Tennessee Efforts to Reduce Sleep-Related Infant Deaths

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Multiple Data Sources Illuminate the Problem

Tennessee Infant Deaths

Vital Statistics & Child Fatality

Bed Sharing

PRAMS

Current Sleep Position

Contributors to Sleep-Related Deaths

Child Fatality

PRAMS
Data Illuminates…

but the Heart Motivates

131 children = equivalent of six kindergarten classrooms

Tennessee Infant Deaths

<table>
<thead>
<tr>
<th>Number of Infant Deaths</th>
<th>Infant Mortality Rate:</th>
<th>Infant Mortality Rate:</th>
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<tbody>
<tr>
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<tr>
<td>2010</td>
<td>7.9</td>
<td>6.2</td>
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<tr>
<td>Theoretical</td>
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<td>495</td>
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Elimination of all 131 sleep-related infant deaths
Broad Public Awareness Campaign

Website: http://safesleep.tn.gov
Evaluation of Awareness Campaign

• Parents (N=1,372)
  – 65% reported making changes based on the campaign message
    • Over half that made changes removed pillows and fluffy bedding from the infants sleep area

• Grandparents (N=284)
  – 52.5% reported making changes
    • Over 40% talked to their son or daughter and almost 1/3 removed fluffy blankets and bedding

• Child Care Providers (N=102)
  – 72.5% reported making a change
    • Over half talked to a parent about safe sleep
    • About 1/3 reported removing pillows or fluffy bedding and 1/3 also reported changing a baby’s sleep position
Key Partnership: WIC

- State-level initiative
- Idea from Division-wide meeting on Safe Sleep
- Printed on ~38,000 vouchers per month
Key Partnership: Welcome Baby

• Universal outreach program to all new parents
  • Funded with MIECHV funds
  • All packets contain safe sleep information
• Low risk receive packet by mail
• Medium risk receive phone call
• High risk receive a home visit with education and promotional items such as a onesie with a safe sleep message
Key Partnership: Hospitals

- Hospitals commit to:
  - Develop/implement safe sleep policy
  - Educate staff at least annually
  - Monitor compliance quarterly
- Partner hospitals will receive:
  - **Free** “Sleep Baby, Safe and Snug” board book *for each birth*
  - **Free** TDH “ABCs of Safe Sleep” materials
  - **Free** educational flipchart
  - **Free** Recognition on TDH website
  - Signed certificate from TDH Commissioner
  - Press release template

All 66 birthing hospitals participating!
Key Partnership: Local Communities

Every Baby Deserves a First Birthday!

Learn about behaviors, lifestyle choices and conditions that impact birth outcomes and a healthy life. Find out what you can do to ensure babies in your community get to celebrate a first birthday!

Risks for increased infant mortality
- Low birthweight
- Preterm birth
- Lack of prenatal care
- Tobacco use – mother or household
- Sleeping on stomach or side

To help baby sleep safely, remember A, B, C:
- BACK – Place on back to sleep
- Crib – Sleep in crib with firm mattress (not an infant carrier, adult bed, couch, or other soft surface)

Spread the word about the importance of a healthy pregnancy, correct sleep positioning, and a safe sleep environment!

Baby Thoughts
- Please do not sleep with me in the bed while we are here at the hospital or when we go home. This is the safest thing for me.
- My mattress should be firm, not soft and squishy.
- Back is best! That’s how I should be when I am sleeping.
- No stuffed animals in my crib please. I will play with them when I’m older.
- One layer of clothing and one blanket is all I need to keep me warm. If you think I need more, ask my nurse.

Remember the ABC’s of Safe Sleep: Babies should sleep alone, on their back, and in a crib.

Safe Sleep For Your Baby
- Do Not Smoke
- No Toss or Shake
- No Sleep in a car seat
- No Soft Surfaces
- No Covers
- No Toys, Pillows, or stuffed animals

Safe Sleep For Your Baby
- Always Use Your Baby’s Crib
- ABC’s Of Safe Sleep
- Always Place Baby on their Back to Sleep
- Always Use a Safe Sleep Surface
Key Lessons Learned

• Utilize data to identify risk factors and develop campaign focus – Sources include Child fatality, PRAMS, vital records

• Gather input on campaign materials early in process

• Capitalize on multiple funding sources

• Engage diverse set of community partners

• Keep campaign fresh
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