

Safe Sleep Summit

October 13th, 2021





Safe or Unsafe Sleep Environment Activity



Safe!





Unsafe!





Unsafe!





Safe!





Safe!





Unsafe!





Unsafe!





Unsafe!





Safe!



Progress Towards Safe Infant Sleep

Eve Colson, MD, MHPE

Professor of Pediatrics

Washington University School of Medicine

No conflicts to disclose

Overview

- Research progress
- Next steps

Infant Care Practice Studies

9	9	9	9	9	9	9	9	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	2	2	2
2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0	1	2

CHIME

NISP

WIC

SAFE PREP

SCHOOL

SAFE

SMART

SMARTER

SUPERSONIC

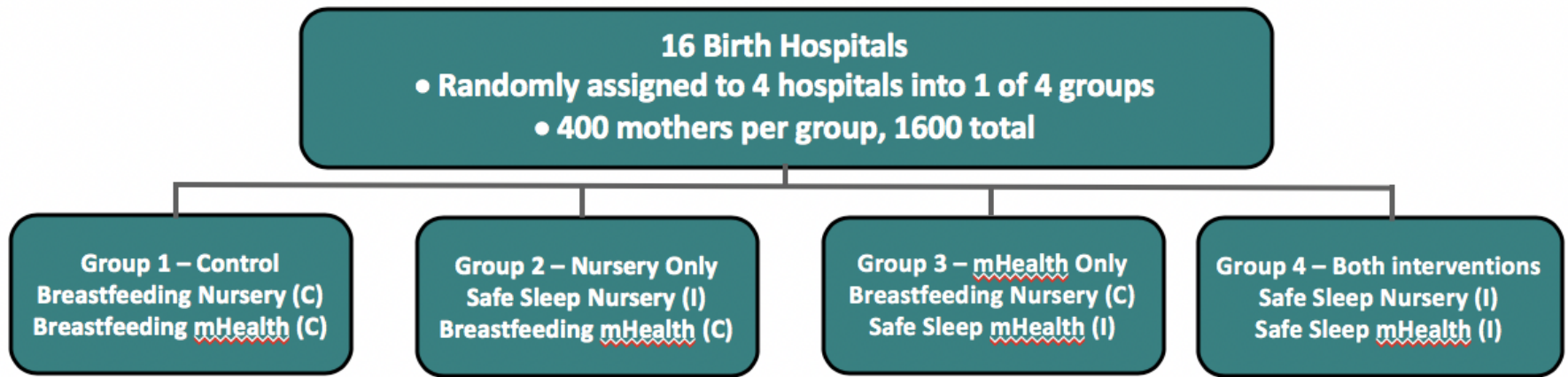
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Social Media And Risk-reduction Training of Infant Care Practices (SMART)

- Objective: To assess the effectiveness of two interventions:
 - Safe Sleep (intervention)
 - Breastfeeding (control)
- Strategy:
 - Short videos with educational content
 - Queries about infant care practices



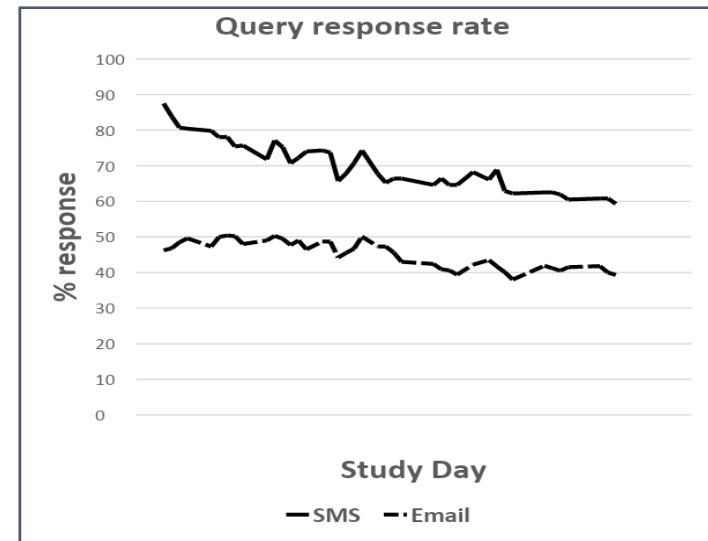
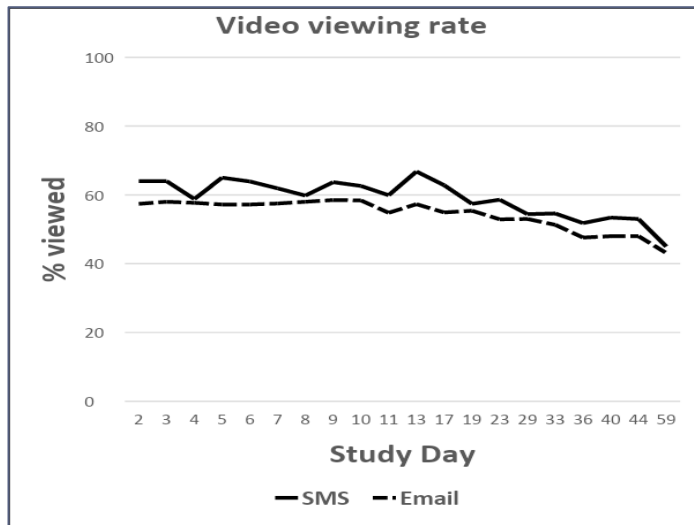


- **Control (C) groups received breastfeeding information**
- **Intervention (I) groups received safe sleep information**
- **Two-part intervention: 1. In the hospital nursery, after birth
2. At home, through mobile health texts and videos**

Moon RY, Hauck FR, Colson ER, et al. JAMA. 2017;318:351–359

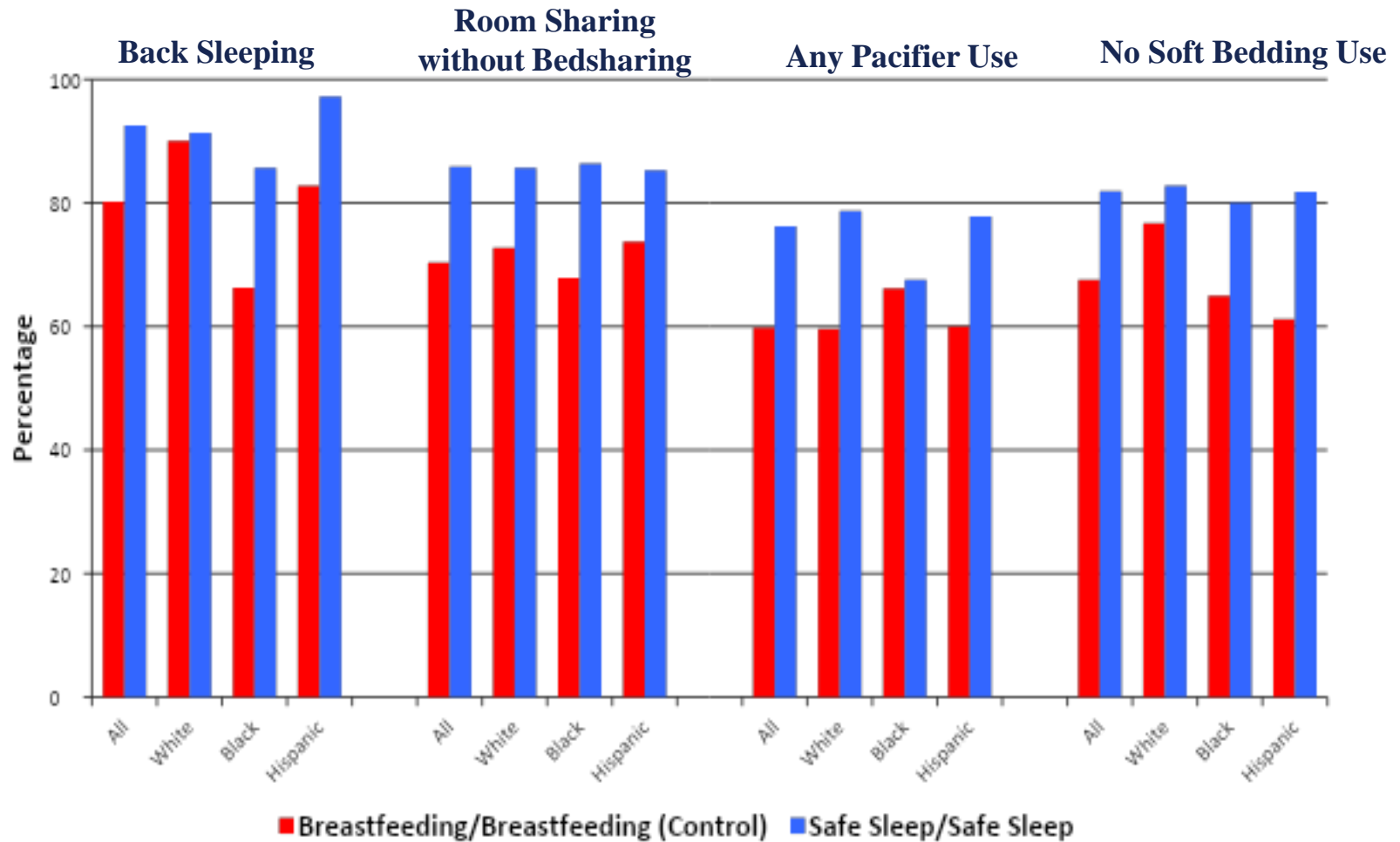


Video view rates and query response rates over time, by mode of communication



Acad Pediatr. 2017 Jun 9. pii: S1876-2859(17)30356-X. doi: 10.1016/j.acap.2017.06.004.

Safe Sleep Outcomes by Race/Ethnicity



Key Findings from SMART

Mobile Health Effective!

- Back sleep: 89.1% vs 80.2%
- Room sharing without bedsharing: 82.8% vs 70.4%
- No soft bedding: 79.4% vs 67.6%
- Any pacifier use: 68.5% vs 59.8%
- Closed the disparities gap (equitable access?)



Conclusions

- The intervention was successful in improving adherence to AAP recommendations.
 - Changed attitudes and perceived norms about
 - ⑩ supine sleeping
 - ⑩ room sharing without bedsharing
- Social norms appear to be the main driver parent choices regarding infant sleep practices.

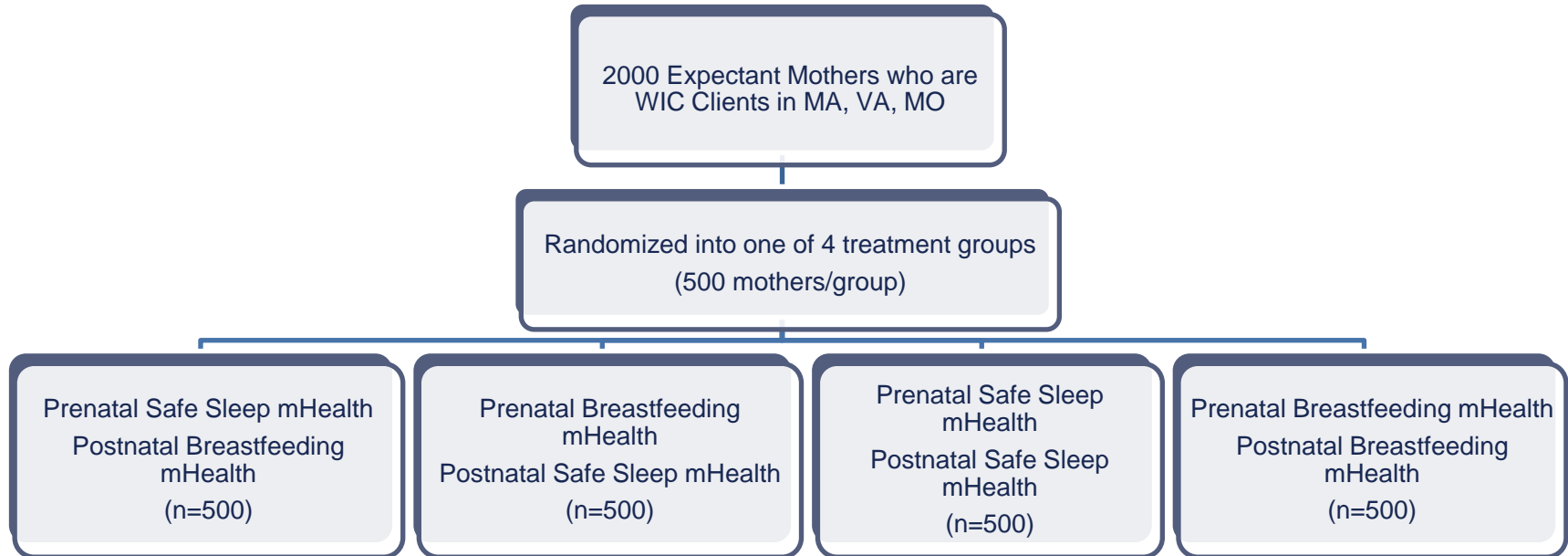


Led to SMARTER

- Prenatal and postnatal education
 - New prenatal curriculum to start safe sleep and breastfeeding education early
 - Expanding and improving on the postnatal mHealth program from SMART
- Underserved populations
 - Lower-income populations
 - Include Spanish speakers
 - Tailored messages and images to reduce disparities
- Explore falling asleep while feeding
 - Help mothers plan for a “sleepy feeding space”



SMARTER Study Design

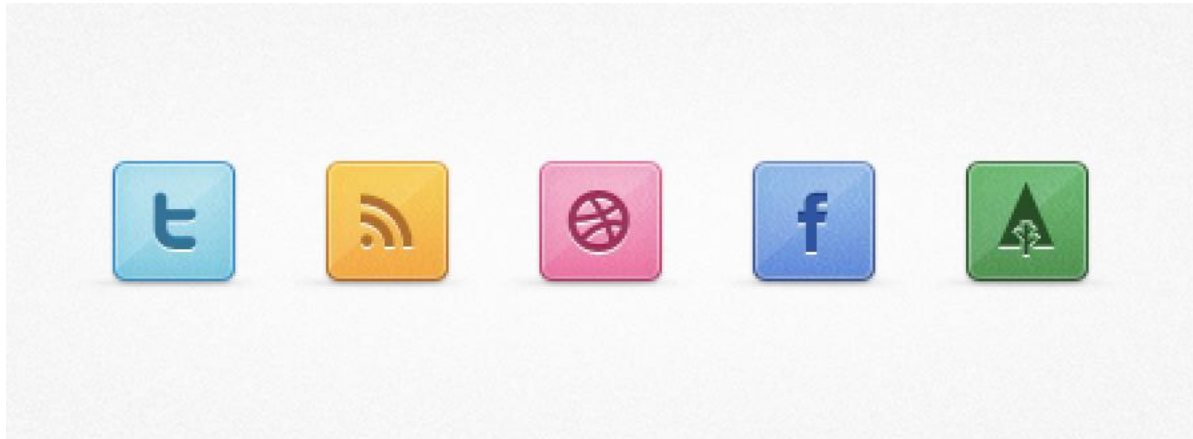


Why WIC?

- WIC Mission: *“Safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on health eating, and referrals to health care”*
- Working with WIC on this study will allow us to efficiently reach this high-risk population in a manner that can be readily scalable to other statewide programs.
 - We are already working with WIC leadership in Massachusetts, Missouri, and Virginia



Next steps: Social Media and Risk Reduction



Our thanks to:

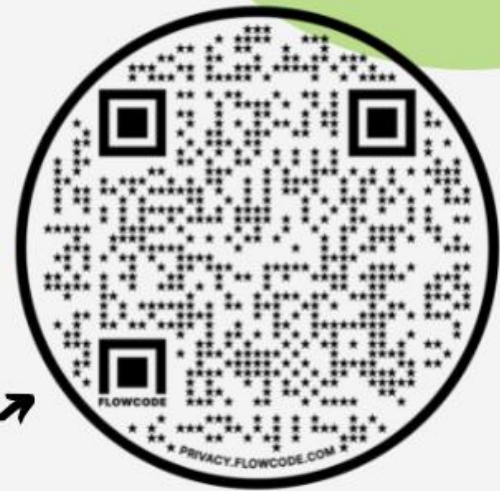




You are invited to attend our upcoming webinar!
Learn more about the TodaysBaby Program and SMARTER research study, and how to offer this free program to your clients.

Webinar for WIC sites
October 21, 2021
2PM - 3PM Central Time

To register, point your camera at the QR code and follow the link: 



If you are unable to attend, but would like to learn more, please contact **Nicole Geller** at **nls@bu.edu**





Infant Loss Resources

SUPPORT FOR FAMILIES | EDUCATION FOR CAREGIVERS



Infant Loss Resources

OUR MISSION:

To promote safe practices which reduce the risk of infant death and to provide grief support for families who have lost babies.



Infant Loss Resources

WHO WE ARE:

- Missouri-based non-profit (founded in 1974)
- St. Louis, Kansas City, Springfield
- Education and Family Support



Infant Loss Resources

WHAT WE DO:

- Bereavement
 - Home Visits
 - Individual and Family Bereavement Support
 - Peer-to-Peer contact
 - Support Groups
 - Commemorative Events

Candle Lighting Ceremony



STRIDES FOR HOPE

5k run/1mile





Infant Loss Resources

WHAT WE DO:

- Education
 - Community Parents/Families
 - Child Care Providers
 - Parent Educators
 - Nurses/Medical staff
 - Emergency Personnel



ABC's of Safe Sleep

ALONE

BACK

CRIB

Did You Know?

- In 2019 there were only 2 Missouri infant death fatalities classified as Sudden Infant Death (SIDS) (according to MO CFRP).
- In 2019 there were a total of 72 unintentional suffocation deaths (according to MO CFRP).
- In 2019 of the 72 infants under one year of age that died of unintentional suffocation , 47 were sharing a sleep surface with one of more individuals; 37 of them were sleeping in adults' bed; 6 were sleeping on sofas; 3 were sleeping in chairs and 1 is listed as an unknown sleep place (according to MO CFRP).

Pack n Play Program Safe Sleep Training



Infant Safe Sleep



Fathers Support Training



Fathers Support Training

This Side Up Class



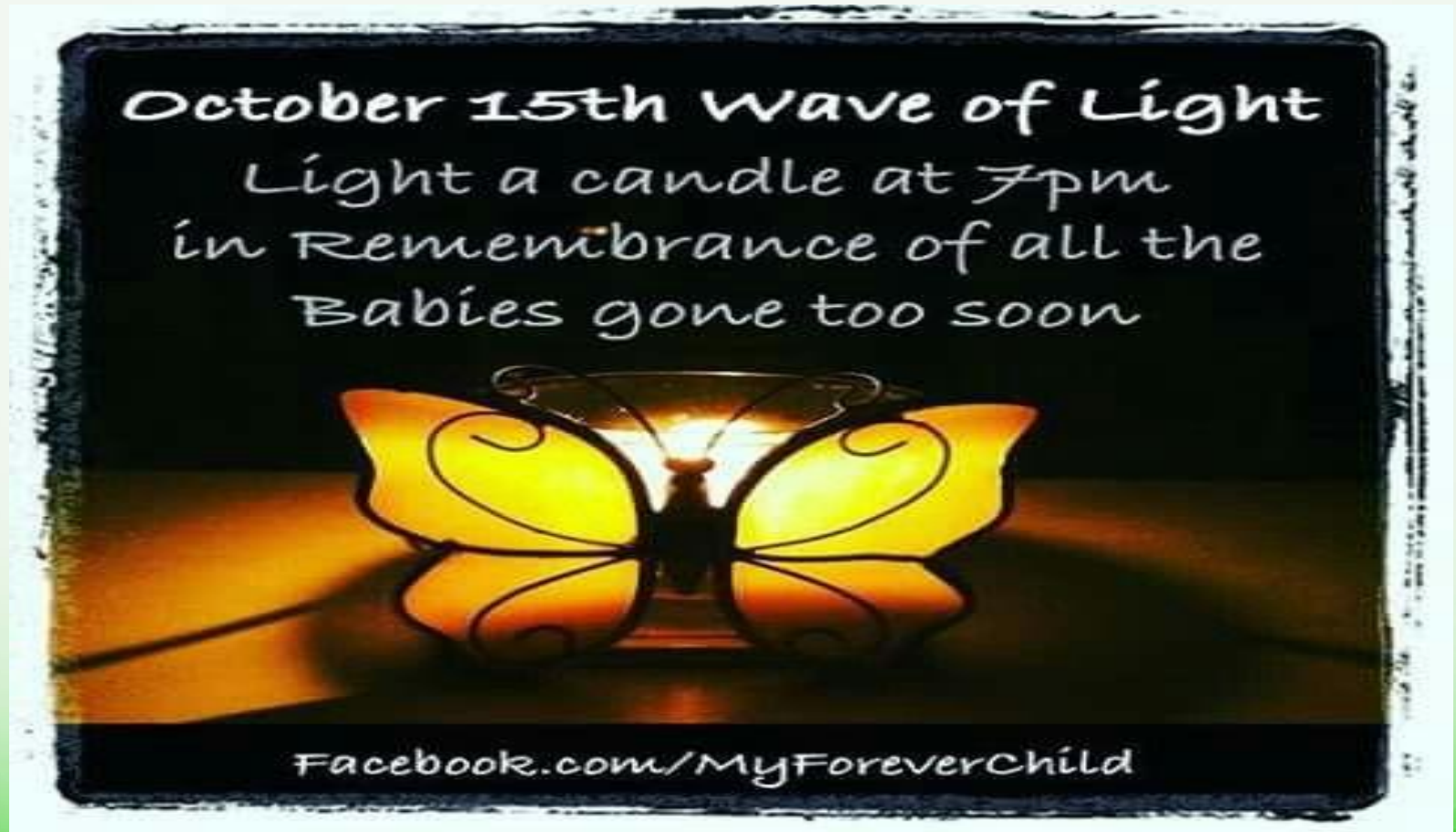
Dads on Duty



Testimonials Fathers & Grandparents

- “ I want to make sure my baby is safe”.
- “ I had no idea blankets shouldn't be in the crib with my baby”.
- “ It's tempting to put the baby in the bed with us at night but I'm going to make sure we don't”.
- “ As a grandparent my belief is babies choke on their backs”.
- “It's been a very long time since I raised a baby, things change.

Wave of Light



Family Support Refer to Infant Loss Resources 800-421-3511



Grief support training
also available for
Emergency Department
and other staff

Thank You!



Infant Loss Resources

314-241-7437

800-421-3511

www.infantlossresources.org

Cribs for Change Collaboration

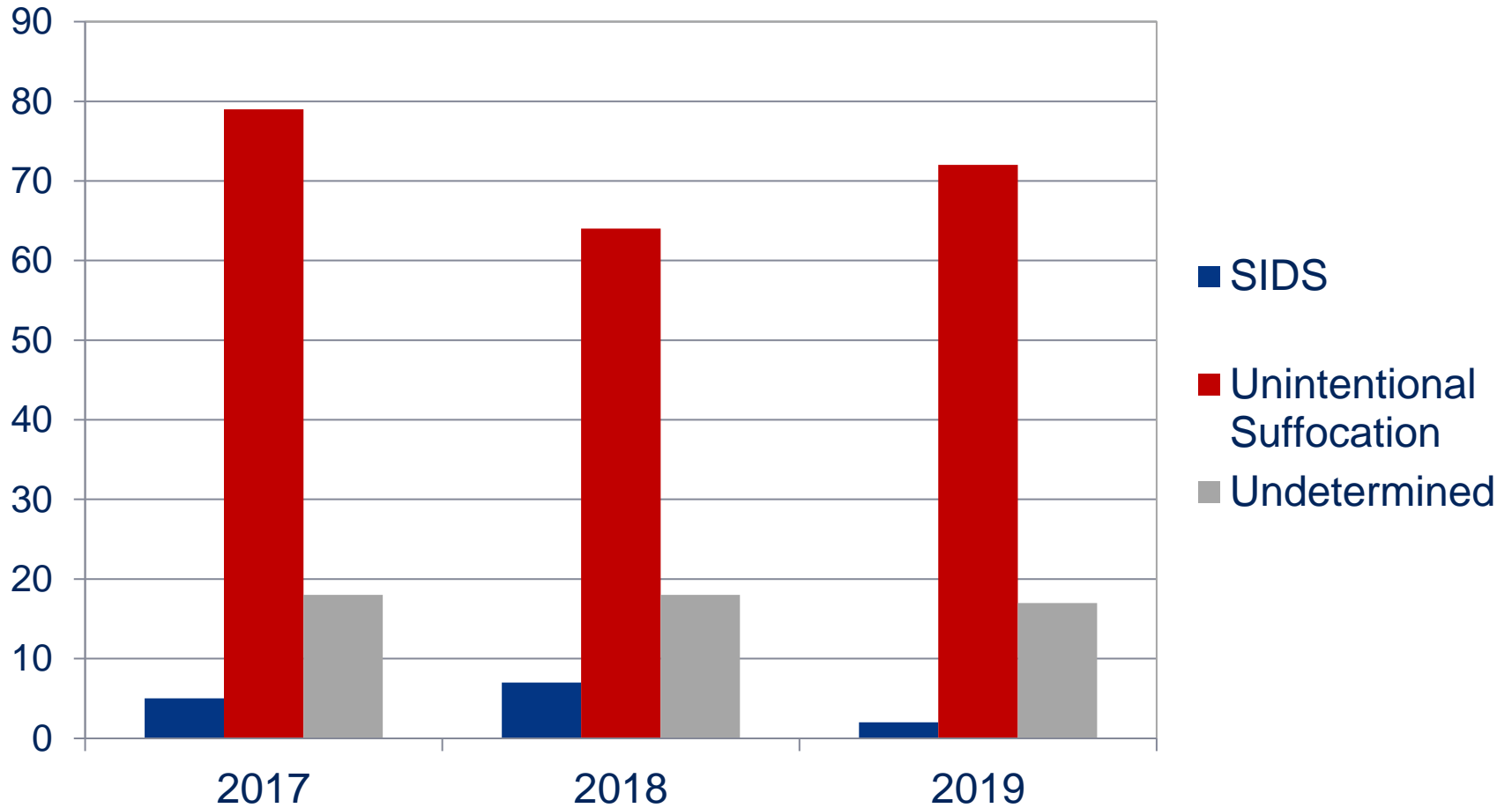


First Responder Safe Sleep Champions

Lori Winkler, MSN, RN, TNS, CPEN

What's Happening In Our Area?

SIDS and Suffocation Infant Deaths in Missouri



Flourish Aligned Activities Grant

- Kohl's Cares grant funding ended August 2021
- Focuses on infant safe sleep in 16 identified St. Louis zip codes with the highest infant mortality rates.
 - **Black babies are 3 times more likely to die than white babies**
- Positively impact the lives of Black moms and families by making it easy to access safe sleep education & resources.
- First Responders are optimal for reaching families within their communities.

Cribs for Kids: National Public Safety Initiative



- Law Enforcement



- Fire Departments
- EMS Providers

Goals of First Responder Safe Sleep Champion Training

- Understand the importance of infant safe sleep education
- Feel empowered to educate caregivers of infants in your community
- Integrate knowledge of prevention in infant sleep related deaths into professional practice
- Enhance community engagement and help build trusting relationships with First Responders



Birthright Counseling St. Louis

- Social Workers help women find resources they need to think clearly and feel reassured about their pregnancy
- Train staff as Safe Sleep Champions
- Provide counseling and resources
- Provide Safe Sleep education and distribute a safe sleep environment if needed



Let the Fun Begin!

- **Cardinal Glennon's on-line training**
 - Safe Sleep for Healthcare Providers
 - Safe Sleep for First Responders

- **Virtual Academy**
 - On-line education platform for Public Safety Professionals
 - POST Certification hours awarded

- **In Person Trainings**
 - Began March 1, 2021
 - 35 Fire Departments (3 shifts)
 - As of October 11, 2021: **910 First Responders trained**

- **Community Agency Trainings**
 - Home Visiting agencies
 - Birthright St. Louis staff
 - ARJ Community Outreach parents
 - Loaves and Fishes Shelter's employees

Safe Sleep Awareness Campaign

- 4 bus shelters strategically placed within the city limits
- ABCs of Safe Sleep billboard located on 170 & Frost
- Cribs for Change Collaboration poster located on Airport Rd. at Jefferson
- Geofencing Ads in specific zip codes with estimated reach of 67,000 people



Bus Shelter Messaging

Six Steps to Safe Sleep for Your Baby



1 Your baby should always sleep **ALONE**.

2 Your baby should always sleep on his or her **BACK**.

3 Your baby should always sleep in a crib or pack 'n play.

4 Put nothing in your baby's sleep area.

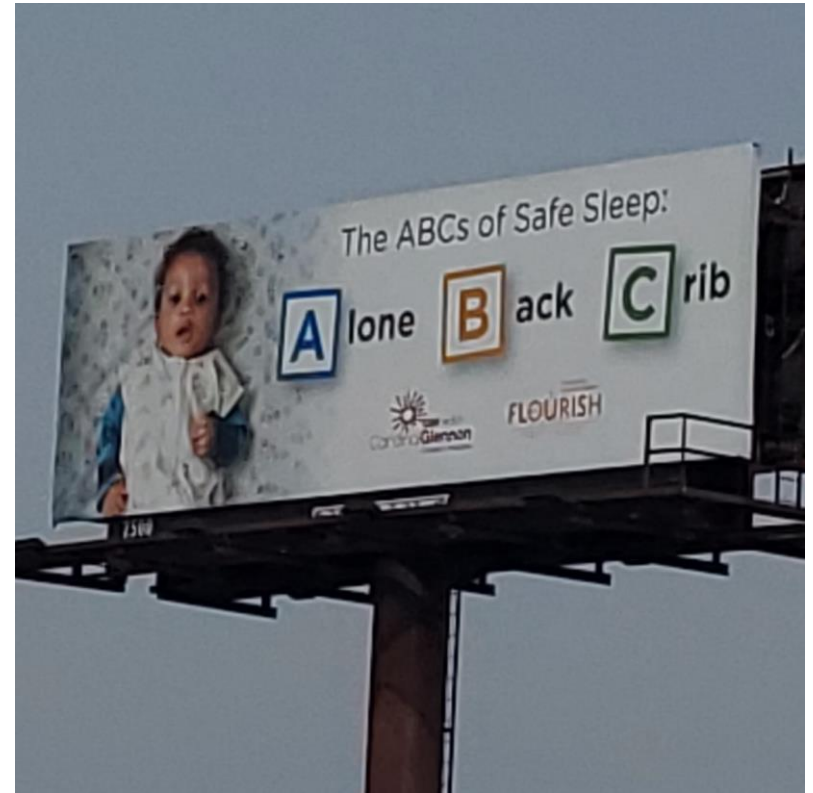
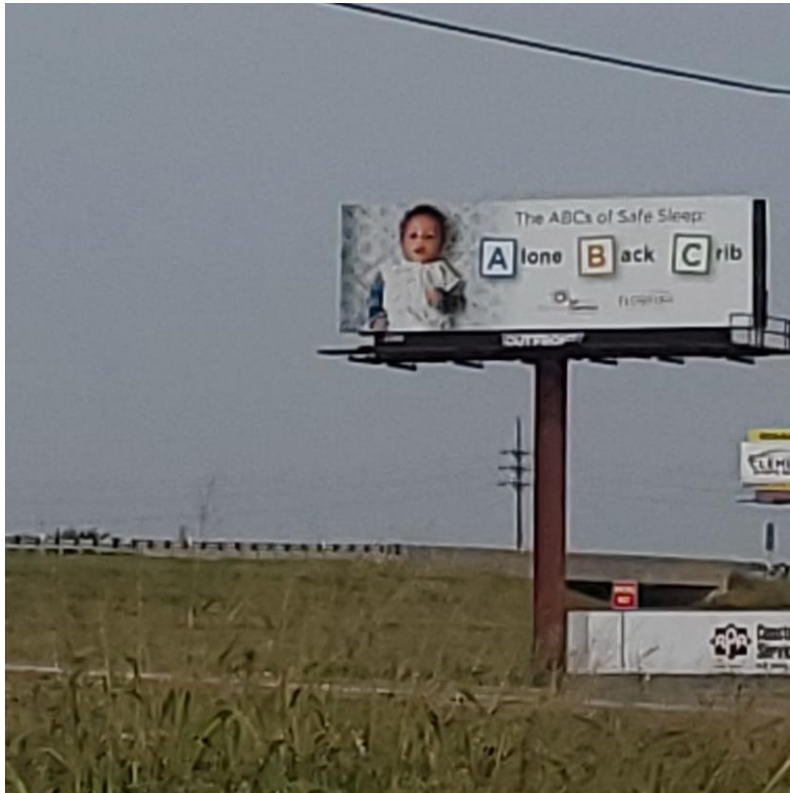
5 Do not overdress your baby.

6 Do not expose your baby to smoke.

Call **314-678-5474** or visit
glennon.org/safetyprogram to learn more.



Safe Sleep Billboard



With Our First Responders' & Community Partners' Help...

We can reduce infant sleep related deaths

- Sharing infant safe sleep education in their communities
- Distribute safe sleep environments to caregivers in need within their community

Ask Missouri's Experts



<https://youtu.be/T8QNODDhve8>



Thank
You

- Lori Winkler, MSN, RN, TNS, CPEN
- 314-268-2700 ext. 1309
- lori.winkler@ssmhealth.com

Announcements



Safe Sleep Recognized Organization



Learn More About
Becoming a FLOURISH
Recognized Safe Sleep
Organization:

<https://www.flourishstlouis.org/what-we-are-doing/safe-sleep/>

Safe Sleep Champions Training

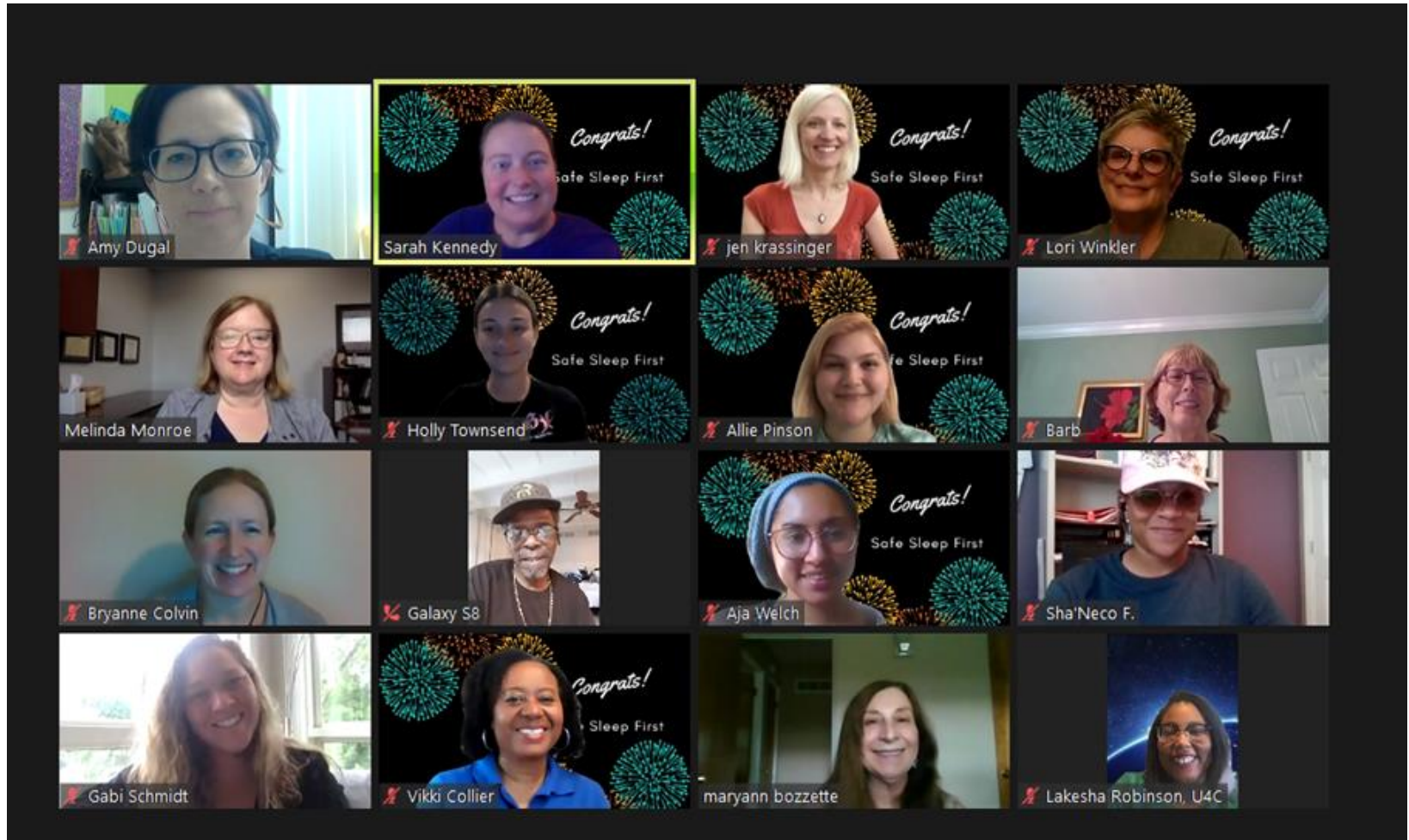
November 17, 2021

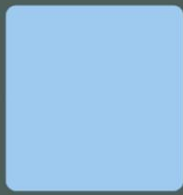
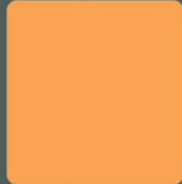
10:00am-11:30am

Registration:

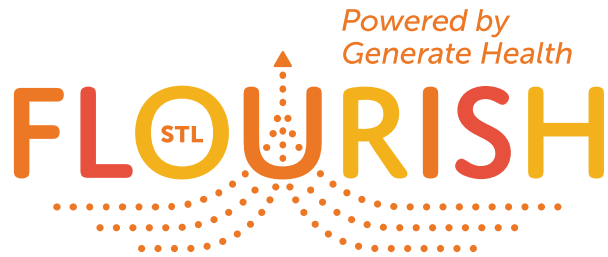
<https://generatehealthstl.org/calendar-2/>

Safe Sleep First





Thank you to all the Safe Sleep
Partners That Made Today
Possible!



Website URL: www.flourishstlouis.org

Email: info@flourishstlouis.org

Twitter: [@FlourishStLouis](https://twitter.com/FlourishStLouis)

Facebook: <https://www.facebook.com/flourishstlouis/>