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SAFE SLEEPING WEBINAR

Disclosure

The Oregon AWHONN Planning Committee members disclosed they have no commercial interest with any entities producing, marketing, reselling, or distributing health care goods or services consumed by, or used on, patients.

I, Andrea Bell have the following to disclose:
I have no commercial interest with any entities producing, marketing, reselling, or distributing health care goods or services consumed by, or used on, patients.

Objectives

- Promote safe sleep programs in health care settings
- Promote safe sleep education amongst families
- Educate clinicians so that they can support families and reduce their infant's risk factors based on culture and socioeconomics



United States

4500 infant deaths each year
2300 are classified as preventable sleep
related (SUID)

Safe to Sleep Campaign

- The Safe to Sleep campaign is an initiative of the Eunice Kennedy Shriver National Institute of Child Health and Human Development.
- It is an expansion of the previous Back to Sleep campaign to reduce the risk of SIDS.
- The new Safe to Sleep campaign aims to expand upon the success of the previous Back to Sleep campaign by reducing the risk of SIDS and other sleep-related causes of infant death.
- It incorporates the most up-to-date recommendations from the American Academy of Pediatrics on safe infant sleep practices.
- It will educate parents and caregivers on ways to help **reduce the risk** of SIDS and other sleep-related causes of infant death.

Goals

- Counties should adopt a safe to sleep campaign
- Expand Safe Sleep Players: Clinics, Hospitals, Public Health, Educators, Healthcare, Injury Prevention.
- Educate frontline staff in all venues
 - Hospitals agreed to provide education to clinical staff
 - Model safe sleep environments both in and out of the hospital
 - ***Teach parents how to reduce risk based on their home environment considering socioeconomics

Basic Talking Points for Health Care Educators

What is SIDS?

- Sudden Infant Death Syndrome (SIDS) is the sudden, unexpected death of a baby younger than 1 year of age that doesn't have a known cause even after a complete investigation.
- It is the leading cause of death among infants between 1 month and 1 year of age.
- African American and American Indian/Alaska Native babies are at a higher risk of SIDS than infants of other races and ethnicities.
- Sudden Unexpected Infant Death or "SUID," includes those from no clear reason, such as SIDS, and those from a known reason, such as suffocation, neglect, homicide, or other sleep-related causes.

Safe to Sleep Key Points (AAP)

- What are the key messages of the campaign on ways to reduce the risk of SIDS and other deaths
- Always place baby on his or her back to sleep, for naps and at night, to reduce the risk of SIDS.
- Provide room sharing when possible.
- If you bring baby into your bed to breastfeed, make sure to put him or her back into a separate sleep area, such as a safety-approved crib, bassinet, or portable play area
- Use a firm sleep surface, covered by a fitted sheet, to reduce the risk of SIDS and other sleep-related causes of death.
- Remove all loose bedding, soft objects and toys.

Safe Sleep Education Put Simply

- Back to sleep
- Firm sleep surface
- Keep soft objects and loose bedding out of crib/bassinet
- Avoid tobacco exposure during and after pregnancy
- Room sharing is recommended, bed sharing is not recommended
- Offer a pacifier after breastfeeding is established during nap and bedtime
- Avoid overheating
- Do not use home cardio respiratory monitors unless recommended by provider

Sleep Related Death Stats

- 23 Infants died from SIDS related deaths 2007- 2011(4.6/year)
- In 2011, Marion County infant deaths were measured at 265% worse than the total state of Oregon
- 2011 infant sleep related deaths accounted for 40% of all child deaths ages 0-17 in Marion County
- 2014, Marion County preventable infant deaths = 4, revealing our numbers are dismally going down.

Sleep Related Deaths 2007-2011

Sleep Situation	Amount	Percentage
Sleep alone	10	43%
Not sleeping alone	11	48%
Unknown sleep position	2	9%

Sleep Related Deaths 2014

Sleep Situation	Amount	Percentage
Sleep alone	2	50%
Not sleeping alone	2	50%
Unknown sleep position	0	0%

**Sleep Related Deaths
Breastfeeding 2014**

Breastfeeding	Amount	Percentage
Breastfeeding	2	50%
Non Breastfeeding	2	50%

**Sleep Related Deaths
Sleep Position 2014**

Location	Amount	Percentage
In bed with others	2	50%
Crib/Bassinet	2	50%

What can we do as health care providers?



How can we help reduce risk?

Do we model safe sleeping habits to parents in our hospitals?





Safe Sleep for Every Sleep



When you put your baby "safe to sleep" for every sleep, you reduce the risk of sudden infant death syndrome (SIDS) and other causes of sleep-related infant death.

- Always place your baby on his or her back to sleep, for naps and at night.
- Put babies in cribs or on other firm surfaces with soft-fitting bottom sheets, if the baby makes an impression on the mattress, the cribber is too soft.
- Keep soft objects (including crib bumpers), toys, and loose bedding out of your baby's sleep area.
- Dress babies lightly and control the room temperature. 70 degrees is ideal.
- Breastfeed, and give your baby a pacifier once breastfeeding is established. Both are linked to a lower risk of sudden death.
- Do not let your baby sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.
- Room share—keeping baby's sleep area in the same room where you sleep—reduces the risk of SIDS and other sleep-related

causes of infant death. If you bring your baby into your bed to breastfeed, make sure to put him or her back in a safety-approved crib, bassinet, or portable play area, when you are finished.

- Do not smoke, drink alcohol, or use illegal drugs during pregnancy or after the baby is born. Do not allow smoking around your baby.

Spread the word. Tell grandparents, babysitters, child care providers, and other caregivers to always place your baby on his or her back to sleep to reduce the risk of SIDS. Babies who usually sleep on their backs but are then placed on their stomachs, even for a nap, are at very high risk for SIDS. Every sleep time counts.

Salem Hospital
Family Birth Center
A part of Solera Health

Salem Hospital

.....and then staff asked for more

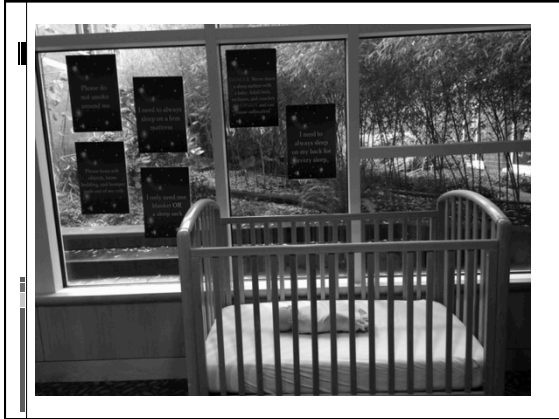
After sharing more information about local sleep related deaths, our staff and parents asked for more

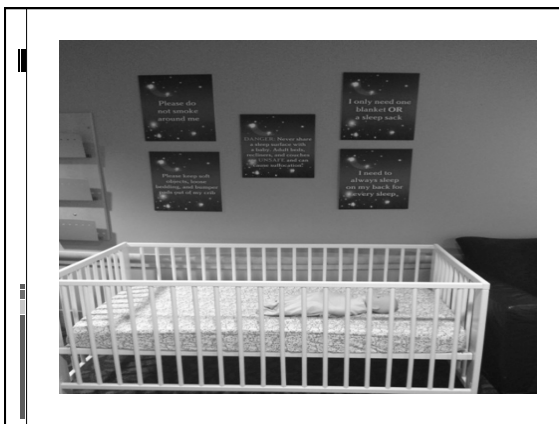
- We bought sleep sacks
- FAQ sheets were placed in huddle, weekly notes, reminder boards
- Safe Sleep models were set up on each unit
- Safe Sleep tickets were adopted from the Marion County committee
- NICU infants are NEVER graduated to a bassinet without modeling safe sleep
- Multiple infants are NEVER co-bedded

Creating a Hospital and Community Based Infant Safe Sleep Education and Awareness


Program: The York Hospital Experience

Michael Goodstein, MD, FAAP





Parents remain confused, we lack clarity that we can prevent suffocation deaths




How do we reduce risk??

Risk is different for each family

Safe to Sleep Campaign Collaborators

- The Safe to Sleep campaign is an initiative of the Eunice Kennedy Shriver National
- Health Resources and Services Administration (HRSA)/Maternal and Child Health Bureau
- Centers for Disease Control and Prevention (CDC),
- Division of Reproductive Health*
- American Academy of Pediatricians (AAP)
- American College of Obstetricians and Gynecologists (ACOG)*
- First Candle
- Association of SIDS and Infant Mortality Programs (ASIP)

Safe to Sleep Campaign Website



<http://www.nichd.nih.gov/SIDS>

Videos

- Washington State
<http://www.youtube.com/watch?v=EKdKKdMBBH0>
- US Product Safety
<https://www.youtube.com/watch?v=UGFvIRQFY30>
- Public Health Canada
https://www.youtube.com/watch?v=rZ2NXdZ_sHo
- NICHD Safe Sleep video:
http://www.youtube.com/watch?feature=player_embedded&v=29sLucYtvpA

Cribs for Kids Resources

Resource:
<http://www.cribsforkids.org/become-a-partner/>
<http://www.cribsforkids.org/hospital-initiative-toolkit/>
