Sleep Related Deaths

- Leading cause of death for babies one month to one year
- Types of sleep related deaths:
  - SIDS
  - Accidental Suffocation
  - SUID/Undetermined
  - Other conditions

Infant Risk Factors

- Premature
- Low birth weight
- African American or American Indian
- Between 0 and 6 months
  - Peak 1 – 4 months

Maternal Risk Factors

- Late, limited, or no prenatal care
- Short time between pregnancies
- Alcohol, drugs, or smoking
**Home Risk Factors**
- Exposure to smoke
- Sleep position
- Overheating
- Infant sleep environment

**Dangers in the Sleep Area**
- Pillows
- Blankets
- Stuffed animals
- Bumper pads
- Plastic bags
- Diapers

**Unsafe Sleep Surfaces**
- Chairs
- Couches
- Adult beds

**Sitting Devices**
- Car seats, bouncy seats, swings, strollers, slings
- Babies under 4 months
- Possible airway occlusion
- 6 deaths (2007-2016)
- **Recommendation:** put baby flat for sleep

**What does Safe Sleep look like?**
- **Recommendation:** put baby flat for sleep
Dangers of Sleeping with the Baby

- Adult beds not made for infant safety
- Risks for infants
- Exhausted parents
- Increased risk factors
  - Smoking
  - Age of infant
  - Others in bed
  - Impairment

Share the room

Not the bed

Role of Child Fatality Review

- CFR in every county
- Review deaths for every child under 18 years old
- Meet monthly
- Work with the medical examiner’s office
- Goal—reduce the number of preventable deaths

Cuyahoga County averages 21 sleep related deaths every year

What We’ve Learned

Cuyahoga County over the last 10 years (2007-2016)

- 212 babies died in their sleep
  - 6 SIDS
  - 54 Suffocation
  - 152 Undetermined/SUID (hazards in the sleep area)
- 125 were surface sharing
- 210 with hazards in sleep area
- 90 not placed back to sleep
Death Scene Investigation

- Medical Examiner Investigator
  - SUIDI form
- Doll Reenactment
  - Placer/Finder
  - Time, location
  - Sleep surface, sleep position, environment
- Photos
- Determine cause & manner of death

What is our message?

Alone, on their Backs, in a bare naked Crib

Safest Place for Baby to Sleep

- Safety approved crib
- Firm mattress
- “Bare naked crib”
- No bumper pads, blankets, pillows, toys
- Room temperature
- Smoke free home

What about the Baby Box?

Safest Way for Baby to Sleep

- Alone in a crib
- “Back to Sleep”
- Dress the baby
- Offer pacifier
- Breast feed
- Immunize

Dads and Babies

- Include Dad in teaching about safe sleep
- Does Dad live in a separate home?
  - Where will the baby sleep?
- Boot Camp for New Dads
What about Grandma, Auntie, or the Babysitter?

- Explain safe sleep to every caregiver
- “Back to sleep” every time
- Alone in a crib, bassinet, or pack-n-play
- Never sleeps on couches, soft cushions, or fluffy surfaces
- Answer questions about “back in the day”

Upper Airway Anatomy

Why Don’t Families Follow the Safe Sleep Message?

Barriers to Safe Sleep

- Family Beliefs
- Parent Concerns
- Comfort vs. Safety
- Real life with baby
- It won’t happen to me

Mixed Media Messages

Let’s Google It

- Internet as a source for information
- Looked at accuracy based on AAP guidelines
- Only 44% accurate information
- Recommended sites
  - [www.nichd.nih.gov](http://www.nichd.nih.gov)
From Campaigns to Conversations

- Move from awareness to action
- Active listening & shared conversations
  - What do they know about safe sleep & what do they think about it?
- Create a plan
  - Sleeping & eating
  - Identify concerns & barriers
  - Parents need skills
  - Anticipate “bumps in the road”

Safe Sleep in the Community

- What can we do?
  - Safe sleep is everybody’s business
  - Give the same message
  - Where is the baby sleeping?
  - Provide information to parents
  - Include all caregivers
  - Address parents’ concerns
  - Provide support

Every week in Ohio... 3 babies die in unsafe sleep environments

- Follow the ABCs of Safe Sleep
- Every Baby. Every Sleep.

Our Goal

More First Birthdays