

**CUYAHOGA COUNTY
BOARD OF HEALTH**
YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

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Protecting Our Future

Safe Sleep Saves Lives



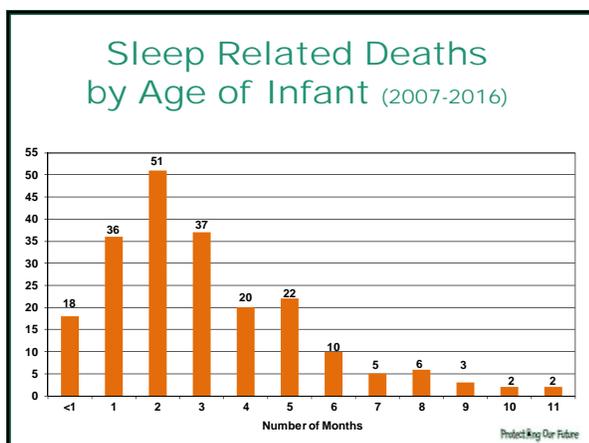
Sleep Related Deaths

- 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

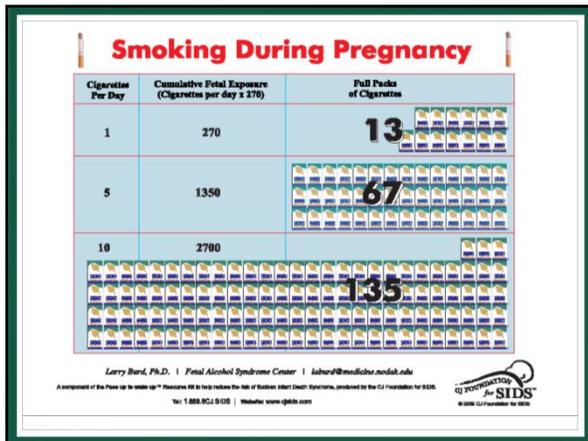
- Premature
- Low birth weight
- African American or American Indian
- Between 0 and 6 months
 - Peak 1 – 4 months

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?



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?

CCBH

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.SafeSleep.Ohio.gov
 - 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"



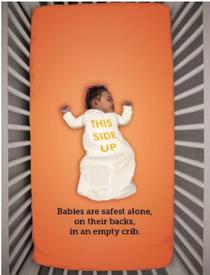
Safe Sleep in the Community

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



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

- **Follow the ABCs of Safe Sleep**
- **Alone. Back. Crib.**
- **Every Baby. Every Sleep.**



Our Goal




More First Birthdays