

Alabama Safe Sleep Outreach Project

**Satellite Conference and Live Webcast
Wednesday, August 26, 2015
10:00 – 11:30 a.m. Central Time**

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division



Faculty

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National Institutes of Health (NIH)

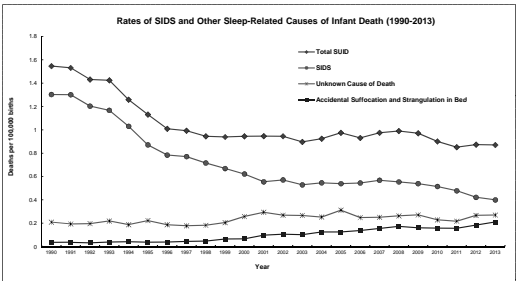
Safe to Sleep® Campaign Collaborators

- 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 Pediatrics (AAP)
- American College of Obstetricians and Gynecologists (ACOG)
- First Candle
- Association of SIDS and Infant Mortality Programs (ASIP)

SIDS vs. SUID

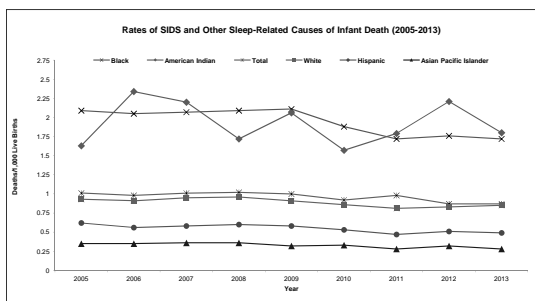
- **SIDS (Sudden Infant Death Syndrome):** Sudden, unexplained death of a baby younger than 1 year of age that doesn't have a known cause after a complete investigation (complete autopsy, examination of the death scene, and review of the clinical history).
- **SUID (Sudden Unexpected Infant Deaths):** Death of an infant younger than 1 year of age that occurs suddenly and unexpectedly. After a full investigation, these deaths may be diagnosed as suffocation, asphyxia, entrapment, infection, ingestion, metabolic disease, cardiac arrhythmia, trauma (accidental or non-accidental), or SIDS.
- In some cases, if the evidence is not clear or not enough information is available, the death is considered to be of undetermined cause.

U.S. SUID-Specific Infant Mortality Rates (1990–2013)



Source: CDC WONDER, Mortality Files

U.S. Rates of SIDS and Other Sleep-Related Causes of Infant Death (2005–2013)



Source: National Center for Health Statistics, CDC

American Academy of Pediatrics: 2011 Guidelines

- Expanded its recommendations from SIDS-focused to **safe sleep environment and risk reduction of all sleep-related causes of infant death**:
 - Supine positioning (back sleeping)
 - Firm sleep surface
 - Breastfeeding
 - Room sharing, **not** bed sharing
 - Routine immunizations
 - Offering of pacifier
 - Avoidance** of soft bedding, overheating, and exposure to tobacco smoke, alcohol, and illicit drugs

The Facts

- The number of U.S. sleep-related SUID, including SIDS, is nearly 3,400 deaths per year.
- From 1984-2004, other sleep-related infant deaths increased.
- There are no national standards regarding infant death investigations or consensus on sleep-related infant death classification.

Source: CDC, Division of Reproductive Health

Campaign: Then and Now



Safe to Sleep® Campaign Materials



<http://safetosleep.nichd.nih.gov>

Key Messages for Safe Infant Sleep

- Always place baby on his or her back to sleep, for naps and at night.**
- Use a firm surface with fitted sheet**, such as a safety-approved crib*, bassinet, or play yard, with no soft bedding or toys.
- Room share**-keeping baby's sleep area separate from yours but in the same room where you sleep-**do not bed share.**

*For more information: www.cpsc.gov

Promote a Safe Infant Sleep Environment



Safe Sleep Outreach Project



Mississippi Safe Sleep Outreach Project

- o The Mississippi State Outreach project was conducted from **2006 to 2012**.
- o When the project started, Mississippi had one of the highest SIDS rates in the U.S. The *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) awarded **108 mini-grants** of up to \$2,000 each to community-based organizations.
 - Mini-grants benefited each of the **nine local health** districts across the state.
 - Activities included safe infant sleep demonstration workshops, grandparent trainings, teen workshops, campus events, and community outreach events.

Project Successes

- o Collaborated with Mississippi's **key stakeholders** involved in safe infant sleep outreach.
- o Conducted **54 safe infant sleep training sessions** across the state for health and service providers.
- o Promoted "SIDS Sunday" at **400–500 churches** during October SIDS Awareness Month.
- o Collected tracking/feedback forms from every outreach activity.

Arkansas Safe Sleep Outreach Project

- o The outreach project was conducted between **2012 and 2015**.
- o Arkansas was ranked #2 for sleep-related infant deaths in 2011.
- o Project awarded **94 mini-grants** of up to \$2,000 to community/faith-based organizations.
 - Mini-grants went to each of the **five local health units** across the state.
 - Activities included safe infant sleep demonstration workshops, grandparent trainings, teen workshops, campus events, and community outreach events.

Project Successes

- o Conducted **18 safe infant sleep training sessions** across the state for health and service providers.
- o Engaged in safe infant sleep outreach:
 - Arkansas Infant Mortality Action Group
 - Arkansas Office of Minority Health and Health Disparities.
- o Promoted "SIDS Sunday" at **100–200 churches** during October SIDS Awareness Month.
- o Collected tracking/feedback forms from every outreach activity.

Eligible Mini-Grant Recipients

- o Health Departments
- o Community Health Centers
- o Health Coalitions
- o Childcare and Youth Development Agencies
- o Hospitals
- o Universities
- o Sororities/Fraternities
- o And more...



Alabama Safe Sleep Outreach Project

- o The mini-grants are designed to support outreach activities to address safe infant sleep and SIDS risk reduction. Funding opportunities that are considered to be responsive to this application include, but are not limited to, the following example activities:
 - Safe infant sleep demonstrations
 - Trainings and workshops
 - Community awareness events
 - Community "baby showers"

Eligible Applicants

- o The following organizations/institutions are eligible to apply:
 - Nonprofits with 501(c)(3) IRS status (other than institutions of higher education)
 - Nonprofits without 501(c)(3) IRS status (other than institutions of higher education)
 - Faith-based organizations

Application Process

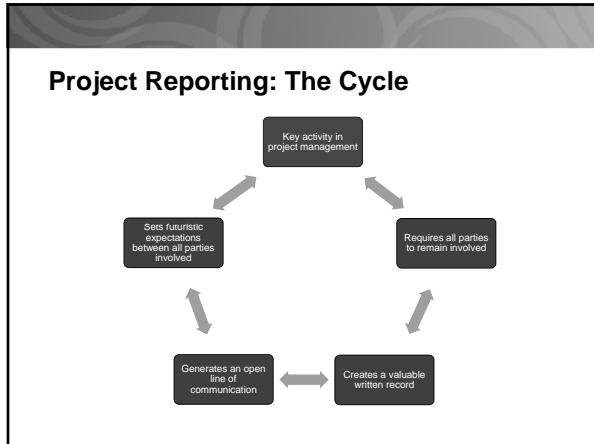
- o Only one application per organization/program may be submitted.
- o Amount requested may not exceed \$2,000.00.
- o Please limit the application to the forms provided.

Review Process

- o Incomplete applications will not be reviewed.
- o Each proposal will be considered on its own merit.
- o Additional information may be requested if it will assist in the review process.
- o All proposed projects must adhere to budget guidelines.

Important Dates and Deadlines

Mini-grant Application Released	September 28, 2015
Application Deadline	November 2, 2015
Mini-grant Status Notification	November 16, 2015
Mini-grant Recipients Meeting	December 11, 2015
Funds Distributed	January 8, 2016
Funding Cycle	January 8, 2016 through July 31, 2016
Mini-grant Recipients Closing Meeting	August 5, 2016
Final Report Due	August 5, 2016



Project Reporting Requirements

- Sign-In Sheet

Alabama SIDS Outreach Project
Sign-In Sheet

Name: _____ Date: ____/____/____
 Email: _____
 Address: _____

Name (Last, first)	Signature	Date

Project Reporting Requirements

- Pre-Test

Alabama Safe Sleep Outreach Project
Pre-Test

Name of Trainer: _____ Date of Training Session: ____/____/____
 Please Type Print Name: _____ Address: _____
 Organization: _____ Activity Type: _____

Please check whether you WILL do the intervention before or after (N) or later (Y).

#	WILL	N	Y
1. Have a clear map to reduce SIDS and other sleep-related causes of infant death.			
2. Have a clear map to reduce SIDS and other sleep-related causes of infant death.			
3. Have a clear map to reduce SIDS and other sleep-related causes of infant death.			
4. The SIDS card for African American babies is less than 1 page.			
5. The SIDS card for African American babies is less than 1 page.			
6. The place where the baby sleeps should have pillows, blankets, toys or soft items in it.			
7. When a baby sleeps, the adult who is with the baby should always hold the baby.			
8. There is a list of SIDS for babies who are hospitalized.			
9. Babies who sleep on their back are at more of a risk of SIDS.			
10. Babies who use a pacifier at bedtime have less risk of SIDS.			
11. Babies who use a pacifier at bedtime have less risk of SIDS.			
12. Having a good bedtime story helps the baby to sleep.			
13. Having a good bedtime story helps the baby to sleep.			
14. Having a good bedtime story helps the baby to sleep.			
15. Having a good bedtime story helps the baby to sleep.			
16. Having a good bedtime story helps the baby to sleep.			

Thank you for completing this form.
Your response will help to make this training better.

Project Reporting Requirements

- Post-Test

Alabama Safe Sleep Outreach Project
Post-Test

Name of Trainer: _____ Date of Training Session: ____/____/____
 Please Type Print Name: _____ Address: _____
 Organization: _____ Activity Type: _____

Please check whether you HAVE done the intervention before or now (Y) or later (N).

#	HAVE	Y	N
1. Have a clear map to reduce SIDS and other sleep-related causes of infant death.			
2. Have a clear map to reduce SIDS and other sleep-related causes of infant death.			
3. Have a clear map to reduce SIDS and other sleep-related causes of infant death.			
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Thank you for completing this form.
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Project Reporting Requirements

- Training Assessment

Alabama Safe Sleep Outreach Project Training Assessment Form

Name of Trainer: _____ Date of Training Session: ____/____/____
 Please Type Print Name: _____ Address: _____
 Organization: _____ Activity Type: _____

PLEASE CHECK ONE BOX FOR EACH QUESTION:

#	Strongly Disagree	Disagree	Agree	Strongly Agree
1. The training was presented in a clear and concise manner.				
2. The information presented was easy to understand.				
3. The training was helpful in providing information on SIDS.				
4. The presenters had good communication skills.				
5. The type of the activity helped me understand SIDS better.				
6. The training was well organized and easy to follow.				

1. How well do you understand SIDS and other sleep-related causes of infant death based on this intervention (1-5)?
 2. How well do you understand SIDS and other sleep-related causes of infant death based on this intervention (1-5)?

3. Please check any comments you have. You would like to strengthen or improve the training.

Project Reporting Requirements

- Activity Tracking

Alabama Safe Sleep Outreach Project Activity Tracking Form


Organization: _____ Date: ____/____/____
 Contact Person: _____ Telephone: _____
 Address: _____ Email: _____

We would like to have about 20 of the 1000 Safe Sleep Outreach activities you conducted. Activities include any month when you educated others about SIDS/SAFE sleep, such as a training, workshop, presentation, health fair, display, community or safety table event, or something else that you did. Please do one activity or activity.

Year of Activity	Location	Event Date	Number of Participants		
			Male	Female	Total

Project Reporting Requirements


o Project Report



Strategies for Success

- o Recognition
- o Collaboration
- o Translation of Resources and Messages
- o Tenacity and Creativity

Questions?



If you would like additional information or to request an application, please write to: ALsafetosleep@iqsolutions.com.