Ohio’s Safe Sleep Program

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Ohio Department of Health
Strategic Plan

- Expand Patient-Centered Medical Homes Across Ohio
- Curb Tobacco Use
- Strengthen relationships with external stakeholders
- Enrich work climate at ODH
- Decrease Infant Mortality
- Reduce Obesity
Safe Sleep
Ohio Priority

- Ohio Injury Prevention Partnership
- Child Injury Action Group
- Ohio Collaborative to Prevent Infant Mortality
Sleep-Related Infant Deaths 2007-2011

- 819 deaths
- 3 each week
- 15% of all infant deaths
- 41% one month to one year (post-neonatal)
- 3% (33) indicated the baby was placed “Alone, on the Back, in a Crib” or bassinet with no smoke exposure
- 60% (494) occurred in adult beds, on couches or in chairs

Source: Ohio’s Child Fatality Review, 2007-2011
Safe Sleep Strategies

- Goal: Reduce unintentional sleep-related deaths for infants aged 0 to 12 months from 38.0 per 100,000 by 10% by Sept. 30, 2016.
- Enact a policy regarding Infant Safe Sleep
- Ensure consistent promotion of the AAP Guidelines:
  - Hospitals
  - Baby product retailers
  - Prenatal and pediatric providers
  - Child Care providers
  - State agencies
- Secure a State Budget Initiative
- Conduct a statewide safe sleep campaign
- Utilize a Child Fatality Review System
Partnerships

• Ohio Collaborative to Prevent Infant Mortality
  • Dr. Arthur James - Champion

• Ohio Chapter, American Academy of Pediatrics

• Ohio Children’s Trust Fund

• Ohio Hospital Association

• Two State Senators

• State Agencies
Every week in Ohio, 3 Babies die in unsafe sleep environments.

PROTECT ME NOW
with a safe place to sleep.

3 healthy infants die each week in Ohio while sleeping.

Follow the ABCs of Safe Sleep...

A
Always put me on my back to sleep — right or on even when I'm just napping.

B
Back Always put me on my back to sleep — right or even when I'm just napping.

C
Crib Always put me in the crib with my crib sheet — and always make sure it's tight.

In Ohio, 3 healthy infants die each week while sleeping.

Follow the ABCs of Safe Sleep...

A
Always put me on my back alone. Always put me on my back alone. Unattended very young babies aren't safe alone. Always put me on my back alone. Always put me on my back alone.

B
Back Always put me on my back alone. Always put me on my back alone. Always put me on my back alone. Always put me on my back alone. Always put me on my back alone.

C
Crib Always put me on my back alone. Always put me on my back alone. Always put me on my back alone. Always put me on my back alone. Always put me on my back alone.
Perceived barriers to ABCs:
- Choking concerns
- Warmth/comfort
- Safety/bonding

Don’t tell me what to do!
- Parents want the why of ABCs
Current Practice of Parents
- Experience counts
- Bed sharing
- Mother’s instinct
- No difference in perceptions across SES, gender, race or generations
Marketing Campaign
Focus Group Key Findings

- Feedback on ad concepts
  - Statistics speak!
  - Model safe environments
  - Ohio Department of Health logo

- Final ad
  - “This Side Up” was the most preferred by participants
ALONE. BACK. CRIB.

**Alone**
Always put me in my crib alone.

**Back**
Always put me on my back to sleep - at night or even when I'm just napping.

**Crib**
Always make sure the only thing on my firm mattress is a fitted sheet.
No blankets. No stuffed animals.
No bumper pads or pillows.

**Ohio Department of Health**
Marketing Campaign Launch

Possible Marketing Avenues

• ODH Website and printed material
• Television Ads
• Interior Transit Ads
• Bus wraps
• Mall Kiosk Ads
• Movie Theaters Ads
• Web banner ads
• Billboards
• Convenience Store/Grocery Ads
• Radio Ads
Contact Information

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