



Promising Practices for Safe Sleep to Inform the Missouri Safe Sleep Strategic Plan

Prepared by NICHQ for the Missouri Safe Sleep Coalition, July 3, 2019

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Introduction



The promising practices and programs are organized under four core strategy areas for improving safe sleep and reducing infant mortality caused by Sudden Infant Death Syndrome (SIDS) and Sudden Unexplained Infant Death (SUID):

- Active endorsement of American Academy of Pediatrics (AAP) guidelines for infant safe sleep
- Infant caregiver knowledge, skills and self-efficacy
- Community champions
- Supportive policies for safe sleep practices

Each of the four sections includes a brief introduction describing the core strategy area and further defining sub-categories within each area. Corresponding promising practices are described under each category and sub-category. Promising practices that effectively address multiple strategy areas are noted in all relevant sections.



Promising Practice Area 1: Active Endorsement of AAP Guidelines



This section describes strategies and practices utilized to implement the AAP guidelines for infant safe sleep in birthing hospitals. These strategies include: teaching parents about safe sleep through **safe sleep modeling**; developing **knowledgeable health professionals** who have the skills, tools, and resources to model and teach new parents; and developing **a hospital policy consistent with AAP guidelines** that addresses the need for family centered parent education and staff training/behavior modeling.

Hospital Safe Sleep Modeling

Hospital staff and providers applying and modeling safe sleep practices is critical to keeping infants safe, reinforcing messaging, and impacting parent knowledge and behaviors.

Continuing Education (CE) Activity on Risk Reduction for Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death: Curriculum for Nurses

<https://www1.nichd.nih.gov/SIDS/nursecepartners/Pages/index.aspx>

https://www.nichd.nih.gov/sites/default/files/publications/pubs/documents/Cont_Educ_Prog_Nurses_SIDS_rev.pdf

Nurses play an important role in reducing the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death. This continuing education activity explains the latest research on SIDS, other sleep-related causes of infant death, and ways to reduce the risks of these types of deaths. The activity also outlines how you can communicate risk-reduction messages to parents and caregivers in just a few minutes. The activity was developed by the NICHD, which leads the Safe to Sleep® campaign, and includes the latest safe infant sleep recommendations from the American Academy of Pediatrics.

In a Missouri demonstration pilot called *Model Behavior: The Most Important Modeling Job of Your Life*, this curriculum was used to train nurses in Neonatal Intensive Care Units (NICUs) and well-baby nurseries for CEUs. Eighty percent of the participants scored 90 percent or better on the post-test. Moreover, the percent of nurses reporting using back-only position in the first 24 hours for healthy newborns

increased from 26 percent to 50.2 percent and those who endorsed supine sleep increased from 45 percent to 70.8 percent.¹

Ohio Chapter American Academy of Pediatrics

<http://ohioaap.org/wp-content/uploads/2015/09/Instructions-for-Using-The-Safe-Sleep-Audit-Tool.pdf>

This audit tool is based on a tool that was developed, tested, and is being shared with the Ohio Chapter, AAP by Dr. Jamie Macklin, Nationwide Children's Hospital. The PDF dissemination by Ohio AAP includes tools and instructions for auditing safe sleep and modeling techniques in newborn hospital setting.

Hospital policies and knowledgeable health professionals

Hospital policies that support safe sleep and build knowledge and capacity of health professionals provides a supportive environment to reinforce messaging, impact parent knowledge and behaviors, and keep babies safe.

Michigan Demonstration Project: Safe Sleep Information for Professionals Michigan Department of Health and Human Services

https://www.michigan.gov/mdhhs/0,5885,7-339-71548_57836-165979--,00.html

Michigan's Tomorrow's Child Project demonstration project drafted and implemented new policies and procedures and provided in-service training courses to nurses on safe sleep, while monitoring implementation with safe sleep audits in unit. Findings from the demonstration showed an increase from 84.8 percent to 94.2 percent of nurses who knew AAP recommendations. Nurses who held the opinion that back sleep is safest increased from 79.5 percent to 89.2 percent. Infants sleeping supine increased from 80.7percent to 91.9 percent. Mothers told about infant safe sleep increased from 62.7 percent to 91.4 percent. As a result, Michigan State University's Institute for Health Care Studies, in collaboration with the Michigan Department of Community Health, Tomorrow's Child, and the Michigan Public Health Institute have developed a free on-line Infant Safe Sleep Course to provide individuals caring for pregnant women and infants and their caregivers with education strategies and interventions to promote a consistent safe sleep environment.¹

Develop hospital policies consistent with AAP guidelines and that address the need for family centered parent education and staff training/behavior modeling

Hospital policies that are consistent with AAP guidelines and address the need for family-centered parent education and staff training bring key elements together to ensure uptake of safe sleep messages that are clearly and consistently shared with all patients by health professionals at the hospital.

Bright Futures: Guidelines for health supervision of infants, children, and adolescents

https://brightfutures.aap.org/Bright%20Futures%20Documents/BF4_POCKETGUIDE.pdf

This pocket guide is a checklist for applying AAP guidelines across the spectrum of pediatric care. Health supervision themes are by age including sections on prenatal/newborn care and early months of infancy, all include safe sleep counseling as part of the provider care checklist.

Cribs for Kids® Hospital Safe Sleep Certification Program

<https://cribsforkids.org/hospitalcertification/>

Cribs for Kids is national program with the mission “to prevent infant sleep-related deaths by educating parents and caregivers on the importance of practicing safe sleep for their babies and by providing portable cribs to families who, otherwise, cannot afford a safe place for their babies to sleep.” To this end, Cribs for Kids developed its National Safe Sleep Hospital Certification Program. This program is endorsed by leading health and safety organizations, with a goal “to award recognition to hospitals that demonstrate a commitment to community leadership for best practices and education in infant sleep safety. By becoming certified, a hospital is demonstrating that it is committed to the mission of making babies as safe as possible in their sleep environments and eliminating as many sleep related deaths as possible.” The safe sleep certification toolkit is online and applying for certification is free of charge. There are three levels of safe sleep certification. All three certifications include integrating hospital policies for safe sleep, staff training, and educating parents. The toolkit provides model policies, staff training, and education and behavior promotion materials to support parents implementing safe sleep practices at home.

Promising Practice Area 2: Infant Caregiver Knowledge, Skills, and Self-efficacy



These promising practices are designed to build infant caregiver knowledge, skills and efficacy in safe sleep. They include **individual and group education** efforts to build caregiver knowledge and practice in programs implemented by hospitals, health care providers, service organizations and community settings. These practices also include **building community context** and **capacity of environmental supports** (e.g., communication programs, training of trusted and influential people and organizations) to reinforce safe sleep knowledge and practice among parents and caregivers.

Individualized education

Education that is focus on the individual parent and his/her infant supports changing parent behaviors for infant safe sleep, especially when coupled with practice-time for those behaviors.

DE Thrives: A Quick Guide to Creating a Safe Sleeping Environment

DE Thrives. Delaware Health and Social Services

<http://www.dethrives.com/resources/flipbook.pdf>

This online and printable booklet with clear language and multi-cultural images helps parents follow the steps for putting their babies to sleep safely. It includes a Q & A to directly address cultural behaviors or parenting concerns that may not be safe.

HealthyChildren.org

American Academy of Pediatrics

<https://healthychildren.org/English/ages-stages/baby/sleep/Pages/default.aspx>.

This site's section on babies and sleep provides parents and other caregivers information on safe sleep practices as well as additional articles reinforcing the importance of safe sleep. Articles and materials are easily accessible and printable for providers and other community advocates to share with new parents and help teach and reinforce safe sleep behaviors.

KidsHealth!

Nemours

<https://kidshealth.org/en/parents/sids.html?WT.ac=p-ra>

This website provides [doctor-reviewed](#) advice on hundreds of physical, emotional, and behavioral topics — from before birth through the teen years. The link above is for the website section devoted to safe sleep. The site provides parents and caregivers with easy-to-follow articles, slideshows, videos, and tools related to safe sleep.

Safe Sleep Academy

Cribs for Kids® National Infant Safe Sleep

<https://www.safesleepacademy.org/>

The Safe Sleep Academy website provides educational resources for parents and caregivers on the importance of practicing safe sleep for their babies. It includes safe sleep topics and tips, baby and child development, a Q & A site with a pediatrician and social media connections, among other resources.

Safe to Sleep® Public Education Campaign

Eunice Kennedy Shriver National Institute of Child Health and Human Development.

<https://safetosleep.nichd.nih.gov/safesleepbasics/about>

This website provides safe sleep education basics and messaging for all caregiver audiences including parents, grandparents, aunts, uncles, babysitters, childcare providers, and all other potential caregivers. It includes printable documents and materials that help support safe sleep behaviors.

- [Brochure: Safe Sleep for your Grandbaby](#)
- [PDF for Safe Sleep for Your Grandbaby: Reduce the Risk of SIDS and Other Sleep-Related Causes of Infant Death](#)
- [PDF for Sueño seguro para su nieto: Reduzca el riesgo del síndrome de muerte súbita del bebé y de muerte por otras causas relacionadas con el sueño](#)
- [PDF for What does a safe sleep environment look like? Reduce the Risk of SIDS and Other Sleep-Related Causes of Infant Death](#)

text4baby Parent Support and Education Texting Program

A free service of Wellpass © 2017. All rights reserved

text4baby.org/

Text4baby promotes maternal and child health through text messaging. Parents who sign up receive three free weekly text messages that are timed to their due date or their baby's birth date, through pregnancy and until the baby's first birthday. A number of states provide text4baby messages with local phone numbers. The service is available in both English and Spanish. Messages cover a wide breadth of prenatal and post-natal care and parenting including messages and education on safe sleep practices.

Reducing barriers for supporting families and reinforcing messaging in a variety of settings

*These promising practices focus on reducing barriers to safe sleep practice by reinforcing safe sleep messages in a multitude of community settings. Having multiple settings share consistent safe sleep messages supports safe sleep practices by helping make them community-wide norm and expectation. This helps **parents and caregivers practice** these behaviors, **building a cultural context of support** for safe sleep behaviors and **removing cultural barriers**.*

For Healthcare Providers

Bright Futures Tool and Resource Kit

American Academy of Pediatrics

<https://brightfutures.aap.org/materials-and-tools/tool-and-resource-kit/Pages/default.aspx>

The Bright Futures Tool and Resource Kit provides health care professionals, including pediatricians, obstetricians and other outpatient care providers, with an organized compilation of current forms and materials that relate to preventive health supervision and health screening for infants, children, and adolescents, including implementation of safe sleep guidelines within pediatric care and well visits. The online platform allows easy access to current tools that health care professionals can use or adapt to meet the safe sleep guidelines included in the *Bright Futures Guidelines*, 4th Edition.

Clinical Best Practice Guidelines: Working with Families to Promote Safe Sleep for Infants 0-12 Months of Age

Registered Nurses' Association of Ontario

<http://rnao.ca/sites/rnao-ca/files/PromoteSafeSleepForInfant.pdf>

This resource from the Registered Nurses Association of Ontario has been developed to address the question of how health-care providers, including obstetric nurses and pediatric nurses and other outpatient care providers, can partner with families to promote safe sleep for infants 0 to 12 months of age to reduce known risk factors for injury and death. It provides evidence-based recommendations for nurses and the interprofessional team who provide care, in all health-care settings, to parents/caregivers and families of infants. This resource is intended to be applicable to all nursing domains, including clinical, administration, and education.

How Safe Sleep Savvy Are You?

NICHQ

<https://www.nichq.org/resource/how-safe-sleep-savvy-are-you>

Health professionals can use this short video quiz to engage parents and caregivers in conversations about safe sleep recommendations. It provides eight different examples of sleeping infants and asks viewers to identify whether or not the depicted behavior is safe. An explanation and recommendation is provided after each scenario. Physicians, nurses, home visitors and public health professionals can use the quiz as an interactive, visual tool to prompt discussions around best-practices. It is available in English and Spanish.

For Childcare Professionals

Healthy Childcare America Back to Sleep Campaign

AAP Healthy Childcare America

<https://www.healthystartepic.org/resources/evidence-based-practices/healthy-child-care-america-back-to-sleep-campaign/>

This campaign aims to promote the health and safety of infants in childcare settings by providing education and outreach to childcare providers regarding safe sleep recommendations. It offers a free, one-hour online course designed to educate everyone who cares for babies on creating a safe sleep environment to reduce the risk of SIDS and other sleep related deaths. The course includes promotional materials and brochures, and a presentation that can be used by health care professionals or anyone presenting on SIDS in childcare settings. Findings from

evaluation with unannounced observations and questionnaires included: three months after the intervention, exclusive use of supine sleep position increased from 65 percent to 70.4 percent in the control group and 87.8 percent in the intervention group. Childcare provider awareness of AAP recommendations increased from 59.7 percent to 64.8 percent in the control group and 80.5 percent in intervention group.¹

Safe Infant Sleep and Breastfeeding Support: What to Consider When Looking for Childcare

National Action Partnership to Promote Safe Sleep (NAPPSS)

<https://www.ncemch.org/suid-sids/documents/CCAT-Child-Care-Checklist.prd>

This checklist helps parents who are searching for a childcare provider to assess childcare providers on safe sleep practices as part of their selection process.

Safe Sleep Practices Program

First Candle/National Sudden Unexpected Infant/Child Death & Pregnancy Loss Program Support Center In collaboration with Bright Horizons Family Solutions

https://www.mchlibrary.org/collections/suid-sids/documents/safe_sleep_manual.pdf

This free safe sleep education program and training manual, developed by First Candle in collaboration with Bright Horizons Family Solutions, trains childcare providers on safe sleep practices in the prevention of SIDS or SUID. This training program and manual is well designed, and it is easy to access key messages and resources for preventing sleep-related mortality.

Home-visiting Professionals

Tips for keeping infants and toddlers safe: A developmental guide for home visitors

Head Start | Early Childhood and Learning Center

<https://eclkc.ohs.acf.hhs.gov/safety-practices/article/tips-keeping-infants-toddlers-safe-developmental-guide-home-visitors-toddlers>

This guide is a good example of how programs and projects adapt and adopt materials from publicly funded education campaigns like the Safe Sleep Campaign

Materials from NICHD. While the page contains several safety and injury prevention topics, one of these topics is safe sleep. The safe sleep messaging can be selected along with or without the other topics for a well-rounded safety document that can meet the individual knowledge needs of families. The resource is free and can be adapted and printed by Missouri home visiting and health navigator programs to easily share with their families.

Community-based organizations

Keeping the Faith: Church Peer Educators in Alameda County, California

Project description disseminated through the Promising Practices Series-Spring 2017- published by the SIDS/Other Infant Project –National Center for Cultural Competence • Promising Practices Series—Spring 2007

https://nccc.georgetown.edu/documents/SIDS_california.pdf

This promising practice comes from the National Center for Cultural Competence and is available for free download on the website above. It comes from a project that recruited peer health educators from African American churches to demonstrate safe sleep messages at church events and at caregiver service centers. It increased delivery of safe sleep messages by activating trusted, culturally concordant messengers.

North Carolina Healthy Start Foundation: Culturally Competent Media Messages

SIDS/Other Infant Death Project—National Center for Cultural Competence • Promising Practices Series—Spring 2007

https://nccc.georgetown.edu/documents/SIDS_northcarolina.pdf

North Carolina Healthy Start Foundation developed a series of media messages and training materials with a focus on grandmothers. The approach included not only informing grandmothers about safe sleep practices but engaging grandparents to support parents' sense of self-efficacy.

Sorority & Fraternal Organizations

Brothers United Initiative

Arkansas Office of Minority Health and Health Disparities, Alpha Phi Alpha, Kappa Alpha Psi, Omega Psi Phi, Phi Beta Sigma and Iota Phi Theta

<https://www.nichq.org/insight/african-american-fraternity-alliance-changing-infant-health-outcomes>

Brothers United is an alliance of African American fraternities including Alpha Phi Alpha, Kappa Alpha Psi, Omega Psi Phi, Phi Beta Sigma and Iota Phi Theta. Similar to Sisters United, the fraternities implement grass roots public education campaigns promoting safe sleep messages from men to men and women. Like the community baby showers of Sisters United, Brothers United also has a tailgate party for new and expectant fathers. Note: If Missouri is interested in starting a partnership with fraternities or sororities, email the shakia.jackson@arkansas.gov for more information.

Kappa Alpha Psi Safe Sleep Campaign

Global Infant Safe Sleep Center (GISS) and Kappa Alpha Psi National Fraternity

<https://www.gisscenter.org/2018/03/14/kappa-pa-partnership-update-giss-center-and-kappa-alpha-psi-fraternity-inc-create-partnership-to-fight-rise>

With the help of the GISS Center, NICHD, offered funds to support the Kappa Safe Infant Sleep Community Engagement Project Mini-Grants. Each grant was \$1,000 per eligible chapter, Chapters competed for the funds by developing and submitting proposals for to implement educational outreach projects and events in their communities to help reduce the risk of SIDS and other sleep-related causes of infant death, such as accidental suffocation.

Sisters United Initiative

*Arkansas Office of Minority Health and Arkansas Children's Hospital.
State Health Department and African-American Sororities Work Together to Reduce Infant Mortality*

<http://www.astho.org/Maternal-and-Child-Health/Arkansas-Grassroots-Efforts-to-Reduce-Infant-Mortality/>

<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/Sisters%20United.pdf>

Sisters United is a culturally sensitive, grassroots public health campaign aimed at raising awareness about the burden of infant mortality, associated risk factors, and

how to prevent these tragedies. Sisters United is comprised of four African American sororities: Alpha Kappa Alpha, Delta Sigma Theta, Zeta Phi Beta, and Sigma Gamma Rho. The members serve as peer educators to share information with the African American community. Promising practices comprise outreach by sorority chapters that include websites and Facebook accounts to promote safe sleep, and chapters having leveraged funding from NICHD grants to host 22 safety showers for at-risk pregnant women.

Culturally congruent education materials, social marketing messages and communication strategies for high-risk populations

These promising practices remove cultural barriers with messages and communication outreach that address parent and caregiver concerns from their cultural perspectives and in the mediums and modes that are most accessible to target audiences.

B'more Babies for Healthy Babies

Baltimore City

<http://www.healthybabiesbaltimore.com/>

B'more for Healthy Babies is a city-wide initiative led by the Baltimore City Health Department with support from Family League of Baltimore and HealthCare Access Maryland. B'more brings together communities, organizations, and resources so that every baby can have the best start possible. With mixed media and communications, the campaign reaches and educates all members of community—parents, health care providers, family members, educators, community leaders—to support safe sleep and other infant mortality reduction strategies. Culturally competent messages and materials that target African American parents and families, address cultural barriers to safe sleep behaviors:

- Baltimore B'more for Healthy Babies: Webpage with safe sleep lessons and Q & A: <http://www.healthybabiesbaltimore.com/parents-and-caregivers/safe-sleep>
- B'more for Healthy Babies -- 'SLEEP SAFE' Campaign: <https://www.youtube.com/watch?v=uJw8CrpI7bw>

- Baltimore B'more for Healthy Babies - Safe Sleep PSA for Fathers:
<https://www.youtube.com/watch?v=F194I4a5CLk>
- Baltimore B'more for Healthy Babies - Safe Sleep PSA for CareTakers:
<https://www.youtube.com/watch?v=iVMn1B87UGA>

Building on Campaigns with Conversations: An individualized approach to helping families embrace safe sleep and breastfeeding

NCEMCH with NAPPSS

<https://www.ncemch.org/learning/building/index.php>

This series of learning models is designed for a range of health professionals, human service providers, community health workers, home visitors, and peer supporters who interact with families on topics of safe sleep and breastfeeding.

Safe to Sleep® Public Education Campaign

Eunice Kennedy Shriver National Institute of Child Health and Human Development.

<https://safetosleep.nichd.nih.gov/safesleepbasics/about>

This website from provides safe sleep education basics and messaging for all caregiver audiences including parents, grandparents, aunts, uncles, babysitters, childcare providers and all other potential caregivers. It includes printable documents and materials that help support safe sleep behaviors. The campaign includes culturally specific campaign materials, messages, and training:

Materials for African American Audiences

- [Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(African American Outreach\)](#)
- [Safe to Sleep® Doorhanger for African American Audiences](#)

Materials for American Indian Healthy Native Babies Project Facilitator's Packet (includes Training Guides, Resources Disk, and Activity Materials)

- [Healthy Native Babies Project Workbook Packet \(includes Workbook, Handout, Toolkit Disk, and Toolkit User Guide\)](#)
- [Honor the Past, Learn for the Future: Reduce the Risk for Sudden Infant Death Syndrome \(SIDS\)](#)
- [Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death](#)
- [Healthy Native Babies Project: Training Videos](#)
- Safe Sleep for your baby

Materials for Spanish-Speaking Audiences

- [¿Cuál es la apariencia de un ambiente seguro para dormir? Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño](#)
- [Ponga a su bebé a dormir sin peligro: Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño](#) (PDF 572 KB)
- [Ponga a su nieto o nieta a dormir sin peligro: Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño](#) (PDF 394 KB)
- [Seguro al Dormir Español Tarjeta](#)

text4baby Parent Support and Education Texting Program

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text4baby.org/

Text4baby promotes maternal and child health through text messaging. Parents who sign up receive three free weekly text messages that are timed to their due date or their baby's birth date, through pregnancy and until the baby's first birthday. A number of states provide text4baby messages with local phone numbers. The service is available in both English and Spanish. Messages cover a wide breadth of prenatal and post-natal care and parenting including messages and education on safe sleep practices.

Promising Practice Area 3: Community Champions



The strategies and promising practices in this section seek to build a community context for safe messaging to support families in practicing these behaviors. They include training trusted individuals and groups who are influential supporters in the lives of parents and caregivers.

Trusted and influential messengers

These practices seek to train influential and trusted family members, friends, organizations and businesses to reinforce safe sleep messages with parents and caregivers.

Brothers United Initiative

Arkansas Office of Minority Health and Health Disparities, Alpha Phi Alpha, Kappa Alpha Psi, Omega Psi Phi, Phi Beta Sigma and Iota Phi Theta

<https://www.nichq.org/insight/african-american-fraternity-alliance-changing-infant-health-outcomes>

Brothers United is an alliance of African American fraternities including Alpha Phi Alpha, Kappa Alpha Psi, Omega Psi Phi, Phi Beta Sigma and Iota Phi Theta. Similar to Sisters United, the fraternities implement grass roots public education campaigns promoting safe sleep messages from men to men and women. Like the community baby showers of Sisters United, Brothers United also has a tailgate party for new and expectant fathers. Note: If Missouri is interested in starting a partnership with fraternities or sororities, email the shakia.jackson@arkansas.gov for more information.

Kappa Alpha Psi Safe Sleep Campaign

Global Infant Safe Sleep Center (GISS) and Kappa Alpha Psi National Fraternity

<https://www.gisscenter.org/2018/03/14/kappa-pa-partnership-update-giss-center-and-kappa-alpha-psi-fraternity-inc-create-partnership-to-fight-rise>

With the help of the GISS Center, NICHD, offered funds to support the Kappa Safe Infant Sleep Community Engagement Project Mini-Grants. Each grant was \$1,000 per eligible chapter, Chapters competed for the funds by developing and

submitting proposals for to implement educational outreach projects and events in their communities to help reduce the risk of SIDS and other sleep-related causes of infant death, such as accidental suffocation.

North Carolina Healthy Start Foundation: Culturally Competent Media Messages

SIDS/Other Infant Death Project—National Center for Cultural Competence • Promising Practices Series—Spring 2007

https://nccc.georgetown.edu/documents/SIDS_northcarolina.pdf

The North Carolina Healthy Start Foundation developed a series of media messages and training materials with a focus on grandmothers. The approach included not only informing grandmothers about safe sleep practices but engaging grandparents to support parents' sense of self-efficacy.

Safe Sleep Ambassador Program

Cribs for Kids®

<https://cribsforkids.org/safe-sleep-ambassador/>

Cribs for Kids emphasizes the importance of Safe Sleep Education throughout communities. The Safe Sleep Ambassador—Educational Outreach Program was developed after the literacy initiative, “Each One, Teach One.” This means that one does not have to be an “expert” to spread awareness and to educate others in their social circles or communities. Once a person learns about infant safe sleep, they can pass along their knowledge to anyone in their day-to-day life. Any organization or individual can be a Safe Sleep Ambassador. The program overview, training, and support materials are available on the website above. This is a resource that can be used by individuals, community groups, businesses, and organizations who help shape the lives of new parents and babies.

Sisters United Initiative

Arkansas Office of Minority Health and Arkansas Children’s Hospital.

State Health Department and African-American Sororities Work Together to Reduce Infant Mortality

<http://www.astho.org/Maternal-and-Child-Health/Arkansas-Grassroots-Efforts-to-Reduce-Infant-Mortality/>

<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/Sisters%20United.pdf>

Sisters United is a culturally sensitive, grassroots public health campaign aimed at raising awareness about the burden of infant mortality, associated risk factors, and how to prevent these tragedies. Sisters United is comprised of four African American sororities: Alpha Kappa Alpha, Delta Sigma Theta, Zeta Phi Beta, and Sigma Gamma Rho. The members serve as peer educators to share information with the African American community. Promising practices comprise outreach by sorority chapters that include websites and Facebook accounts to promote safe sleep, and chapters having leveraged funding from NICHD grants to host 22 safety showers for at-risk pregnant women.

Reinforcing messaging in community settings

These practices reinforce safe sleep messages in the context of community settings and establish safe sleep practices as part of cultural norms.

B'more Babies for Healthy Babies

Baltimore City

<http://www.healthybabiesbaltimore.com/>

B'more for Healthy Babies is a Baltimore City initiative led by the Baltimore City Health Department with support from Family League of Baltimore and HealthCare Access Maryland. B'more brings together communities, organizations, and resources so that every baby can have the best start possible. With mixed media and communications, the campaign reaches and educates all members of community—parents, health care providers, family members, educators, community leaders—to support safe sleep and other infant mortality reduction strategies. Culturally competent messages and materials that target African American parents and families, address cultural barriers to safe sleep behaviors:

- Baltimore B'more for Healthy Babies: Webpage with safe sleep lessons and Q & A:
<http://www.healthybabiesbaltimore.com/parents-and-caregivers/safe-sleep>

- B'more for Healthy Babies -- 'SLEEP SAFE' Campaign:
<https://www.youtube.com/watch?v=uJw8Crpl7bw>
- Baltimore B'more for Healthy Babies - Safe Sleep PSA for Fathers:
<https://www.youtube.com/watch?v=F194I4a5CLK>
- Baltimore B'more for Healthy Babies - Safe Sleep PSA for CareTakers:
<https://www.youtube.com/watch?v=iVMn1B87UGA>

Cribs for Kids®: National Public Safety Initiative

<https://cribsforkids.org/national-public-safety-initiative/>

What began as Cops-n-Cribs has grown into the National Public Safety Initiative that includes partnerships with first responders such as fire departments, EMS, police departments, probation and parole officers, and coroners. The mission of first responders is to help keep children safe. For infants, the number one cause of death is due to unsafe sleeping environments, which result in sleep-related deaths such as accidental suffocation and SUID. In an effort to better protect infants, law enforcement agencies and first-responders are partnering with Cribs for Kids® to expand their community policing policies to provide safe sleep education and free portable cribs to families in need. The program includes training for first responders and materials to support their work in the community.

DOSE: First Responders Training in Safe Sleep

<https://www.doseprogram.com/>

DOSE is an innovative attempt at eliminating sleep related infant death due to suffocation, strangulation or positional asphyxia by using First Responders to identify and remove hazards while delivering on-scene education. First Responders are trained to identify and remove hazards from an infant's sleep space while on scene during emergency and non-emergency 911 calls. DOSE provides a comprehensive training program focused on fire rescue / EMS departments and their personnel.

First Candle: Straight Talk for Infant Sleep

<https://firstcandle.org/straight-talk-for-infant-safe-sleep-program/>

First Candle is committed to ending SIDS and other sleep-related infant deaths while providing bereavement support to families who have tragically suffered a loss. For over 35 years, First Candle has partnered with the National Institutes of Health on the Safe to Sleep campaign, which led to a reduction in the rate of SIDS by more than 50 percent. They have incorporated these materials into a number of community-based programs including:

- *Straight Talk for Infant Sleep*. This is an innovative, evidence-based training program for nurses, community health providers, social service agencies and faith groups closely aligned with families. The program reviews the AAP safe sleep guidelines along with the socioeconomic and cultural beliefs present in the community that could prevent families from adopting safe sleep recommendations and explore implicit biases that might influence the way in which information is presented.

Keeping the Faith: Church Peer Educators in Alameda County, California

Project description disseminated through the Promising Practices Series-Spring 2017-published by the SIDS/Other Infant Project –National Center for Cultural Competence• Promising Practices Series—Spring 2007

https://nccc.georgetown.edu/documents/SIDS_california.pdf

This promising practice comes from the National Center for Cultural Competence and is available for free download on the website above. It comes from a project that recruited peer health educators from African American churches to demonstrate safe sleep messages at church events and at caregiver service centers. It increased delivery of safe sleep messages by activating trusted, culturally concordant messengers

Safe Sleep Ambassador Program

Cribs for Kids

<https://cribsforkids.org/safe-sleep-ambassador/>

Cribs for Kids emphasizes the importance of Safe Sleep Education throughout communities. The Safe Sleep Ambassador – Educational Outreach Program was developed after the literacy initiative, “Each One, Teach One.” This means that one does not have to be an “expert” to spread awareness and to educate others in their social circles or communities. Once a person learns about infant safe sleep, they can pass along their knowledge to anyone in their day-to-day life. Any organization

or individual can be a Safe Sleep Ambassador. The program overview, training, and support materials are available on the website above. This is a resource that can be used by individuals, community groups, businesses, organizations who help shape the lives of new parents and babies.

Washington State Criminal Justice Training Commission Cops-N-Cribs Program

<https://www.youtube.com/watch?v=EKdKKdMBBH0>

Preceding the National Public Safety Initiative from Cribs for Kids was the Cops-N-Kids program, described above. This video from the Washington State Criminal Justice Training commission outlines the basics of safe infant sleep practices and their relationship to SIDS prevention for law enforcement officials, and shares information about the crib dissemination program in Washington State. Public safety officers' mission is to help keep children out of hospitals and morgues, by preventing the leading cause of death for children, unintentional injury.

Utilizing local data to identify bright spots

These resources provide support and ideas for using data to illustrate impact and share the story of how safe sleep practices work and have saved babies' lives.

Infant Mortality Prevention Toolkit

NICHQ

<https://www.nichq.org/resource/infant-mortality-coiin-prevention-toolkit>

This online toolkit highlights case studies across six topics of infant mortality reduction strategies including safe sleep. All case studies, including safe sleep, highlight bright spots and best practices for how sharing data can help tell the story of a community and define the strategies and solutions it takes to improve infant mortality rates and improve safe sleep practices.

Perinatal Periods of Risk (PPOR) project

CityMatch

<https://www.citymatch.org/perinatal-periods-of-risk-ppor/>

Perinatal Periods of Risk (PPOR) is a comprehensive approach to help communities use data to reduce infant mortality. This model uses data to feature bright spots in

the impact that interventions are having on communities. Designed for use in U.S. cities with high infant mortality rates, PPOR brings community stakeholders together to build consensus and partnership based on local data. PPOR provides an analytic framework and steps for investigating and addressing the specific local causes of high fetal and infant mortality rates and disparities. Initial analyses are based only on vital records data (births, deaths, and fetal deaths); later steps utilize all available sources of data and information. The PPOR approach was developed during 2000-2004 by CityMatCH and its member health departments with support and involvement of the Centers for Disease Control and Prevention and the March of Dimes. It was adapted for U.S. cities from an approach used by the World Health Organization. PPOR methods are detailed in a suite of articles in the Maternal and Child Health Journal.

Promising Practice Area 4: Supportive Policies for Safe Sleep Practices



*These strategies and practices include the **federal, state and community** practices for **regulation, certification, implementation, and reporting** that provide supports for safe sleep education, practices for state agencies and professionals including childcare providers, surveillance systems, hospitals, professional societies, and others who make sure safe sleep is a standard that is upheld across the community, state and country. These are foundations for **policy and practice** that other states are using in this work and that can be adapted and adopted as Missouri considers its strategic plan.*

Standardized policies, practices and reporting for infant deaths and death scene review

These promising practices set up policies, procedures and reporting that allow states and local communities to pinpoint and find solutions for challenges in safe sleep practices. These practices help monitor the reasons for infant deaths and, with analyses, point communities in the direction for resolution.

National Fetal and Infant Mortality Review (NFIMR)

American College of Obstetricians and Gynecologists (ACOG) and HRSA's Maternal & Child Health Bureau

<https://www.acog.org/About-ACOG/ACOG-Departments/National-Fetal-and-Infant-Mortality-Review?IsMobileSet=false>

The NFIMR program was a collaborative effort between ACOG and the Maternal and Child Health Bureau (MCHB) established in 1990 to address the rate of infant and fetal deaths. Fetal and Infant Mortality Review (FIMR) is a community-based and action-oriented process used to improve service systems and resources for women, infants and families. This evidence-based method examines fetal and infant deaths, determines preventability, and engages communities to act. This webpage includes tools and materials for implementing standardized policies, practices and reporting for infant deaths and death scene review.

Ohio Infant Mortality Reporting

Baby's First Network

<https://www.baby1stnetwork.org/ohio-coroners>

In 2002, in response to the needs created by the occurrence of SIDS and other infant deaths, the Ohio Department of Health (ODH) created the Sudden Infant Death Syndrome (SIDS) Program. Funded by the Maternal and Child Health Services Block Grant, the purpose of the program is to ensure compliance with the mandates of Ohio Revised Code 313.121, related to the reporting of sudden and unexpected infant deaths and the provision of support and bereavement services. The program also provides expert consultation on SIDS; serves as a liaison with national and local SIDS organizations; and acts as a resource for current information on SIDS research and risk reduction. An ongoing program, Baby 1st Network works closely with the ODH along with the Ohio Coroner's Association and local health departments to ensure appropriate service providers are alerted when there has been a sudden infant death in a community. The Network also offers training sessions to nurses, first responders, social workers, day care providers and others.

State childcare and welfare licensing regulations

Childcare and welfare licensing regulations ensure that caregivers outside the home are following the AAP Guidelines for Safe Sleep, keeping infants and babies safe in their care.

Missouri Safe Sleep Legislation and Regulations for Childcare Centers

<https://health.mo.gov/safety/childcare/onlinetraining.php>

The Missouri Department of Health and Senior Services implements legislation with childcare centers with regulations and guidelines. Their mandatory trainings for licensed childcare facilities and employees include the ABC's of Safe Sleep: How to Reduce the Risk of SIDS (accessible online at the web address above). Completion of the regulation and licensing training, including safe sleep, provides a certificate that must be filed with the state.

Safe Sleep for Oregon's Infants

Oregon Department of Education Early Learning Division

<https://oregonearlylearning.com/providers-educators/professional-development/Self>

Oregon's Department of Education Early Learning Division holds a self-training and professional education session for childcare providers on safe sleep. The goal of this training is to provide Early Educators with an opportunity to learn about safe sleep practices and to identify and prevent risks to the babies in their childcare program. These professional trainings are online and available in English, Russian, Chinese, Spanish and Vietnamese.

Federal, state and Medicaid policies, programs and regulations

Federal, state and Medicaid policies, programs, and regulations ensure that systems and their organizations—employee and provider—are accountable to following and implementing the AAP Safe Sleep Guidelines in their roles to keep babies and families healthy and safe.

ASTHO SIDS/SUID/Safe Sleep Roundtable Report (2014)

Association of State and Territorial Health Officials

<http://www.astho.org/Maternal-and-Child-Health/Safe-Sleep/ASTHO-Safe-Sleep-Roundtable-Report/>

The Association of State and Territorial Health Officials (ASTHO) convened a roundtable meeting on SIDS/SUID/Safe Sleep on Jan. 24, 2014. This roundtable meeting was convened to: Discuss existing practices, potential opportunities, and possibilities for effective policies and services to improve adoption of safe sleep practices, especially among vulnerable populations; consider strategies to better integrate programs and policies that support improving safe sleep outcomes with an emphasis on health equity; identify next steps for states wishing to adopt and incorporate best practices in promoting adoptions of safe sleep practices.

Representatives from the CDC, HRSA MCHB, state health officials, maternal and child health directors, and other relevant federal, state, and national organizations participated in the discussions. This report summarizes the discussion and recommendations from this in-person meeting. For additional information, including presenters' slides, visit ASTHO's Safe Sleep web page at:

<http://www.astho.org/Programs/Access/Maternal-and-Child-Health/Safe-Sleep/>

Caring for our Children Basics: Section on Safe Sleep Practices and SIDS Risk Reduction, Head Start Early Childhood Learning and Knowledge Center, US Administration for Children & Families (ACF)

<https://eclkc.ohs.acf.hhs.gov/health-services-management/caring-our-children-basics/introduction>

[Caring for Our Children: National Health and Safety Performance Standards; Guidelines for Early Care and Education Programs, Third Edition](#)

Licensing of center-based care and family childcare homes is a process that establishes the minimum requirements necessary to protect the health and safety of children in care. State licensing requirements are regulatory requirements, including registration or certification requirements, established under State law necessary for a provider to legally operate and provide childcare services. Caring for our Children Basics represents the minimum health and safety standards experts believe should be in place where children are cared for outside of their homes. Though voluntary, the US Administration for Children and Families (ACF) hopes Caring for Our Children Basics will be a helpful resource for states and other entities as they work to improve health and safety standards.

CCDR Health & Safety Requirements Brief #4: Reducing the Risk of Sudden Infant Death Syndrome and Using Safe Sleeping Practices

National Center on Early Childhood Quality Assurance

https://childcareta.acf.hhs.gov/sites/default/files/public/brief_4_sids_safesleep_final.pdf

The Childcare and Development Block Grant Act of 2014 includes provisions related to health and safety requirements for all providers that receive payment from the Childcare and Development Fund (CCDF). This brief, one in a series of nine addressing health and safety requirements specified in the Childcare and Development Block Grant Act of 2014, provides an overview of reducing the risk of SIDS and using safe sleeping practices for center-based and home-based childcare settings. Licensing administrators and Childcare and Development Fund Administrators may find the brief helpful as they begin to assess and consider future revisions to state standards for both licensed and license-exempt providers. It may also be of value to early childhood and school-age care and education programs and providers in understanding and improving the health and safety of their learning environments.

Reference

1. Evidence Base for Safe Sleep Interventions – NAPPSS. <http://www.nappss.org/evidence-base/>. Accessed July 5, 2019.

