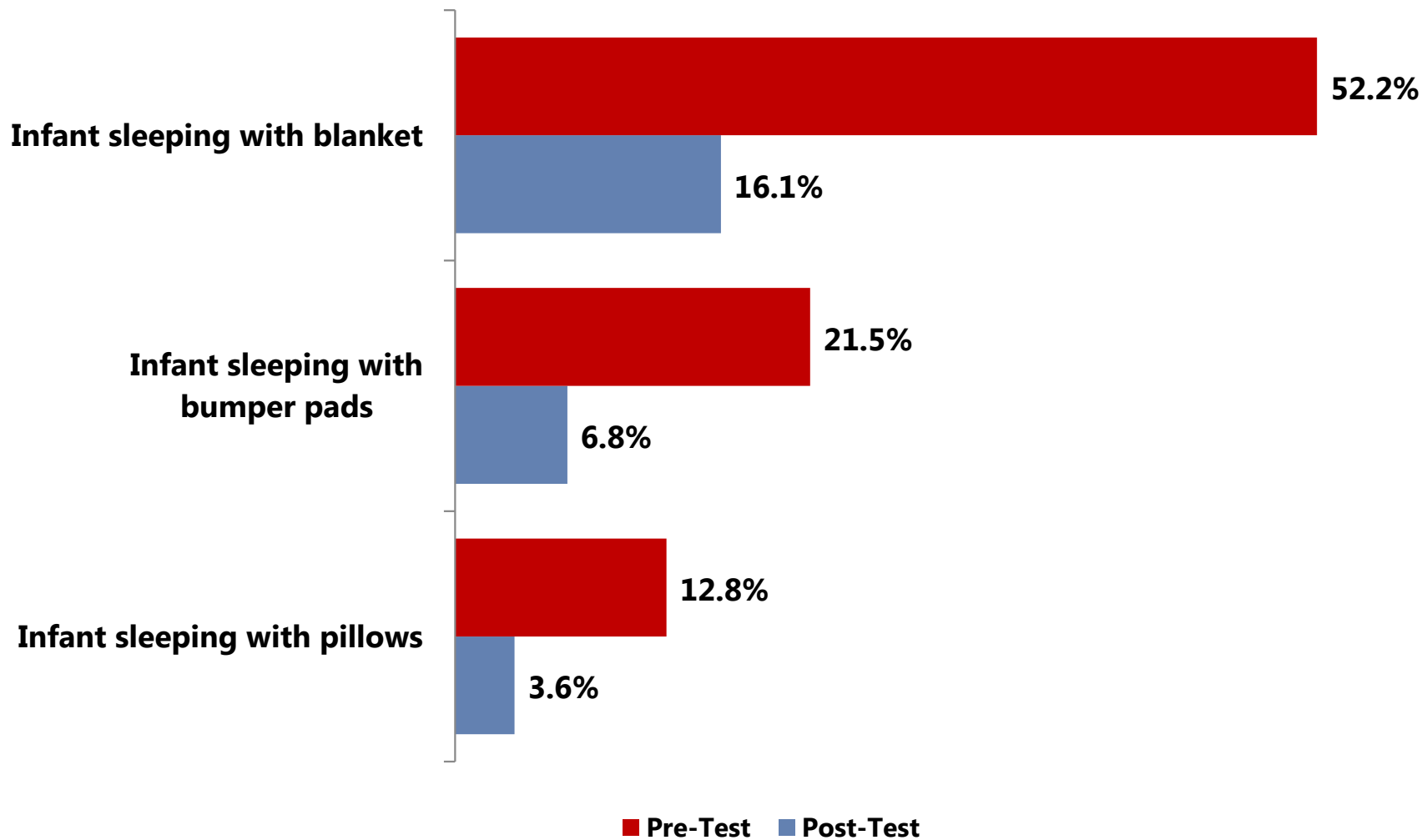
Available at WIC online nutrition education at www.wichealth.org



WIC Online Education Safe Sleep Data

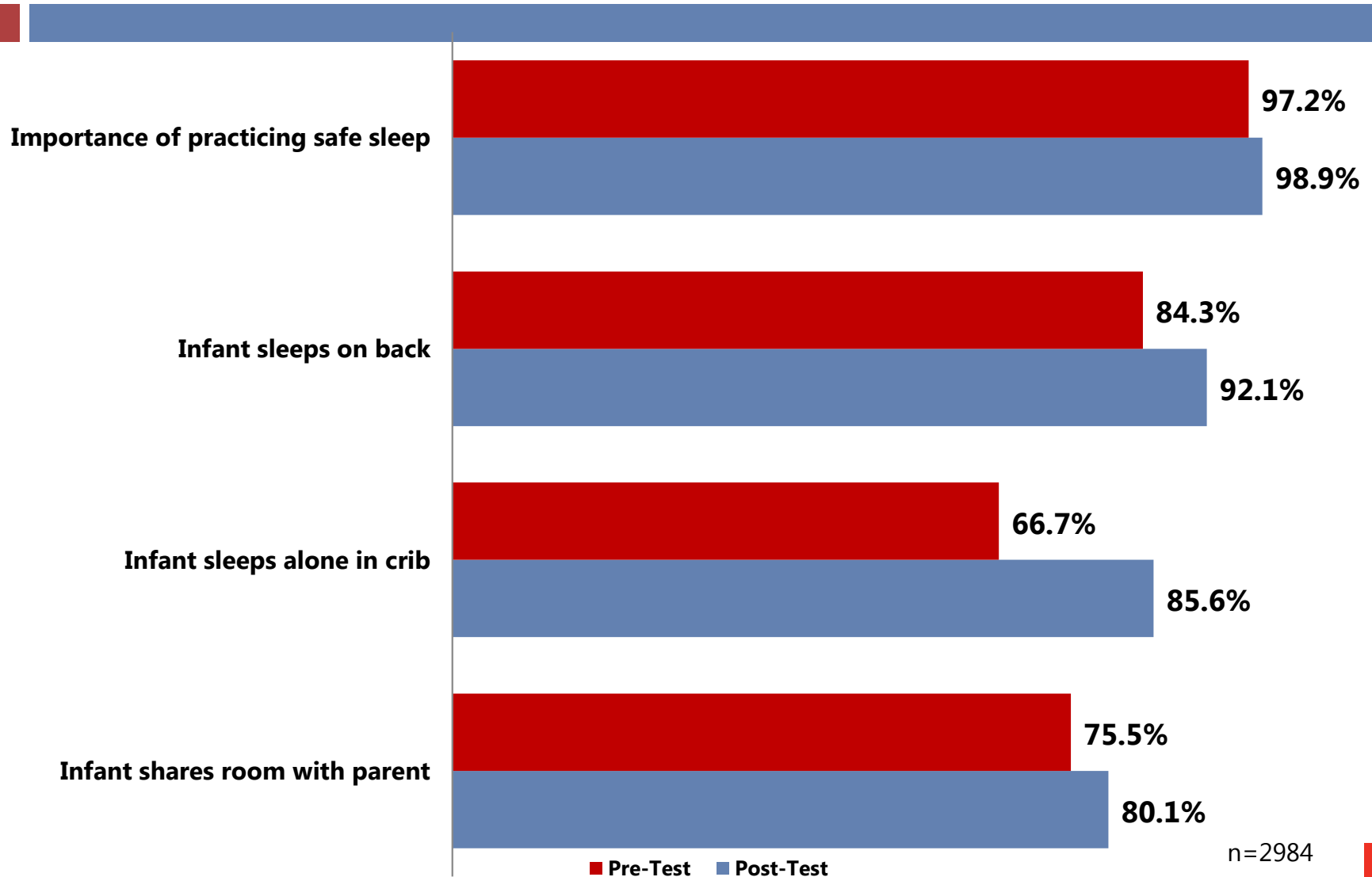
- Pre-Test: Assesses current safe sleep practices
 - Crib environment, pillows, bumper pads, blankets
 - Where and how their infant sleeps
 - Confidence in current safe sleep practices
- Post Test: Assesses intent to practice safe sleep after educational intervention
 - Measures intent to change from current practices
 - Write one lesson learned

Safe Sleep Actions and Intent



n=2616

Safe Sleep Practices



n=2984

WIC Online Education

- What did you learn?
 - Do not use crib bumpers
 - Breastfeeding can reduce the risk of SIDS
 - Babies should sleep on their back, not on their side
 - Do not use blankets
 - There is an increased choking risk if baby is placed to sleep on their stomach

Baby Box Pilot Project

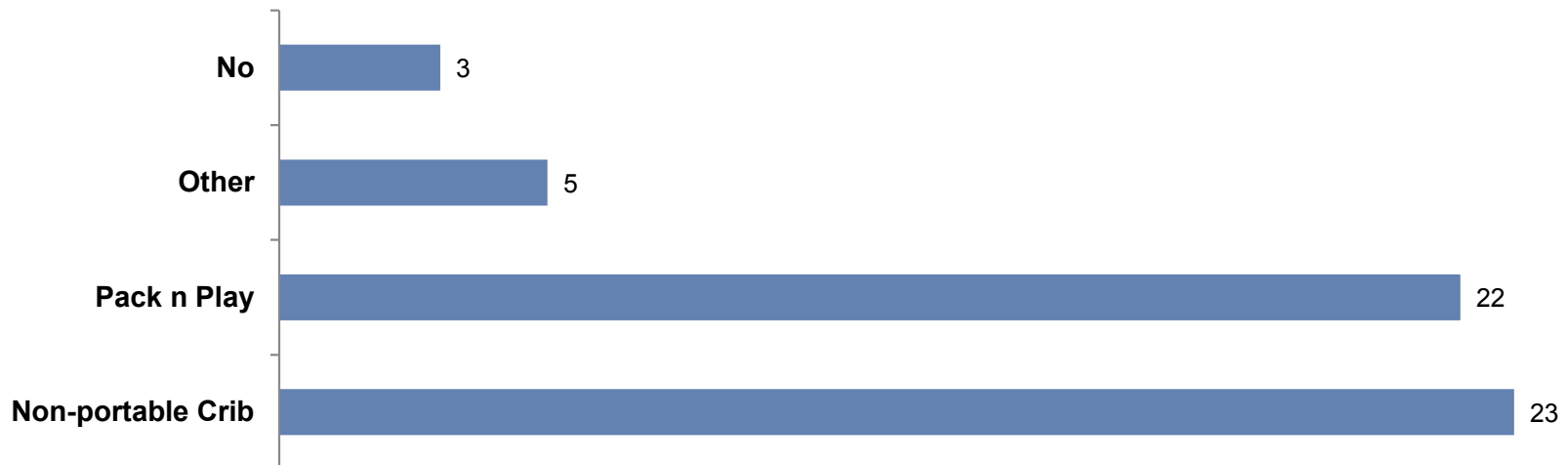
- 500 boxes were purchased
- Boxes filled with safe sleep materials
- Boxes are referred to as “newborn nests” by home visiting staff
- Data is collected when the box is distributed and at the two month visit



Baby Box Project Evaluation

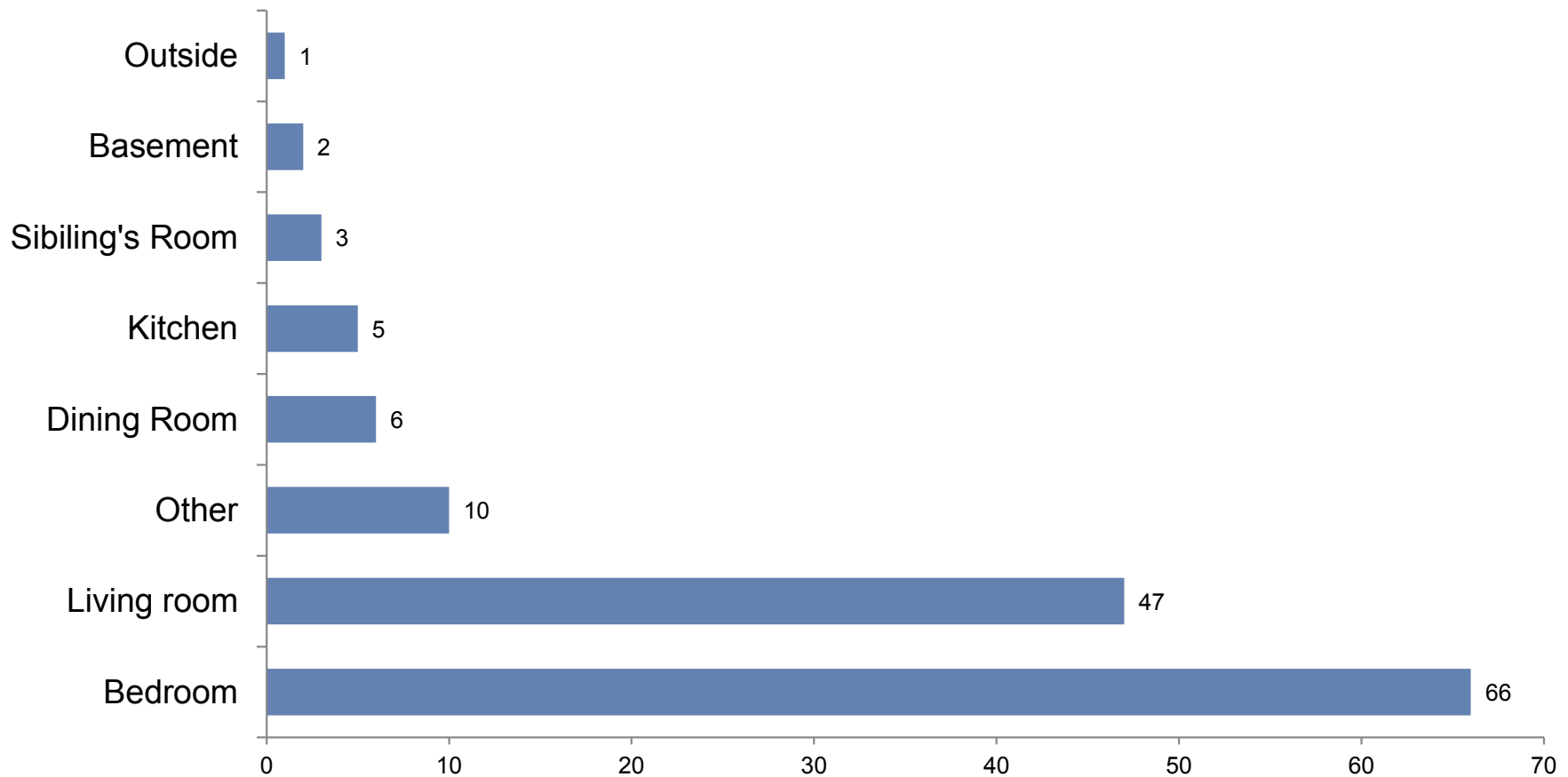
- 184 distributed, 116 with follow-up
- If you had not received the “newborn nest” would you have had access to a safe sleep environment? No = 9.5%

Is there another safe sleep environment in the home?



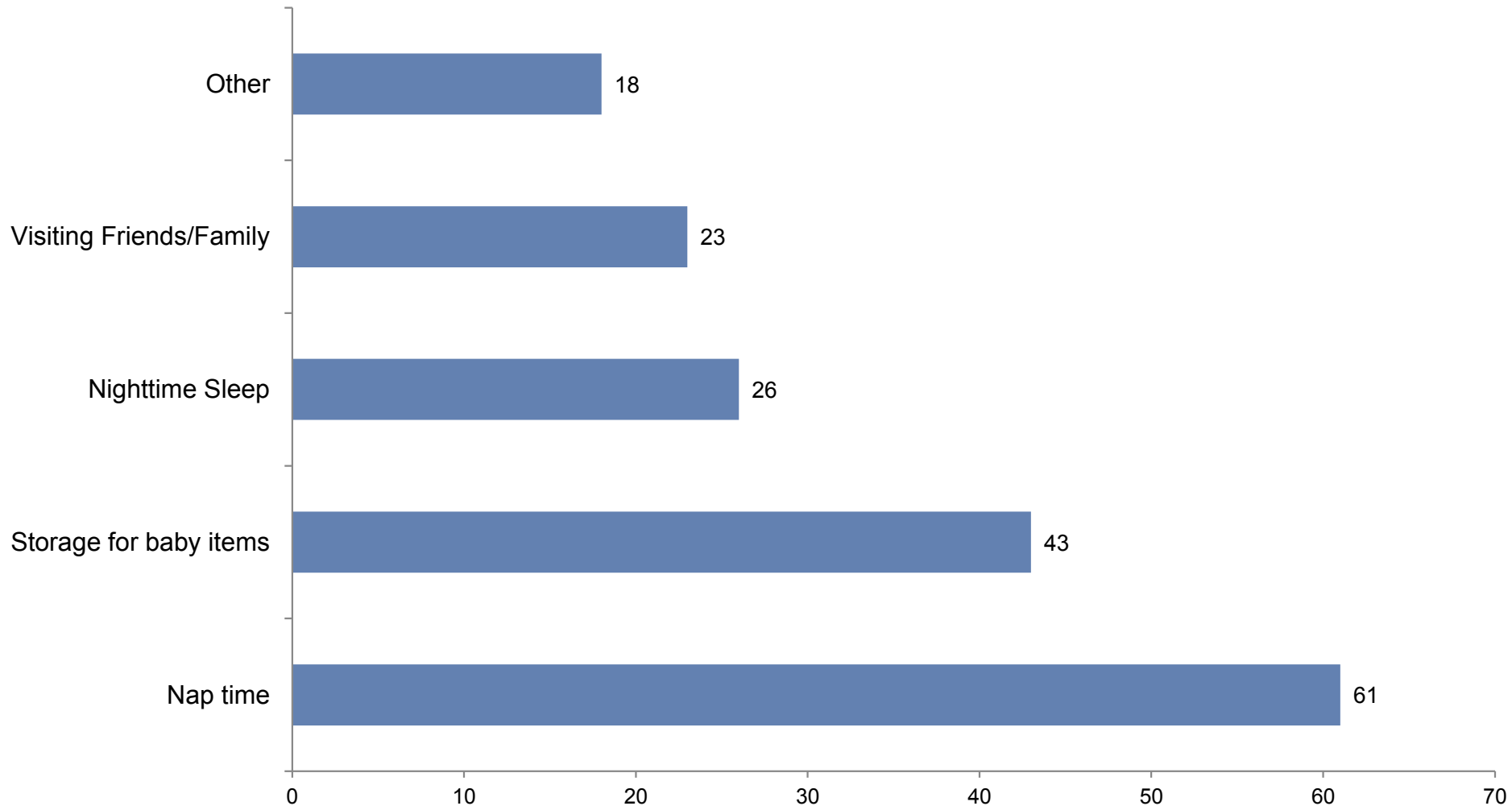
Baby Box Project Data

Where in the home is the Newborn Nest placed during visit?
n=114



Baby Box Project Data

How do you use the Newborn Nest? N=113



Baby Box Project Data

What do you like about the Newborn Nest?

- Sturdy
- Portable
- Safe
- Convenient

What do you dislike about the Newborn nest?

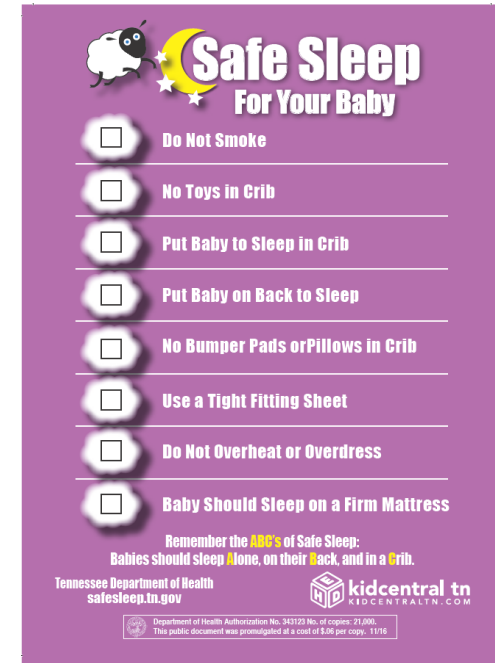
- Cardboard
- Having to keep it on the floor
- Baby grew out of it quickly
- Easy for siblings to break

Retail Partnerships



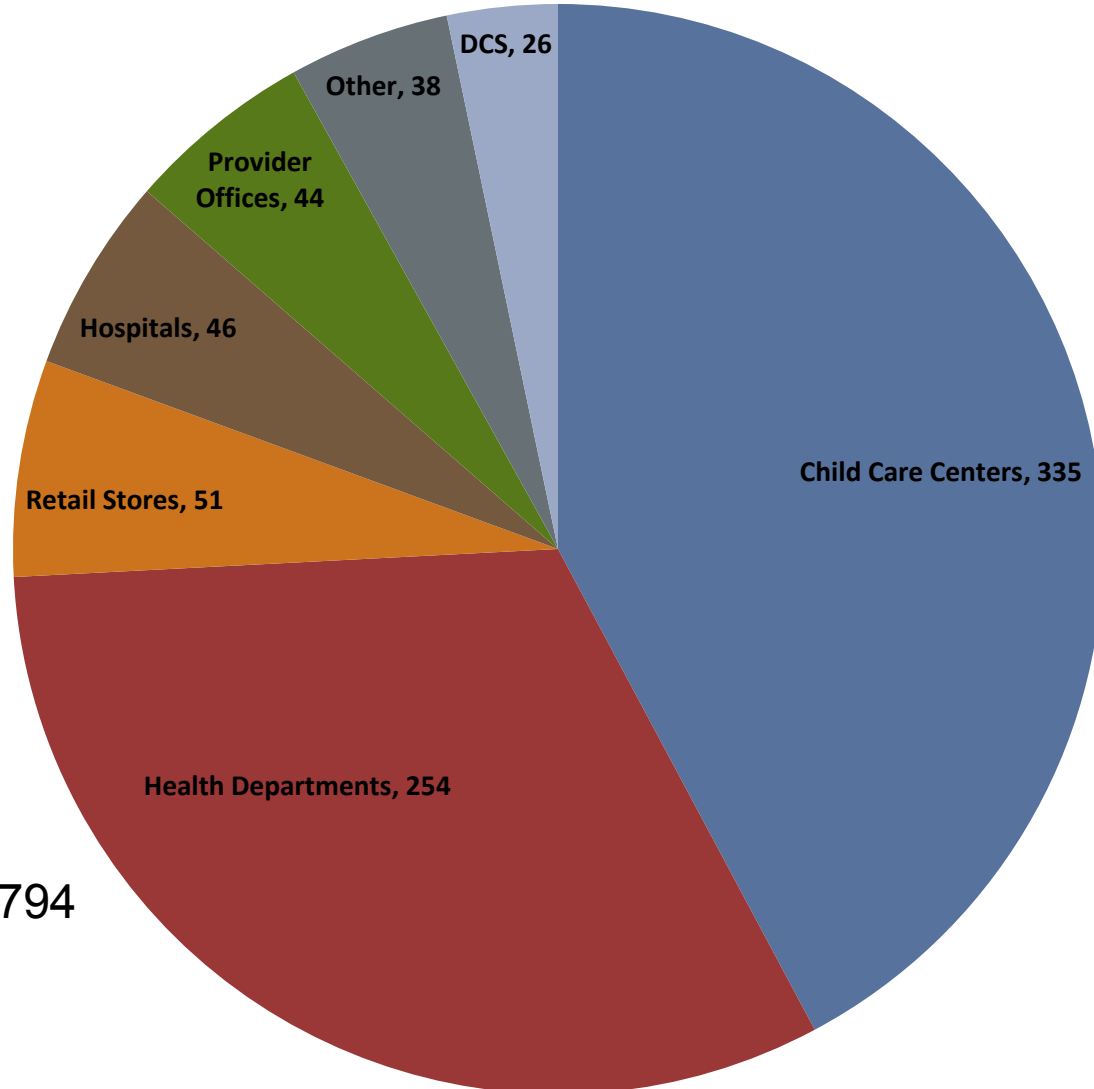
Floor Talker

- Dollar General utilized TDH materials to create a “shelf talker” to place on store shelves
- Other stores have placed the safe sleep floor talker in baby aisles – (Walmart, Kroger, CVS pharmacy and other independent retailers)
- Expanded to daycare providers, pediatrician offices and other state agencies



Shelf Talker

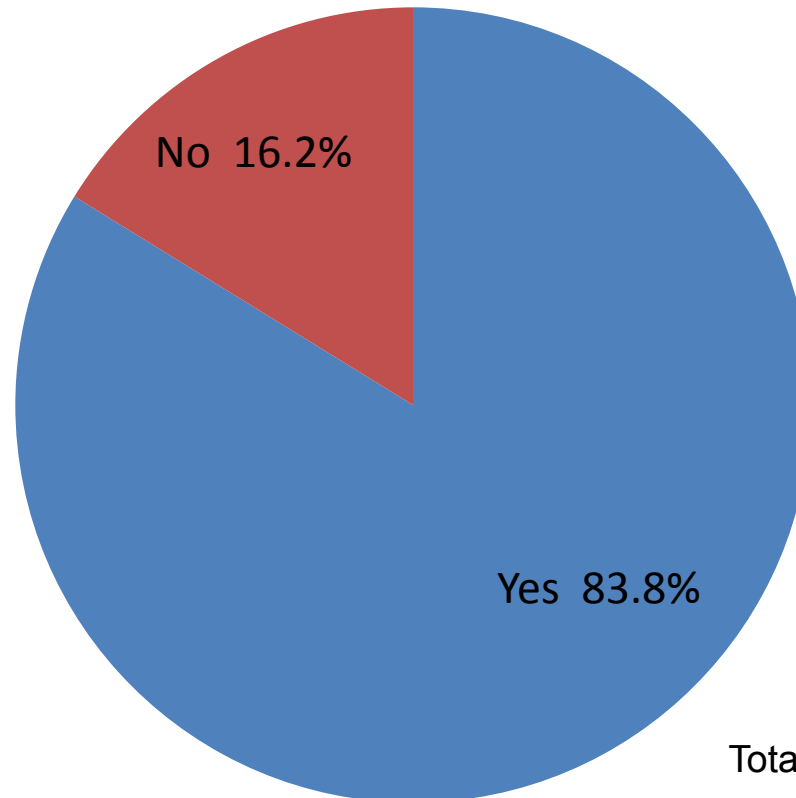
Floor talker placement, March 2018



Total placed=794

Safe Sleep Floor Talkers

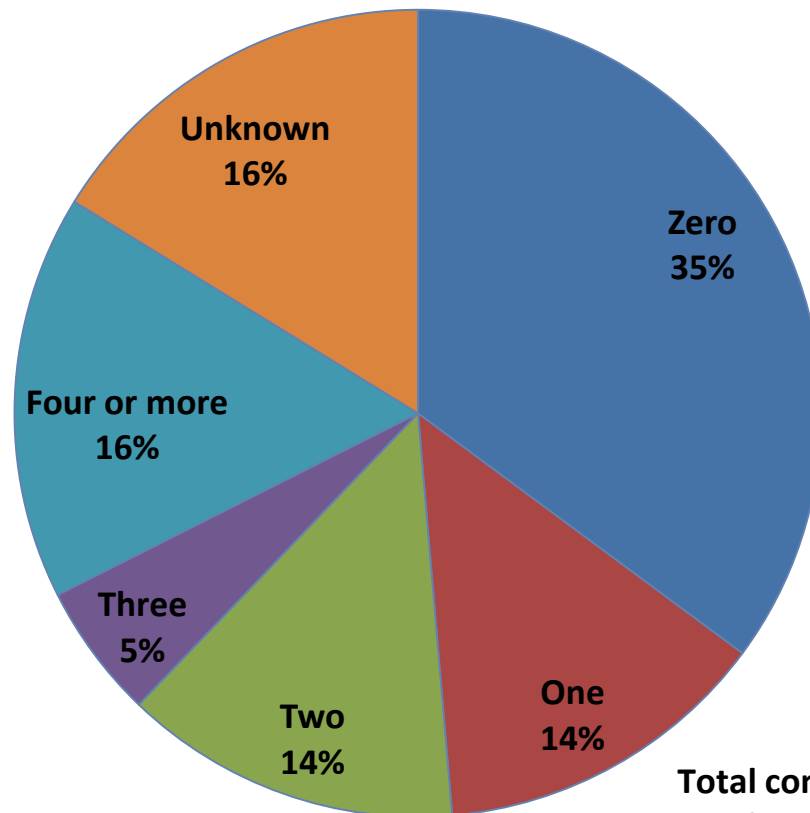
Do you believe people visiting your building notice the floor talkers?



Total responses = 37

Safe Sleep Floor Talkers

Number of customer comments per week

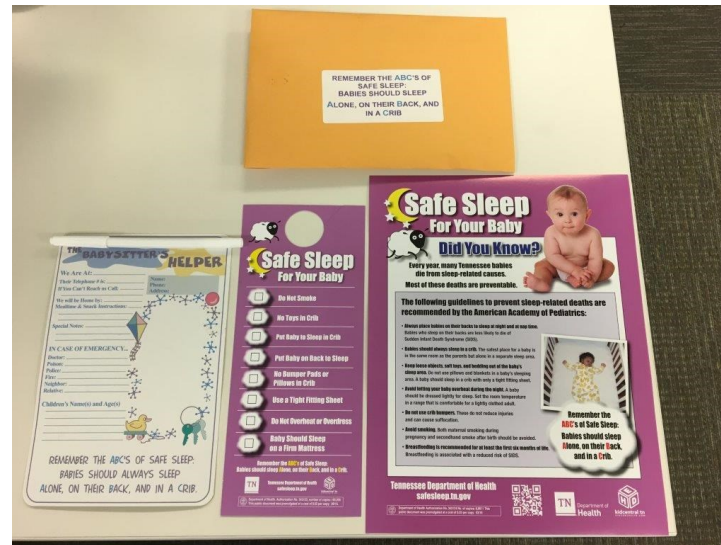


Total comments per week= 203
Total responses = 37

Direct On Scene Education (DOSE)

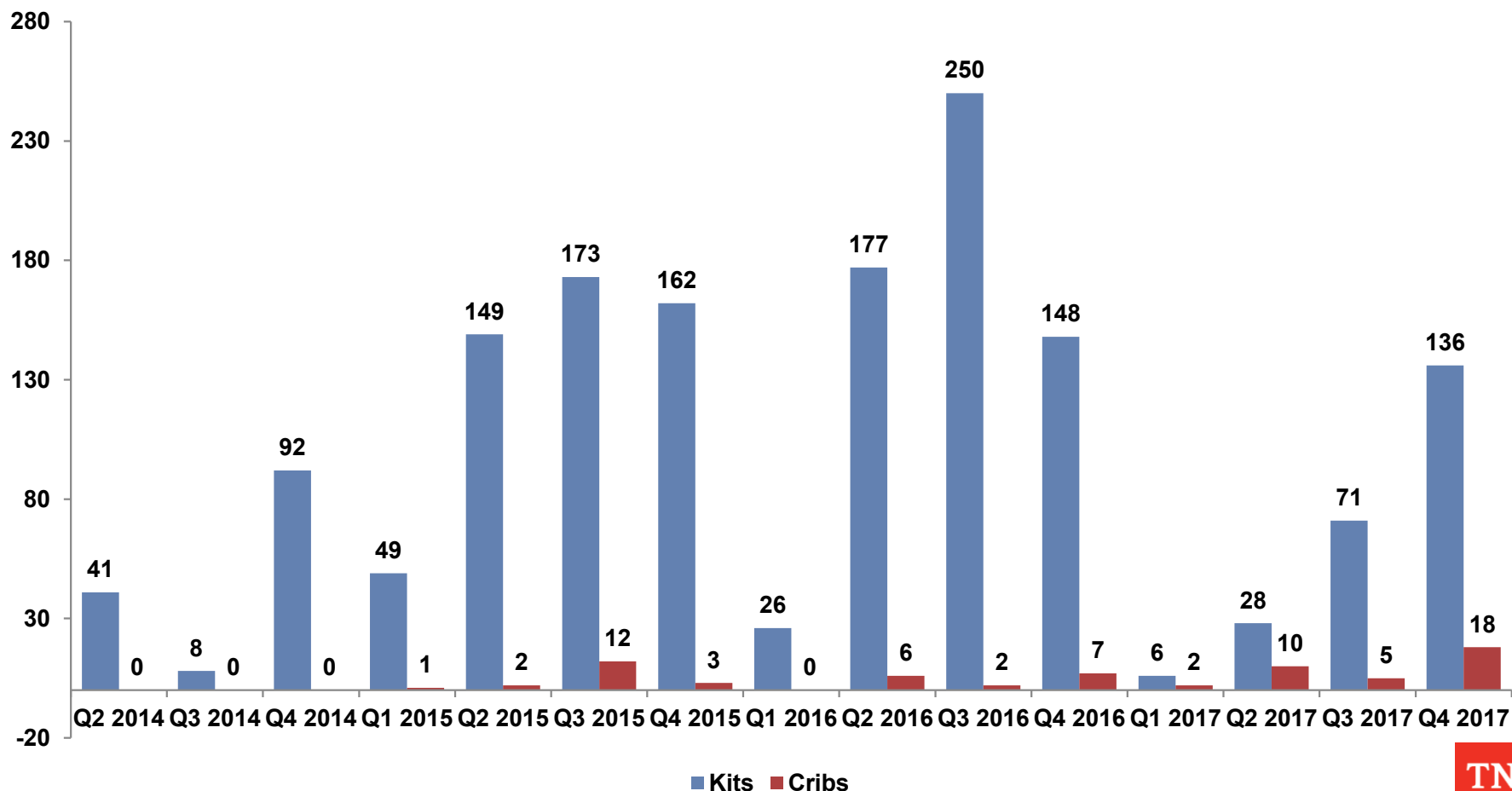
- ❑ Participating fire, EMS and police agencies have distributed 1516 safe sleep kits and 68 portable cribs

Contents of Tennessee DOSE kit



DOSE Kits and Cribs Distributed


Kits=1,516 Cribs=68



Housing Development Project

- Utilizes the Direct On Scene Education (DOSE) model used with first responders
- Teaches maintenance workers to recognize an unsafe sleep environment
- Provides resources to residents of housing developments to assist in obtaining a safe sleep environment

Church Bulletin Insert



"Everything was normal during pregnancy with no complications. On March 16, 2009 a healthy, 7 lb., 7 oz. baby boy, Grant, was born. I took 12 weeks maternity leave and spent every day with my perfect, healthy baby boy. On June 6, 2009, I took a picture of Grant in his new pajamas. I never imagined that would be the last picture I would take of Grant.

My first day back at work was fine. I left Grant at the babysitter. The babysitter asked if it was fine to place him on his stomach. I said that was fine. I got a call at 11am on June 9, 2009. Grant had been sleeping on his belly and we lost him."




Sandy Alexander
Jackson, Tennessee

Did You Know?
In 2014, 99 babies died from unsafe sleep conditions in Tennessee.
Most of these deaths are preventable.

Remember the ABC's of Safe Sleep:
Babies should sleep **Alone, on their Back, and in a Crib.**

The following guidelines to prevent sleep-related deaths are recommended by the American Academy of Pediatrics:

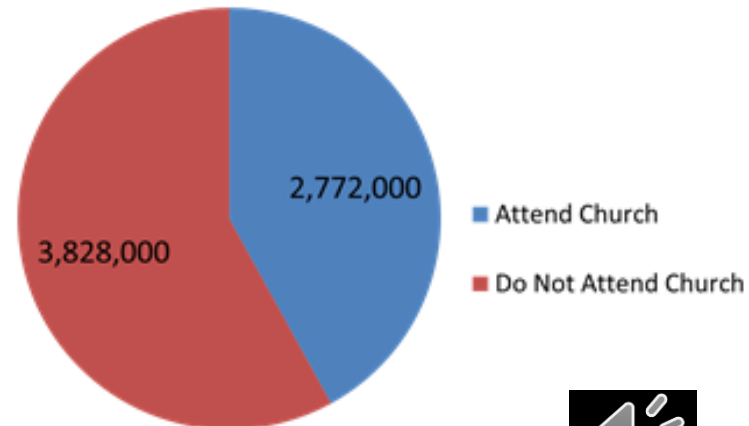
- **Always place babies on their backs to sleep at night and at nap time.** Babies who sleep on their backs are less likely to die of Sudden Infant Death Syndrome (SIDS).
- **Babies should always sleep in a crib.** The safest place for a baby is in the same room as the parents but alone in a separate sleep area.
- **Keep loose objects, soft toys, and bedding out of the baby's sleep area.** Do not use pillows and blankets in a baby's sleeping area. A baby should sleep in a crib with only a tight fitting sheet.
- **Avoid letting your baby overheat during the night.** A baby should be dressed lightly for sleep. Set the room temperature in a range that is comfortable for a lightly clothed adult.
- **Do not use crib bumpers.** These do not reduce injuries and can cause suffocation.
- **Avoid smoking.** Exposure to tobacco (either through pregnancy smoking or secondhand smoke after the baby is born) increases the risk of SIDS.
- **Breastfeeding is recommended for at least the first six months of life.** Breastfeeding is associated with a reduced risk of SIDS.



TN Department of Health
safesleep.tn.gov

Created at a size to be used in Sunday church bulletins as a way to reach the faith-based communities. Contains a personal story from a local mother that lost her baby due to unsafe sleep.

Potential Reach of Church Bulletin Insert in TN



Utility Company

- City of Franklin Utility Company
- Educational insert in the October monthly bill
- Includes community resources and information on how to get a portable crib

Safe Sleep For Your Baby

Remember the **ABC's** of Safe Sleep:
Babies should sleep **A**lone, on their **B**ack, and In a **C**rib.

Baby always sleeps alone, but in the same room as you.	Use only a Tight Fitting Sheet in Baby's crib
Baby always sleep on their Back	Do Not Overheat or Overdress your Baby
Baby always sleeps in a Crib	Baby Should sleep on a Firm Mattress
Do Not Smoke during Pregnancy or around Baby	No Toys, Bumper pads or Blankets

Front

Every sleep should be a safe sleep for your baby.

If you are in need of a safe sleep environment for your baby
Please Call

Williamson County Health Department
1324 W. Main St
Franklin, TN 37064
(615) 794-1542



Here are some other great resources to help keep your baby safe and healthy.

 KIDCENTRALTN.COM	 24 hours a day/7 days a week 855-4BFMOMS	 1-800-QUIT-NOW 1-800-784-8669
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Back

Hospital-Based Efforts

Safe Sleep Crib Card

		Follow the ABC's of Safe Sleep			
I should sleep Alone , on my Back , in a safe Crib					
Name _____		Room _____			
Doctor _____					
Mother's Name _____					
Date of Birth _____		Time _____			
Female <input type="checkbox"/>	Male <input type="checkbox"/>	Weight _____		Length _____	
Head _____		Chest _____		Breastfed <input type="checkbox"/>	
Mother's Doctor _____				Bottled <input type="checkbox"/>	

Tips on Safe Sleep for Your Baby

Always place your baby on their back to sleep for every sleep.

The safest place for baby to sleep is in their own area, on a firm surface and in the same room as their caregiver.

Do not overheat or overdress your baby during the night. If you are comfortable, so is your baby.

Keep loose objects, toys, bumper pads and bedding out of your baby's sleep area.

Breastfeeding has a protective effect and is associated with a reduced risk of SIDS.

Avoid smoking during pregnancy and do not smoke around your baby.



For more information:
Tennessee Department of Health
safesleep.tn.gov



Crib Card Development

- ❑ Crib card presented to select hospital representatives for feedback
- ❑ 19 (34%) of birthing hospitals using crib card
- ❑ 10,800 crib cards have been distributed



Name _____ Room _____
Doctor _____ Breastfed ☐
Bottle-fed ☐
Mother's Name _____
Date of Birth _____ Time _____
Male ☐ Female ☐
Weight _____ Length _____ Head _____ Chest _____
Mother's Doctor _____

Tips on Safe Sleep for Your Baby	
Always place your baby on his or her back to sleep for every sleep.	The safest place for baby to sleep is in his or her own area, on a firm surface and in the same room as the caregiver.
Do not overheat or overdress your baby during the night. If you are comfortable, so is your baby.	Keep loose objects, toys, bumper pads and bedding out of your baby's sleep area.
Breastfeeding has a protective effect and is associated with a reduced risk of SIDS.	Avoid smoking during pregnancy and do not smoke around your baby.
<div> For more information: Tennessee Department of Health </div>	

Newborn Screening

- ❑ Added a message to the system that providers check
- ❑ Message says “Have you asked your parents of infants if they have a safe sleep environment? If they do not, please refer them to their local health department or go to <https://cribsforkids.org/become-a-partner/> for resources”

Contact Information

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