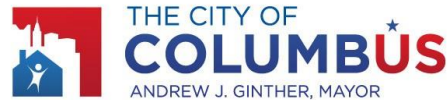


Safe Sleep Ambassador Program

Community Training



◀ CELEBRATEONE.INFO ▶



COLUMBUS
PUBLIC HEALTH

Welcome

Please sign in and complete
pre-test.

We will begin shortly.



By the end of this training:

- You will know and practice the ABCs of safe sleep while baby is in your care
- You will be confident in educating at least 10 other people about the ABCs of safe sleep, especially pregnant and parenting families and grandparents
- You will share knowledge in everyday conversations with friends, family, neighbors and co-workers
- You will hold organized group meetings at work, church, school and/or community centers

What is infant mortality?

- The death of a child under the age of 1
- A measure of a community's health and social condition



Social Determinants of Health

These are the economic and social conditions that influence individual and group differences in health status





<https://youtu.be/uNABgEaMBnw>

SIDS vs SUID

SIDS

When a healthy baby dies-

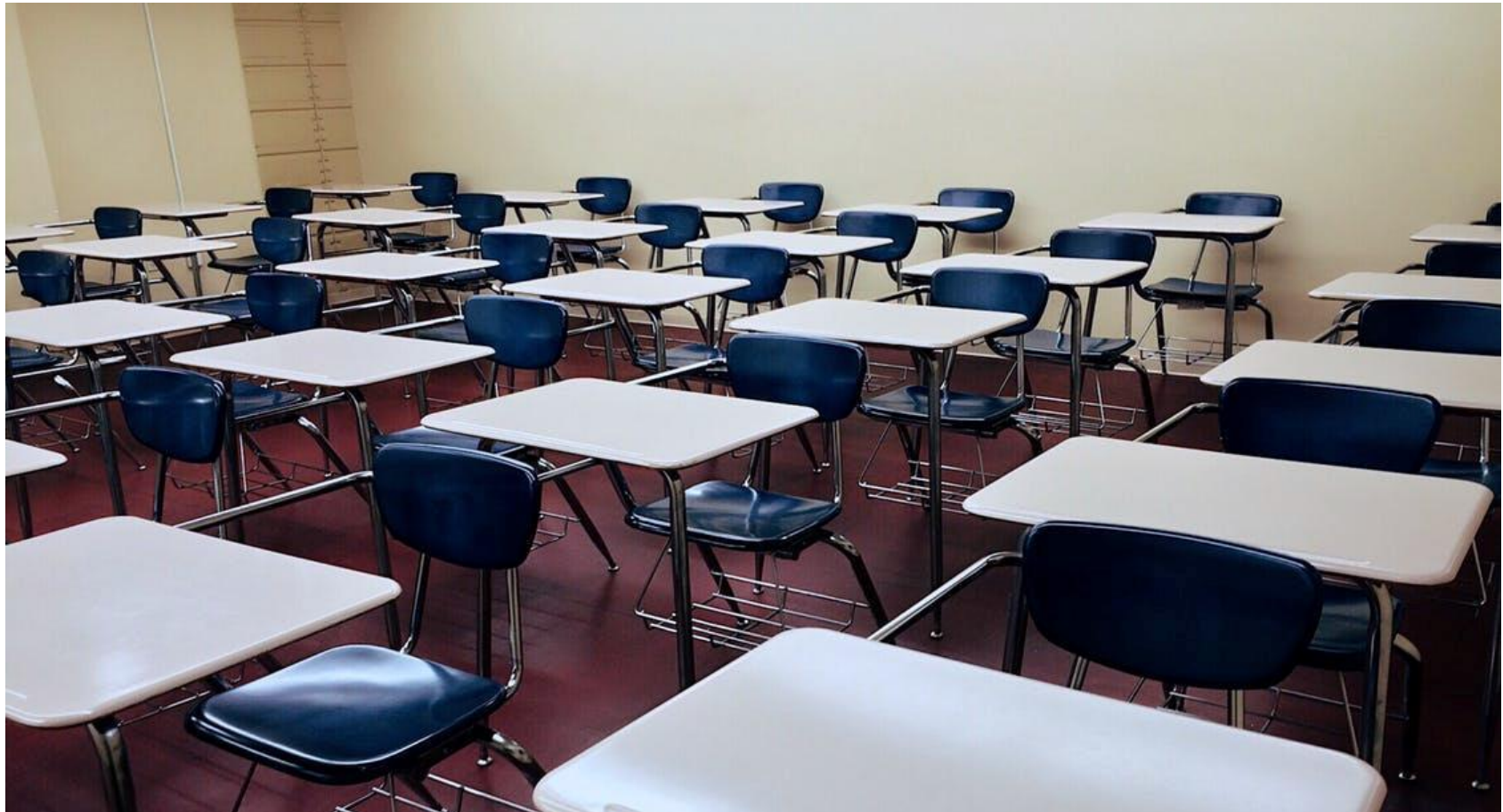
- In an empty crib
- Sleeping on his/her back
- No explanation

SUID

- Sudden and unexpected death of a baby
- The cause of death was not obvious before investigation
- **Many of these deaths are preventable**

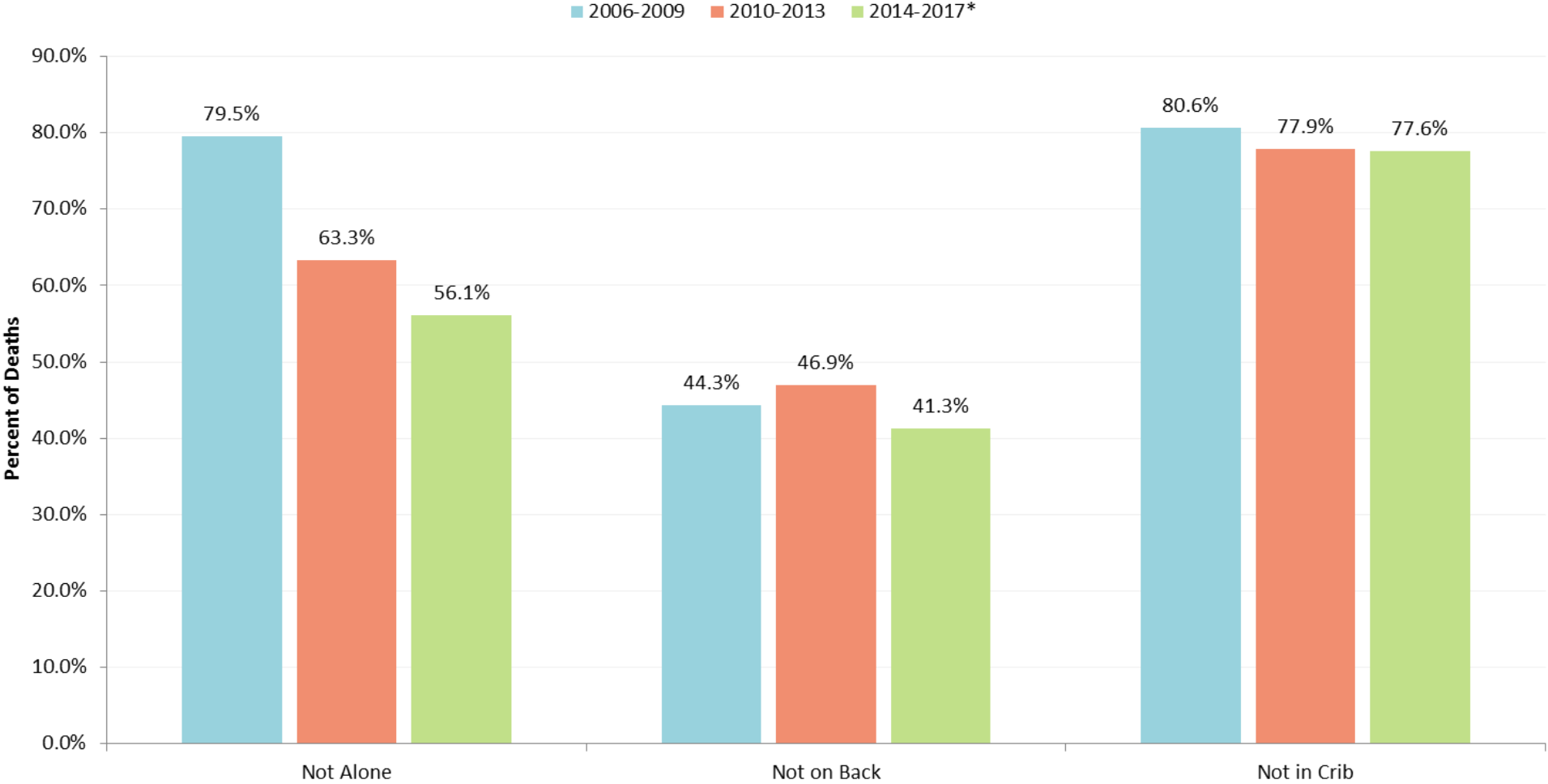


Sleep-Related Deaths



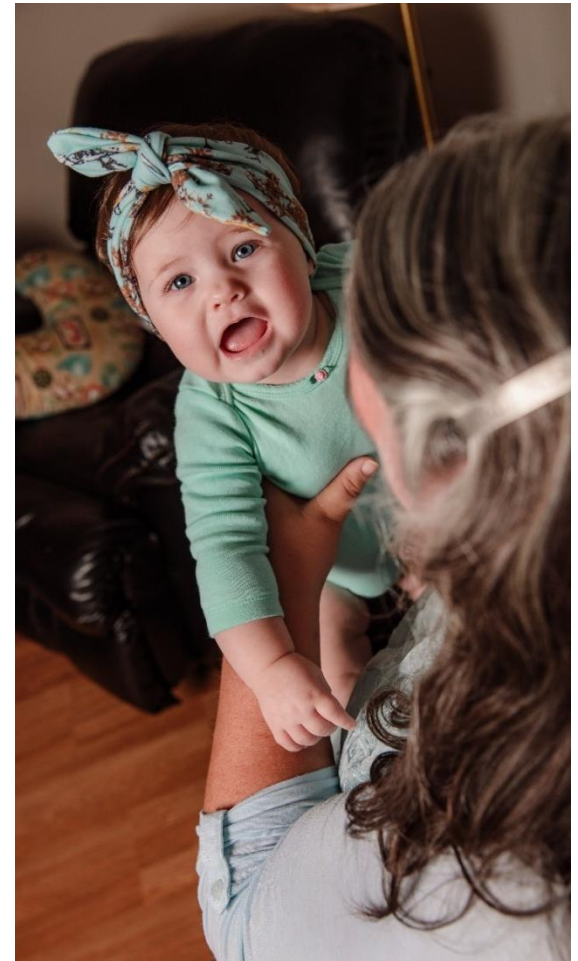
Local ABC Non-Compliance

Percent of Sleep-Related Infant Deaths where Infant Put to Sleep Not Following ABCs, Franklin County, 2006-2017*



What are we doing?

- Plan to reduce IM in Franklin County by 40% by December 2020
- **Reduce Risk Factors!**
 - CPH Cribs for Kids program
 - Public awareness/education campaigns
 - 1.0 - ABCs of Safe Sleep
 - 2.0 - Real People/Real Stories
 - 3.0- Share the Room, Not the Bed
 - Hospital safe sleep video
 - Winter sleep sacks
 - Safe Sleep Ambassador program



What's wrong with this picture?



Always follow the ABCs of Safe Sleep...

A Alone

B Back

C Crib



Safe Sleep Environment



ABCs of Safe Sleep

- A** Alone
- B** Back
- C** Empty Crib

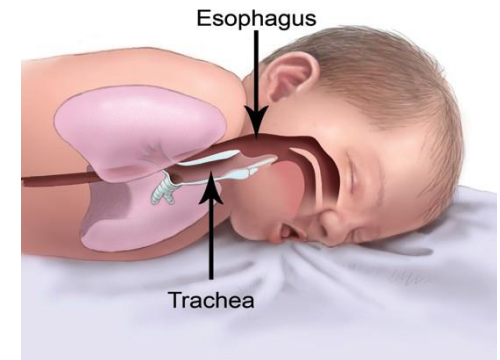


Every nap, every night, every time

Why Back?

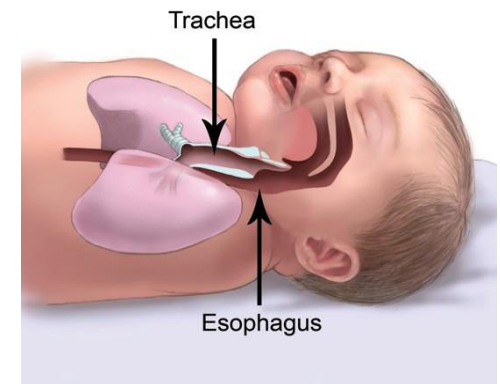
Baby on Stomach **INCORRECT**

- If this baby vomits or spits up, gravity might pull food down into the wind pipe (trachea), causing the baby to aspirate or choke.



Baby on Back **CORRECT**

- If this baby vomits or spits up, gravity might keep food from going into the wind pipe (trachea), making it less likely for the baby to aspirate or choke.



American Academy of Pediatrics (AAP)

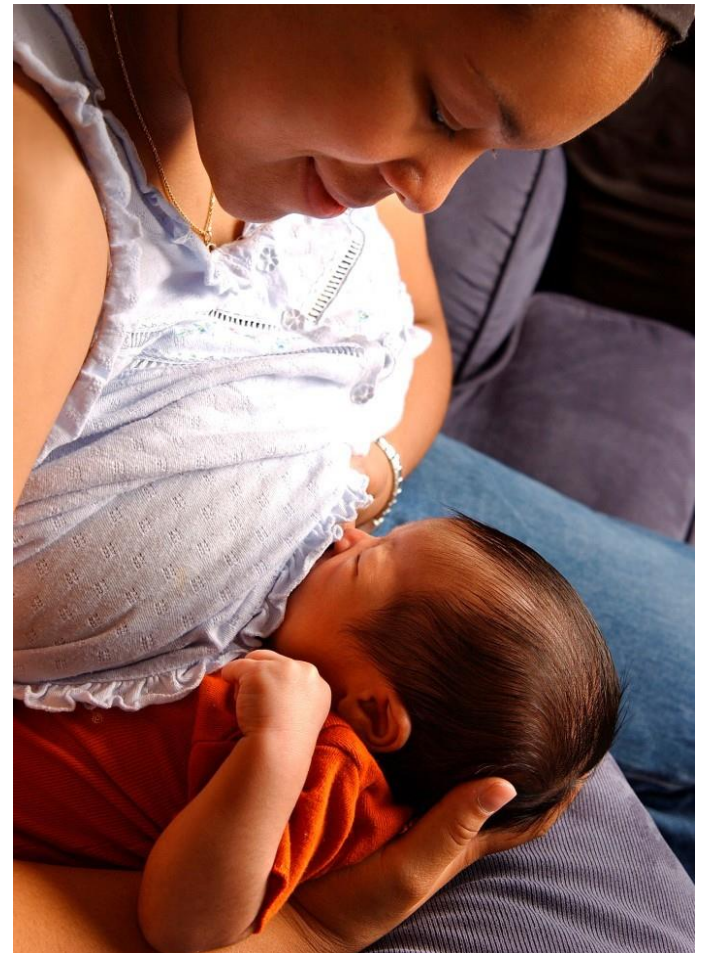
Recommendations for Safe Sleep

CelebrateOne and Columbus Public Health follow the American Academy of Pediatrics (AAP) guidelines for safe sleep that say babies are safest following the ABCs of safe sleep.



Breastfeeding is recommended

- If possible, for at least 6 months to reduce the risk of SIDS
- The risk of SIDS lessens with breastfeeding exclusivity



NO Positioning Devices

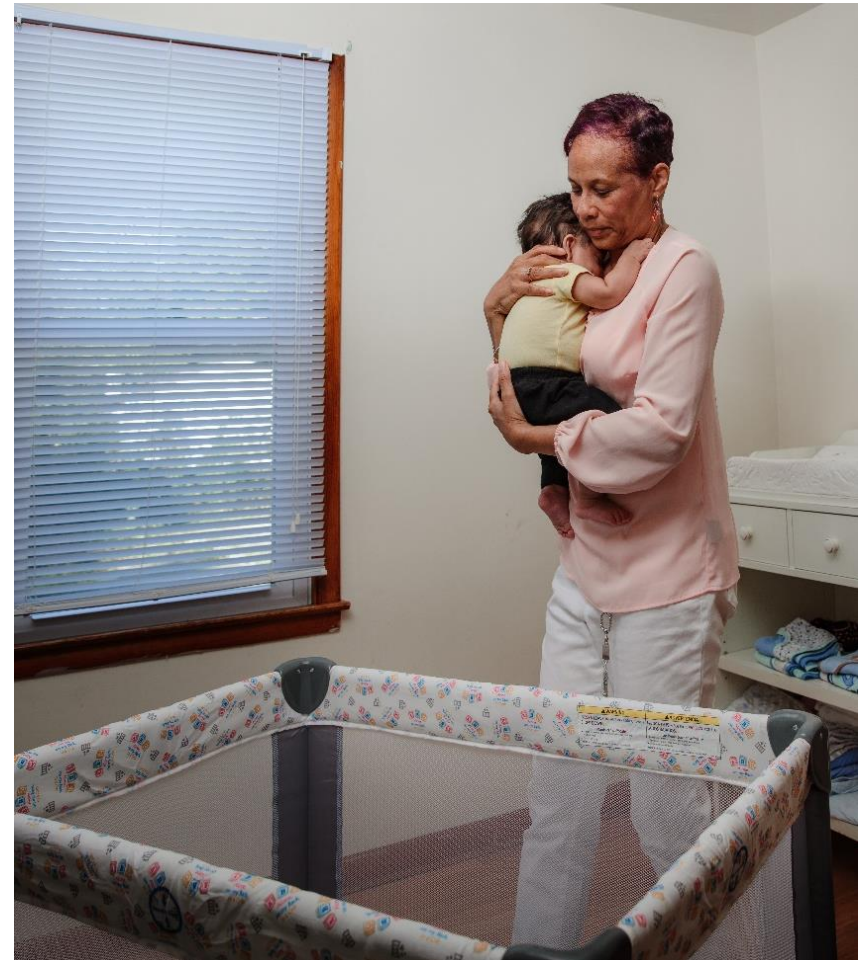
- No product has been proven to be safe and effective
- Positioners can become a suffocation hazard

These are NOT safe for sleeping.



Avoid Overheating

- Baby should be clothed lightly
- Bedroom temperature should be comfortable
- Avoid over bundling
- Infant should NOT feel hot to the touch



Offer pacifier at naptime & bedtime

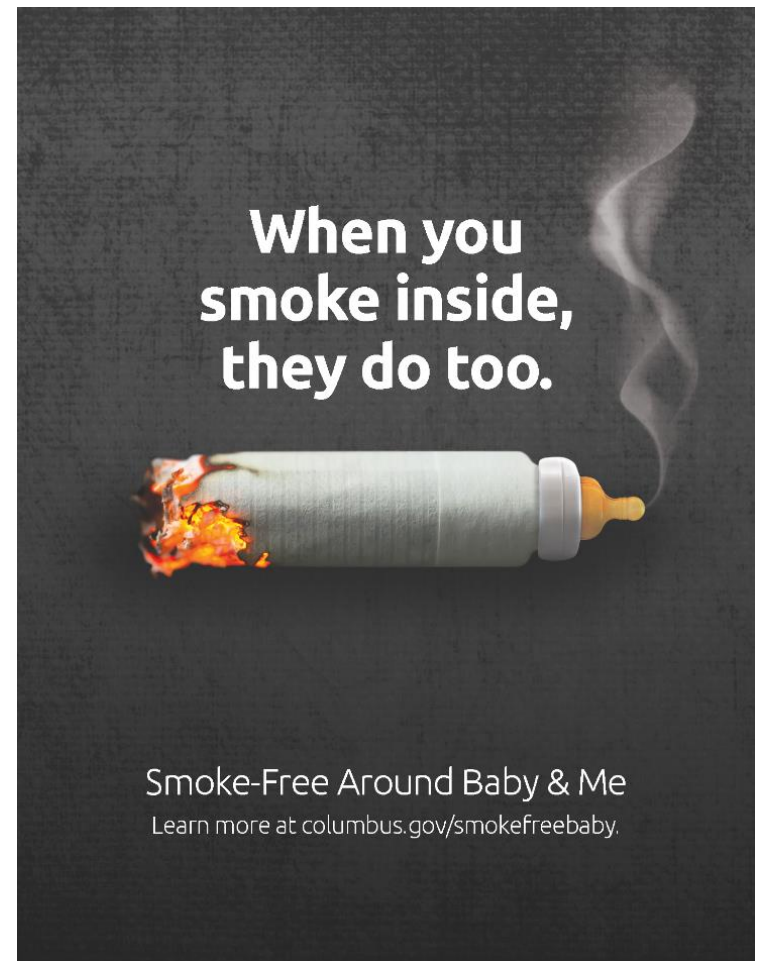
- Beginning at 1 month, use a pacifier for the first year of life
- Pacifier should be dry and clean and not coated in any sweet substances
- Pacifier should not be hung around the neck
- Infant should not sleep with pacifier attached to clothing
- Pacifiers can be used without interfering with breastfeeding



No Smoking!

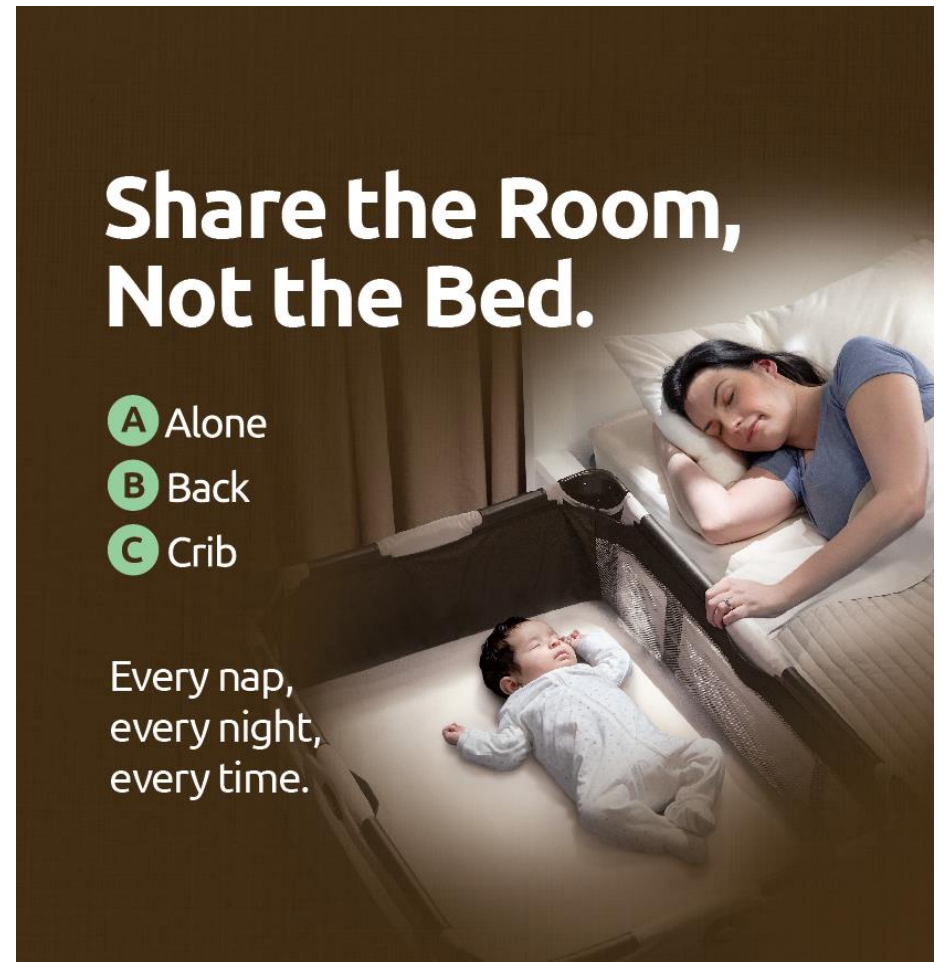
Do not smoke:

- While pregnant
- In the same home as the baby
- After smoking change clothing and wash hands before holding baby



Share the Room, NOT the Bed

- Baby and parent in same room, NOT in same bed
- Share parents' bedroom for at least 6 months



Babies should NOT sleep on adult furniture

- Extraordinarily high risk of infant death
- Wedging between seat cushions
- Adult beds, air mattresses, couches, arm chairs
- When you feel tired or when baby falls asleep place baby in crib

These are NOT safe for sleeping.



Additional Recommendations

- No sleeping in sitting devices
- Regular prenatal care
- Infants should be immunized
- Supervised tummy time

These are NOT safe for sleeping.



Swaddling Your Baby

- Babies who were born early, are in special care nursery, or cry a lot can be swaddled.
- Babies 2 months and older, or when the baby starts to roll, should not be swaddled.
- Be careful when swaddling, as babies can overheat.
- You should be able to put your hand between the chest and blanket.
- Use the back of the baby's neck to check temperature.
- Baby's head should be free.
- Use a wearable blanket/sleep sack or layered clothing appropriate to room temperature as an alternative to swaddling.



Let's Role Play: Group 1

Scenario:

A grandparent says, “I slept all of my babies on their tummies or I slept in the bed with my babies and they are all fine!”

What do you say?

Let's Role Play: Group 1

- **Key messages for your response:**

- While it's true that many babies slept on their tummies and survived, back sleeping is safest and tummy sleeping can be hazardous.
- As we study and learn more, the recommendation may change. Just as wearing seat belts changed when research proved wearing them helps to save lives, and the same is true of smoking. When we know better, we do better. At one time side sleeping was the recommendation, but now we know the dangers associated with side sleeping so it is no longer recommended.
- This is true for many practices that were common in the past, but as we learn more, we should do what's best for babies according to current standards.
- The AAP's current recommendations say babies are safest when they sleep alone, on their backs and in an empty crib at every nap, every night.

Let's Role Play: Group 2

Scenario:

A new mother says, “When I’m so tired, it’s easier to sleep with the baby.”

What do you say?

Let's Role Play: Group 2

- **Key messages for your response:**
 - Having a newborn infant is very exhausting, and I understand night-time feedings can create even more exhaustion. However, you should never share a bed with your baby. You may roll over on the baby or it may get tangled in your bedding, causing the baby to suffocate.
 - You can share the room with your baby. You can place the crib, bassinet or pack 'n play in your room right next to your bed so it's convenient to tend to baby's needs. But once the baby is changed, fed or comforted, it is recommended that baby be placed back to sleep on its own safe sleep surface.

Let's Role Play: Group 3

Scenario:

A mom tells you she couldn't afford her rent and she has to move in with her sister and her family. She and her baby are sharing one room and there is only an air mattress for sleeping.

What advice do you give this mom?

Let's Role Play: Group 3

- **Key messages for your response:**

- The AAP guidelines say babies are safest following the ABCs of safe sleep: Alone, Back, Empty Crib.
- The U. S. Consumer Product Safety Commission (CPSC) warns families that air mattresses are too soft for sleeping infants. Never place infants to sleep on air mattresses or other soft surfaces (such as water beds and adult beds.
- CPSC has received reports of deaths, mostly infants younger than 8 months of age who were placed to sleep on air mattresses and:
 - suffocated in a face down position or;
 - died due to suffocation after falling into gaps between the mattress and bed frame or mattress and adjacent furniture or wall.
- Share the room and not the bed.
- If you need a crib, Columbus Public Health and its partner Cribs For Kids can get you a free Pack 'N Play. You just have to call 614-645-3111.

Let's Role Play: Group 4

Scenario:

Someone says, “I hear something different everywhere I go. My relatives, my doctor, retailers and the media each tell me something different.”

What do you say?

Let's Role Play: Group 4

- **Key messages for your response:**
 - The American Academy of Pediatrics (AAP) guidelines for safe sleep say babies are safest following the ABCs of safe sleep: Alone, Back, Empty Crib.
 - Others may tell you differently, but your doctor should provide you with the AAP recommendations as those are the most updated practices based on research.

Let's Role Play: Group 5

Scenario:

A young girl says she just had a baby and the baby sleeps in bed with her because she doesn't want her to be in another room far away. She wants the baby within close reach. She says she has read studies that support sharing her bed with her baby.

What do you say?

Let's Role Play: Group 5

- **Key messages for your response:**
 - You can share the room with your baby, but NOT the bed. This way you can be in close proximity to baby. You can place the crib, bassinet or pack 'n play in your room right next to your bed so it's convenient to tend to baby's needs. But once the baby is changed, fed or comforted, it is recommended that baby be placed back to sleep on its own safe sleep surface.
 - Sleeping with baby in the bed is too much of a risk. While, yes, many babies will be ok, many will (and have) not. Babies are not strong enough to push you off them if you roll over onto them, and we don't know if our babies have developed the mechanism to cry when they begin to lose air/suffocate. It's just not worth the risk of sharing your bed with your baby. You don't want to put any baby at risk of dying.

Let's Role Play: Group 6

A single father has custody of his newborn baby. He lives with his mom and she smokes cigarettes. He is only working a minimum wage job and does not have money to move out on his own. His mother says it is her house and she refuses to quit smoking.

What do you say to this father?

Let's Role Play: Group 6

- **Key messages for your response:**
 - In this case, you want to reduce as many risk factors as possible. Make sure the baby has a safe sleep environment and tell the father it is important for the baby bed to be next to his bed so he still has access to baby at night. Share a bedroom with parents, but not the same sleeping surface, preferably until the baby turns 1, but at least for the first 6 months. Room sharing decreases the risk of SIDS by as much as 50%.
 - Place the baby on his or her back on a firm sleep surface such as a crib or bassinet with a tight-fitting sheet.
 - Avoid use of soft bedding, including crib bumpers, blankets, pillows and soft toys. The crib should be bare.
 - Baby should also get immunizations on time to reduce the risk of any sickness.

Your Role as an Ambassador

- **Practice the ABCs of safe sleep while baby is in your care**
- **Educate at least 10 other people about the ABCs of safe sleep, especially pregnant and parenting families, grandparents and siblings**
 - Share knowledge in everyday conversations with friends, family, neighbors and co-workers
 - Hold organized group meetings at work, church, school and/or community centers

Your Toolkit

- Education Ringleet
- 311 Post Card
- CPH Home Visiting Information
- Baby and Me – Tobacco Free
- Great to Wait Card
- 1-800 Quit Line
- Share the Room, Not the Bed Card



Crib Resources

Columbus Public Health provides portable cribs (Pack 'N Plays), which come with a sleep sack and a fitted sheet.

Need one?
Call 614-645-3111

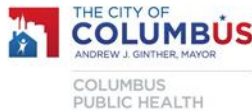


Social Media

<https://www.facebook.com/CelebrateOne/>

<https://twitter.com/CelebrateOne>

https://www.instagram.com/celebrateone_columbus/




Local Contact for Infant Safe Sleep

KAREN GRAY-MEDINA, MS

DIRECTOR, CHILD FATALITY REVIEW & INFANT SAFE SLEEP

614.645.2134

kareng@columbus.gov



Please make sure to
complete your post-test
before leaving today.

Thank you for your
commitment to reducing
infant mortality in Columbus.

Thank You!

