



Promoting Safe Sleep for Milwaukee's Infants


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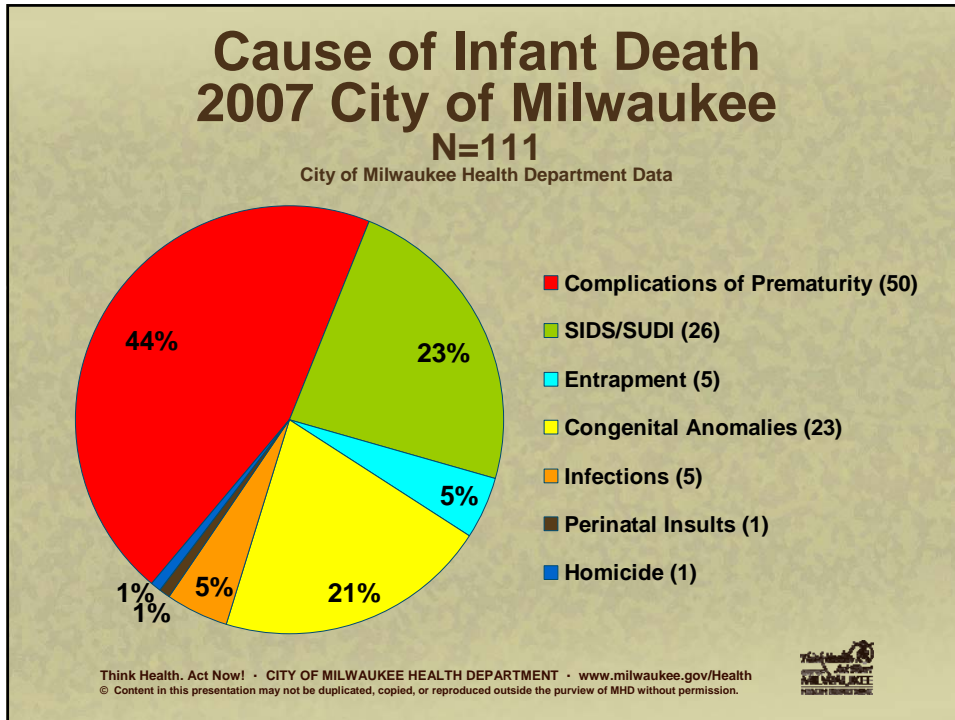
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Milwaukee's Infant Mortality

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Deaths Related to Unsafe Sleep

- 31 unsafe-sleep-related deaths in 2007 including 5 entrapments
- 2009 began with 6 unsafe sleep deaths

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Tactics to Reduce Unsafe Sleep

- Data analysis and FIMR
- Public information/education
- Community-wide Coordination on:
 - Consistent messaging on Breastfeeding and Safe Sleep
 - A Free Pack ‘n Play Program

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Breastfeeding vs. Safe Sleep

- Conflicting messages
- How can breastfeeding and sleep advocates get along?
- Who should meet to discuss this issue?
- Wisconsin Association for Perinatal Care
- Public health professionals along with hospital and community

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Common Ground

- The AAP, Dr. McKenna, and Academy of Breastfeeding Medicine agree on the following:
 - Exclusive breastfeeding for the first 6 months of life
 - Infant in a supine position on a firm surface for sleep
 - Smoke free environment
 - No soft bedding around the infant
 - DO NOT bed-share with a baby if impaired by drugs, alcohol or fatigue

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Breastfeeding

- Should be promoted as the best way to feed, but not as a way to reduce SIDS
- Bed-sharing has not been shown to improve the success of breastfeeding
- If the breastfeeding mom is tired, she should not breastfeed in bed

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How to be clear and consistent with families?

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Need to agree on teaching

- Breastfeeding advocates and sleep advocates need the same message
- We need to advocate for safe sleep AND for breastfeeding
- Use the curriculum for nurses as the learning module
- Teach using the AAP recommendations on SIDS reduction

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When You Lay Me Down to Sleep

- Poem created by local nurse for use in hospital and for parents to take home
- Created in infants own voice
- Opportunity to utilize this in all hospitals?

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When You Lay Me Down to Sleep

Please.....

Put me in my crib, bassinet or pack n play in mom's room,

On my back, alone,

I shouldn't sleep on any bed, couch, chair or with anyone,

No pillows, no blankets, no bumpers, nothing.

No toys, no stuffed animals.

Being hot is not good for me.

Put me in my crib when you feel sleepy.

No smoking, it hurts me too.



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Agreement:

In a few short months, the group came together and agreed on the following for both safe sleep and breastfeeding :

- Standards for staff teaching
- Consistent message
- Appropriate pamphlets
- New crib card

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Cribs for Kids Program

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Bringing Community Partners Together

- Birthing Hospitals
- Bureau of Child Welfare
- Large community clinic
- Several HMO's
- Health Department

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The Status Quo

- Some gave out Pack 'n Plays, others did not
- Some had ongoing funding, others did not
- Some tracked data, some did not
- Variety of teaching tools were used
- All wanted to be more coordinated

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Cribs for Kids suggests:

- Have criteria for obtaining a Pack 'n Play
- Always include education on safe sleep before you issue a Pack 'n Play
- Track information on the infant mortality in your community and use it
- Try and evaluate your teaching and program impact

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Phase 1: The Hospitals

- Worked with two hospitals (55% of local births)
- Hospitals identified funding for Pack 'n Plays
- Created guidelines
- Implemented program

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Phase II: Public Sector

- Milwaukee Health Department offered Pack 'n Plays through its home visiting program
- Milwaukee Fire Department was trained to identify and serve families in need of safe sleep through EMT calls

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Phase III: Other Partners

- A large local clinic
- Several HMOs
- Bureau of Child Welfare

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Phase IV: Ramping Up

- Coordination at CEO level of local healthcare
- Possibility of large donation for ALL babies in need
- Coordinated fundraising
- Safe sleep social marketing campaign

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A Key Component: Evaluation

- Several tools being used in community
- How? Who?
- Too important to skip
- A local clinic and academic institution partnering with MHD to develop a standard evaluation tool

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GOALS

- Fully coordinated Cribs for Kids program
- Consistent educational component
- Common data collection
- Common evaluation tools and usage
- Shared fund-raising

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