

Thursday, June 26, 2025

# Keeping Our Babies Safe: Working Together to Reduce Sudden Infant Death (SUID) Webinar

**nich**

National Institute for  
Children's Health Quality



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# Today's Agenda

- Why Infant Safe Sleep Education is Important
- Strategies from Communities Committed to Preventing Infant Sleep-Related Deaths
- What's Next? – The National Community Partnership to Promote Safe Sleep Initiative

# **Why Infant Safe Sleep Education is Important**



# An Unimaginable Heartbreak

Every day, across the country, many families experience a death of an infant.

- **Healthy babies should not die before their first birthday**

Despite decades of trying to reduce the number of sudden unexpected infant deaths (SUID), they persist.

- **Most often in communities of color**



# Sleep-Related Infant Death



# Sleep-Related Infant Death

## 2022 Updated Recommendations from the American Academy of Pediatrics

POLICY STATEMENT Organizational Principles to Guide and Define the Child Health Care System and/or Improve the Health of all Children

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™



### Sleep-Related Infant Deaths: Updated 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment

Rachel Y. Moon, MD, FAAP,<sup>a</sup> Rebecca F. Carlin, MD, FAAP,<sup>b</sup> Ivan Hand, MD, FAAP,<sup>c</sup>  
THE TASK FORCE ON SUDDEN INFANT DEATH SYNDROME AND THE COMMITTEE ON FETUS AND NEWBORN

Each year in the United States, ~3500 infants die of sleep-related infant deaths, including sudden infant death syndrome (SIDS) (International Classification of Diseases, 10th Revision [ICD-10] R95), ill-defined deaths (ICD-10 R99), and accidental suffocation and strangulation in bed (ICD-10 W75). After a substantial decline in sleep-related deaths in the 1990s, the overall death rate attributable to sleep-related infant deaths has remained stagnant since 2000, and disparities persist. The triple risk model proposes that SIDS occurs when an infant with intrinsic vulnerability (often manifested by impaired arousal, cardiorespiratory, and/or autonomic responses) undergoes an exogenous trigger event (eg, exposure to an unsafe sleeping environment) during a critical developmental period. The American Academy of Pediatrics recommends a safe sleep environment to reduce the risk of all sleep-related deaths. This includes supine positioning; use of a firm, noninclined sleep surface; room sharing without bed sharing; and avoidance of soft bedding and overheating. Additional recommendations for SIDS risk reduction include human milk feeding; avoidance of exposure to nicotine, alcohol, marijuana, opioids, and illicit drugs; routine immunization; and use of a pacifier. New recommendations are presented regarding noninclined sleep surfaces, short-term emergency sleep locations, use of cardboard boxes as a sleep location, bed sharing, substance use, home cardiorespiratory monitors, and tummy time. Additional information to assist parents, physicians, and nonphysician clinicians in assessing the risk of specific bed-sharing situations is also included. The recommendations and strength of evidence for each recommendation are included in this policy statement. The rationale for these recommendations is discussed in detail in the accompanying technical report.

#### abstract

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Drs Moon, Carlin, and Hand approved the final manuscript as submitted and agree to be accountable for all aspects of the work.

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# What is sleep-related infant death?

- A sudden, unexpected infant death that occurs during an observed or unobserved sleep period, or in a sleep environment
- 3500 infants die of sleep-related infant deaths, including sudden infant death syndrome (SIDS), ill-defined deaths, and accidental suffocation and strangulation in bed
- Sleep-related deaths encompass unexplained sudden death in infancy/SIDS and accidental deaths

Moon RY, Carlin RF, Hand I; AAP Task Force on Sudden Infant Death Syndrome; AAP Committee on Fetus and Newborn. Sleep-Related Infant Deaths: Updated 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment. *Pediatrics*. 2022;150(1):e2022057990

# Sudden Unexpected Infant Death (SUID)

The death of an infant younger than 1 year of age that occurs suddenly and unexpectedly



# Sudden Unexpected Infant Death (SUID)



*Includes all unexpected deaths:*

- Death without a clear cause, such as SIDS
  - Half of all SUID cases are Sudden Infant Death Syndrome*
- Death from a known cause, such as suffocation
  - Many unexpected infant deaths are accidents, but a disease or something done on purpose can also cause a baby to die suddenly and unexpectedly*
- Full investigation includes a complete autopsy, death scene examination, and clinical history review

<https://safetosleep.nichd.nih.gov/safesleepbasics/risk/reduce>



# Persistent Racial and Ethnic Disparities

- Rates of sleep-related death, like other causes of infant mortality, have notable and persistent racial and ethnic disparities
- Mortality rates for non-Hispanic Black and American Indian/Alaska Native infants have decreased more slowly than rates for other infants
- Differences in the prevalence of supine positioning and other sleep environment conditions among different racial and ethnic populations may contribute to these disparities

Moon RY, Carlin RF, Hand I; AAP Task Force on Sudden Infant Death Syndrome; AAP Committee on Fetus and Newborn. Sleep-Related Infant Deaths: Updated 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment. *Pediatrics*. 2022;150(1):e2022057990



# Strategies from Communities Committed to Preventing Infant Sleep- Related Deaths







## **Dr. Yvonne T. Maddox**

President and Chief Executive Officer, T.A. Thornton Foundation  
Former Deputy Director, Eunice Kennedy Shriver National Institute  
of Child Health and Human Development, 1995-2014





**Mrs. Wanda J. Montgomery**  
President-Emeritus,  
Black Child Development Institute (BCDI) Wisconsin



# A National Collaboration

NBCDI partnered with organizations like the National Institute of Child Health and Human Development (NICHD) and the Health Resources and Services Administration (HRSA) on the "Back to Sleep" campaign to reduce Sudden Infant Death Syndrome (SIDS).







## **Grazelle Howard, ESQ**


Chair of the Board and Managing Director,  
Black AIDS Institute (BAI)  
Former 1<sup>st</sup> Vice President,  
Coalition of 100 Black Women



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# Summits Seek to Reduce SIDS Risk in African American Community

Thursday, January 30, 2003

In a first-of-its-kind collaboration, the National Institute of Child Health and Human Development (NICHD) has joined forces with three national African American Women's organizations in a year-long program to reduce the risk of Sudden Infant Death Syndrome (SIDS) among African American infants.

The leadership and members of the National Coalition of 100 Black Women, the Women in the NAACP, and Alpha Kappa Alpha Sorority, Inc., will work with the NICHD to conduct SIDS risk reduction training and outreach activities in communities around the country. Each organization will hold a regional summit meeting to launch its activity. At the summits, members of the organizations and community leaders will be equipped with educational techniques, strategies, and promotional materials to conduct outreach activities on reducing infants' risk for SIDS.

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Contact Information

 U.S. Department of Health and Human Services  
**NIH News**  
National Institutes of Health

**NICHD Press Office**  
[nichdpress@mail.nih.gov](mailto:nichdpress@mail.nih.gov)  
301-496-5133



# Summit Leadership



- Grazell Howard – 100 Black Women, National First Vice President 2002
- Norma White – Alpha Kappa Alpha, Incorporated 25<sup>th</sup> International President 1998 – 2002
- Yvonne T. Maddox, Deputy Director, NICHD 1995-2014
- Thelma Daley, Women in the NAACP, Director, Women in NAACP- 2002





**Thomas L. Battles, Jr. ESQ**  
KAPPA ALPHA PSI FRATERNITY, INC,  
33rd Grand Polemarch  
2015-2019





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## Item of Interest: NICHD enhances partnership with Kappa Alpha Psi Fraternity to promote safe infant sleep

Wednesday, June 27, 2018



--Stock Image

As part of NICHD's continued partnership with the [Kappa Alpha Psi Fraternity®, Inc.](#), the NICHD-led [Safe to Sleep® campaign](#) recently launched a mini-grant program to support fraternity members in conducting safe infant sleep outreach. The mini-grants will enable Kappa members to lead and host activities in their communities, where they can share safe infant sleep messages in culturally sensitive ways. This partnership, established in 2015, focuses on fathers and the unique role they can play in reducing the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death, such as suffocation.

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#### Item of Interest

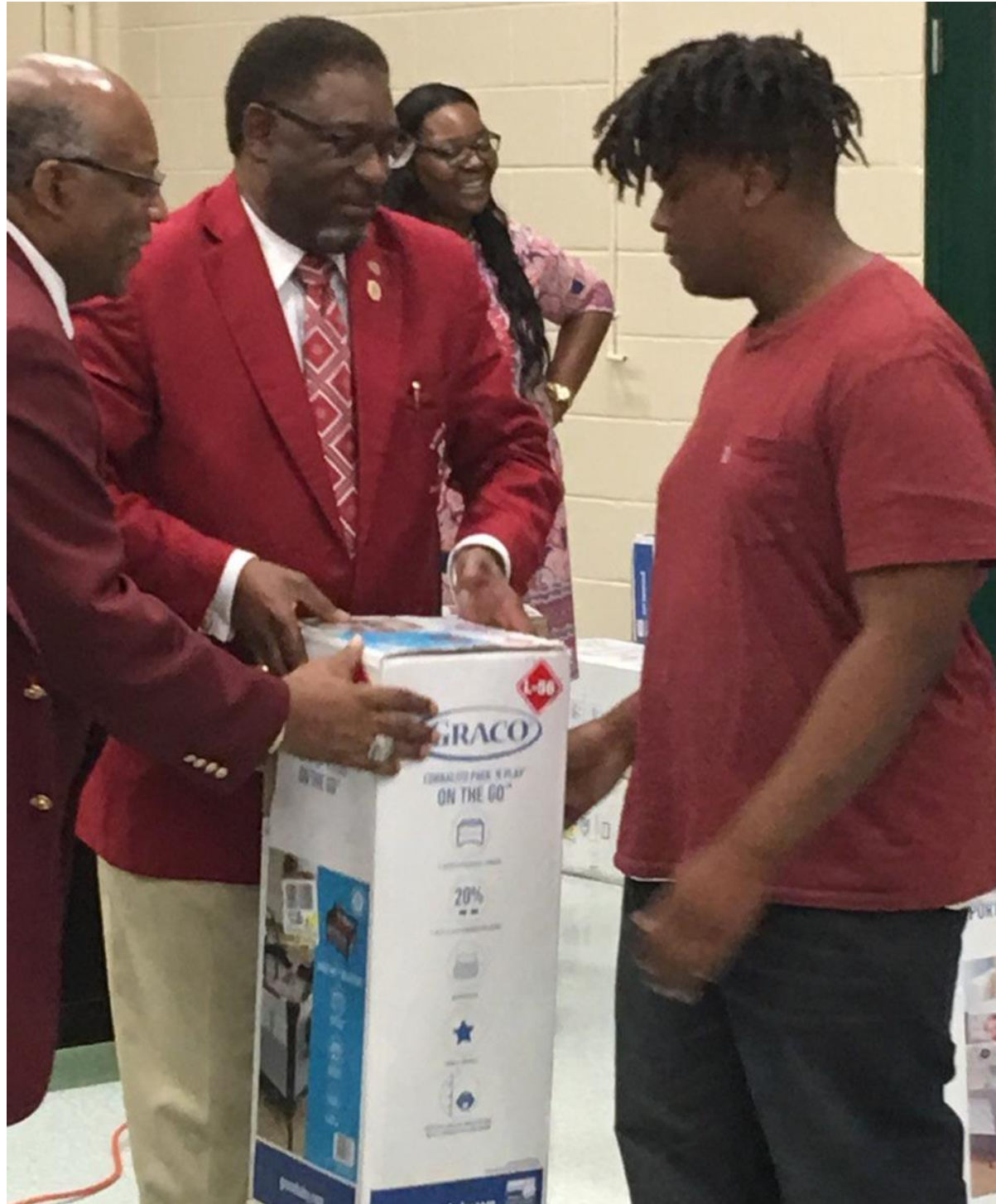
**NICHD Press Office**

[nichdpress@mail.nih.gov](mailto:nichdpress@mail.nih.gov)

301-496-5133



# A National Initiative







## **Kevin St. Clair**

Quality Performance Manager,  
AmeriHealth Caritas Ohio

Columbus (OH) Alumni Chapter of  
**KAPPA ALPHA PSI FRATERNITY, INC**



# Columbus, Ohio - Mini-Grant Activities

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# FATHERHOOD MATTERS







## **Mrs. Geraldine Battles**

National Silhouettes of KAPPA ALPHA PSI FRATERNITY, INC

National Spokesperson, Global Infant Safe Sleep Center

Change a Tradition, Change a Position



- According to census figures, over 2.7 million grandparents are caring for and raising grandchildren. Kappa Alpha Psi Fraternity's former first lady and Silhouette Geraldine Battles served as the GISS Center's National Spokesperson for the Global Infant Safe Sleep Center's ***Changing a Tradition, Changing a Position Campaign***, which focused on the increasing number of non-parental caregivers who care for infants.
- This campaign promotes six key messages derived from the American Academy of Pediatrics Infant Sleep Safety and SIDS Risk Reduction Guidelines. Ms. Battles travelled around the country with the GISS Center team to educate grandparents and other caregivers on safe sleep practices.












# Thank You, Safe Kids Worldwide!





Eunice Kennedy Shriver National Institute  
of Child Health and Human Development

español

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Item of Interest: NICHD Partners with Safe Kids Worldwide to Enhance Community-Level Safe Infant Sleep Practices

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## Item of Interest: NICHD Partners with Safe Kids Worldwide to Enhance Community-Level Safe Infant Sleep Practices

Thursday, January 30, 2020



Credit: NICHD

The *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) has launched a partnership with [Safe Kids Worldwide](#) , a global non-profit working to protect kids from preventable injuries through a network of more than 400 coalitions. The partnership will enable the NICHD-led [Safe to Sleep®](#) campaign to leverage Safe Kids Worldwide's network of trained community-level organizations and educators to help ensure that evidence-based safe infant sleep recommendations reach caregivers in select communities across the country.

En Español →

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# ***Honoring Our Fallen Champions***

**Ms. Karla Coleman**

**Mr. Nathaniel Jordan**











**What's Next?  
The National  
Community  
Partnership to  
Promote Safe  
Sleep  
Initiative**

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# The NCPPSS aspires to...

- **Center Community Expertise:** Elevate the lived experience of families, doulas, elders, and community leaders as central to shaping messaging, policy, and support systems.
- **Promote Culturally Aligned Practices:** Collaborate with leaders to co-develop safe sleep practices that respect family traditions while prioritizing infant safety.



# The NCPPSS aspires to...

- **Create a National Learning Network:** Foster continuous peer exchange between community-based organizations, public health experts, and researchers committed to infant mortality prevention.
- **Rebuild Trust and Infrastructure:** Address the erosion of trust caused by one-size-fits-all campaigns and restrictive funding policies by investing in grassroots solutions and unrestricted support.



# Related Resources

- **Subscribe to NICHQ's Community Engagement Hub!**
  - Registration for Upcoming Webinars
  - Safe Sleep 101 Course & Quiz  
*Web Resource*
  - Principles for Community-Centered Safe-Sleep Campaigns  
*Downloadable Resource*
  - NICHQ Publications Related to Community Engagement





# Register for Upcoming Webinars

Webcast

## Promoting Safe Infant Sleep: Relying on Communities' Capabilities to Get the Word Out

🕒 01:00:00 📅 Aug 28, 2025 2:00 PM EDT



Webcast

## A New Era in Infant Survival: Recognizing the Value of Community-Centered Safe Sleep Initiatives

🕒 01:00:00 📅 Oct 23, 2025 2:00 PM EDT





# Share Your Feedback

Scan the QR code to take our short survey about your interest in the National Community Partnership to Promote Safe Sleep Initiative.







**National Institute  
for Children's  
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# Thank you!



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