

Promoting Safe Sleep in the Community

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PROJECT PROPOSAL

Newborn education is delivered to mothers in many ways. Some learn from books or other resources, some learn from pediatricians, many learn from their own mothers or other relatives. One important aspect of newborn care is safe sleep for an infant. Education regarding safe sleep should occur before, at the time of, and after the birth of an infant. The goal of our project is to further promote safe sleep through prenatal and postnatal education and optimize the way in which this information is delivered.

BACKGROUND

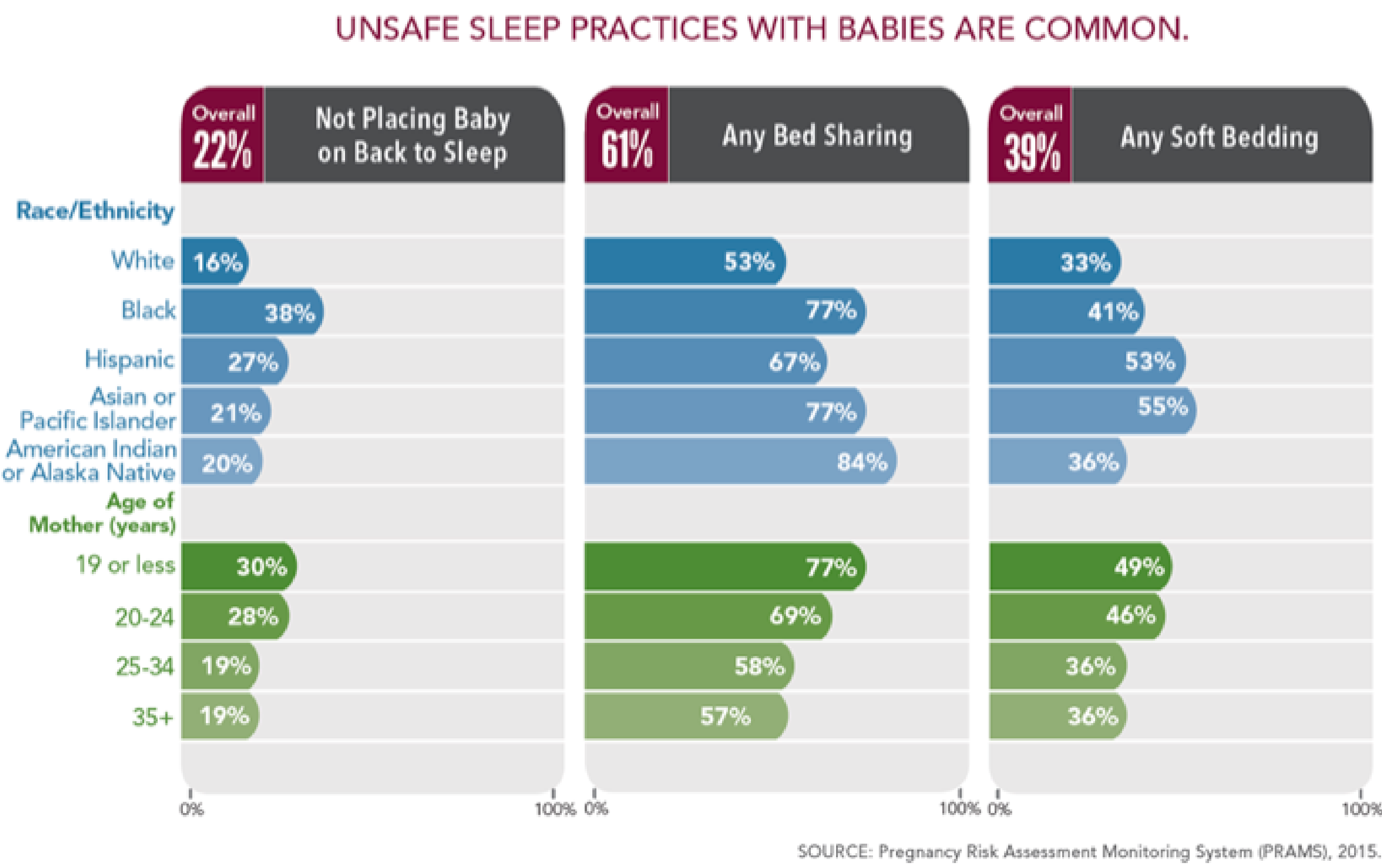
Sudden unexpected infant death (SUID), also known as sudden unexpected death in infancy (SUDI), is a term used to describe any sudden and unexpected death, whether explained or unexplained (including sudden infant death syndrome [SIDS] and ill-defined deaths), occurring during infancy (less than 1 year). In the United States there are approximately 7000 infant deaths annually. Nearly half of these deaths are due to SUIDs. Many SUIDs are due to unsafe sleeping conditions, and these deaths are preventable. In Monroe County, approximately 10 babies die each year from unsafe sleep. There are multiple reasons that safe sleep practices are not universally followed which include lack of education, misinformation, cultural practices, and lack of resources. Promoting safe sleep practices in our community is an important public health initiative.

AAP CURRENT SAFE SLEEP RECOMMENDATIONS

For the first year of life:

- Place the baby on his or her back on a firm sleep surface such as a crib or bassinet with a tight-fitting sheet.
- Avoid use of soft bedding, including crib bumpers, blankets, pillows and soft toys. The crib should be bare.
- Share a bedroom with parents, but not the same sleeping surface.
- Avoid baby's exposure to smoke, alcohol and illicit drugs.

Illustration of the Problem



Proposed Interventions in Rochester, NY

Timing of Intervention	Existing Intervention	Proposed Intervention
Prenatal	No structured intervention widely taught at this time	<ul style="list-style-type: none">• Education at prenatal visit with pediatrician or OBGYN• Aim to focus on centering groups as a way to trial prenatal education• Aim to focus on high risk groups such as teenagers• Ideal education would come from a peer educator
Time of Birth (Hospital)	<ul style="list-style-type: none">• Safe sleep video• Safe sleep bag with information, door hanger, tip sheet• Safe sleep sack (Halo)• Parental education• Modeling in nursery	
Postnatal	<ul style="list-style-type: none">• Education with pediatrician	<ul style="list-style-type: none">• Written safe sleep information given at 1st newborn visit• Written information regarding safe sleep and tip sheet available online through patient portal (MyChart)• Improved modeling in pediatric hospital on inpatient units

TRENDS IN SUIDS IN THE UNITED STATES

Following the “Back to Sleep” campaign in the 1990s that educated the public about the evidence based practice of placing babies on their back for sleep, the rates of SUIDs declined, however this decline has slowed.

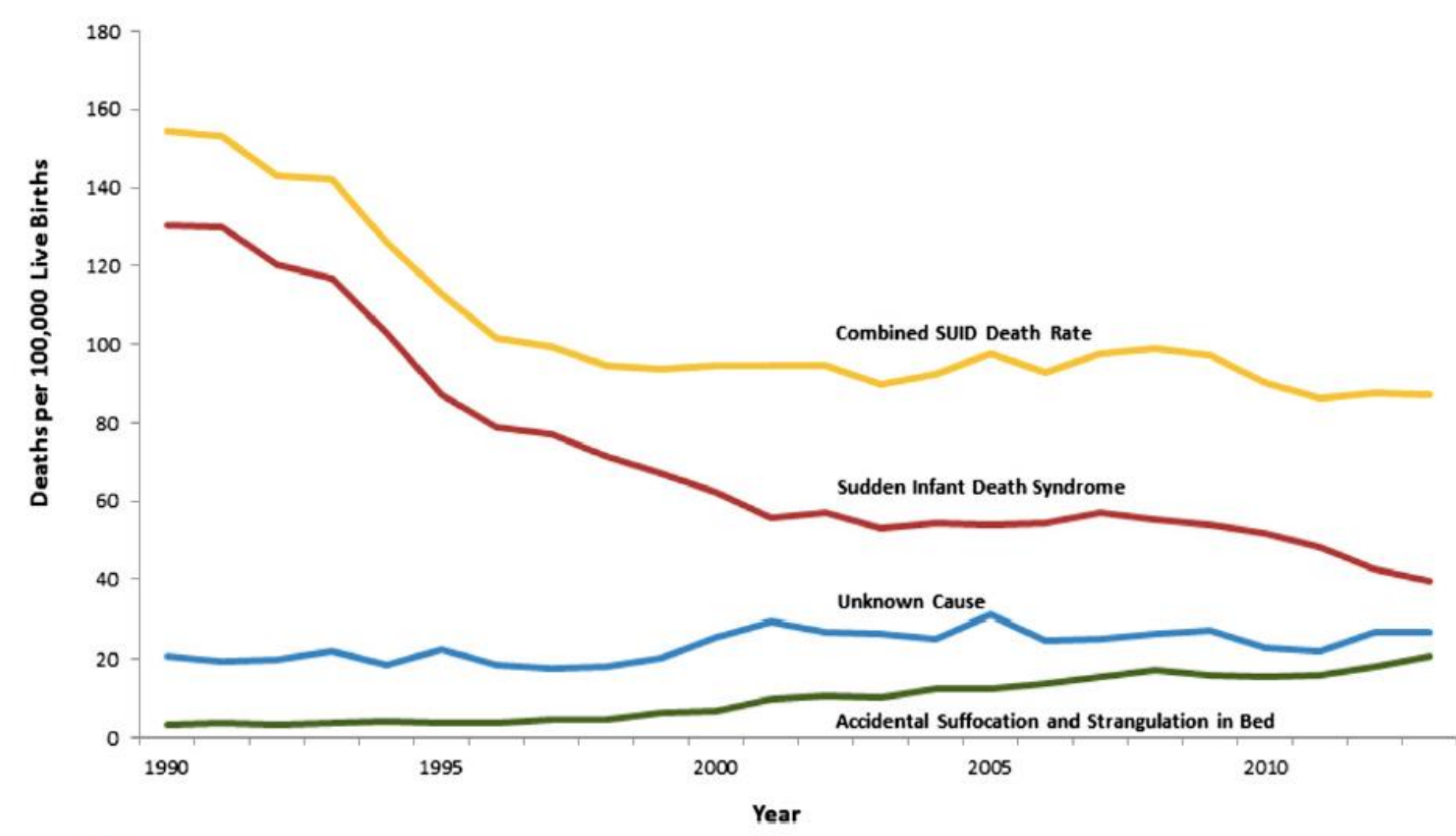


FIGURE 1 Trends in SUID by cause, 1990–2013. Source: Centers for Disease Control and Prevention/National Center for Health Statistics, National Vital Statistics System, compressed mortality file. (Figure duplicated from <http://www.cdc.gov/sids/data.htm>.)

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