



Georgia Department of Public Health

Healthy Mothers Healthy Babies

Presentation to: Conference Panel

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We Protect Lives.

What is the Current Data for Georgia?

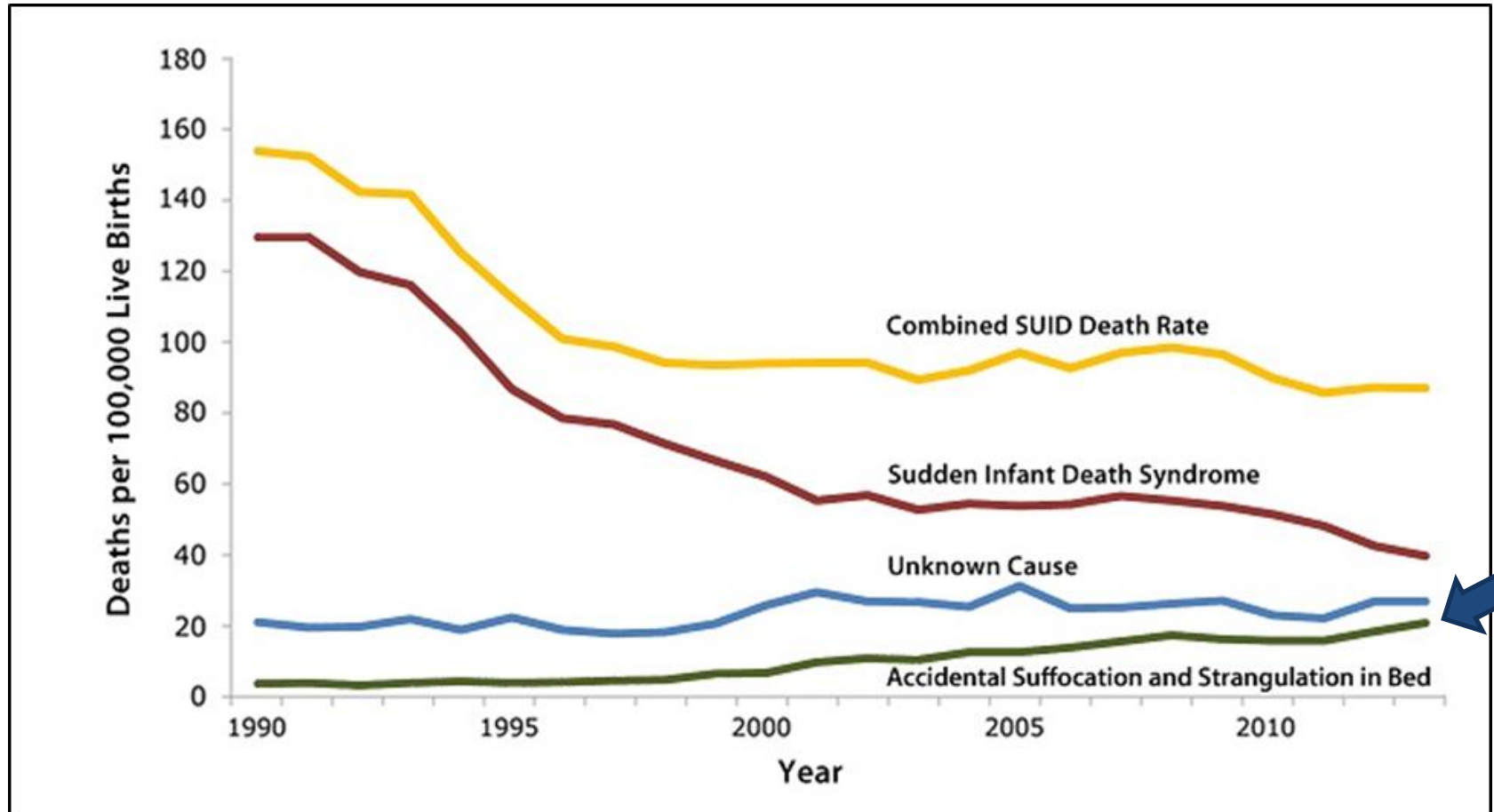
As of 2015, Georgia averaged

3 infant deaths per week
due to sleep-related causes.

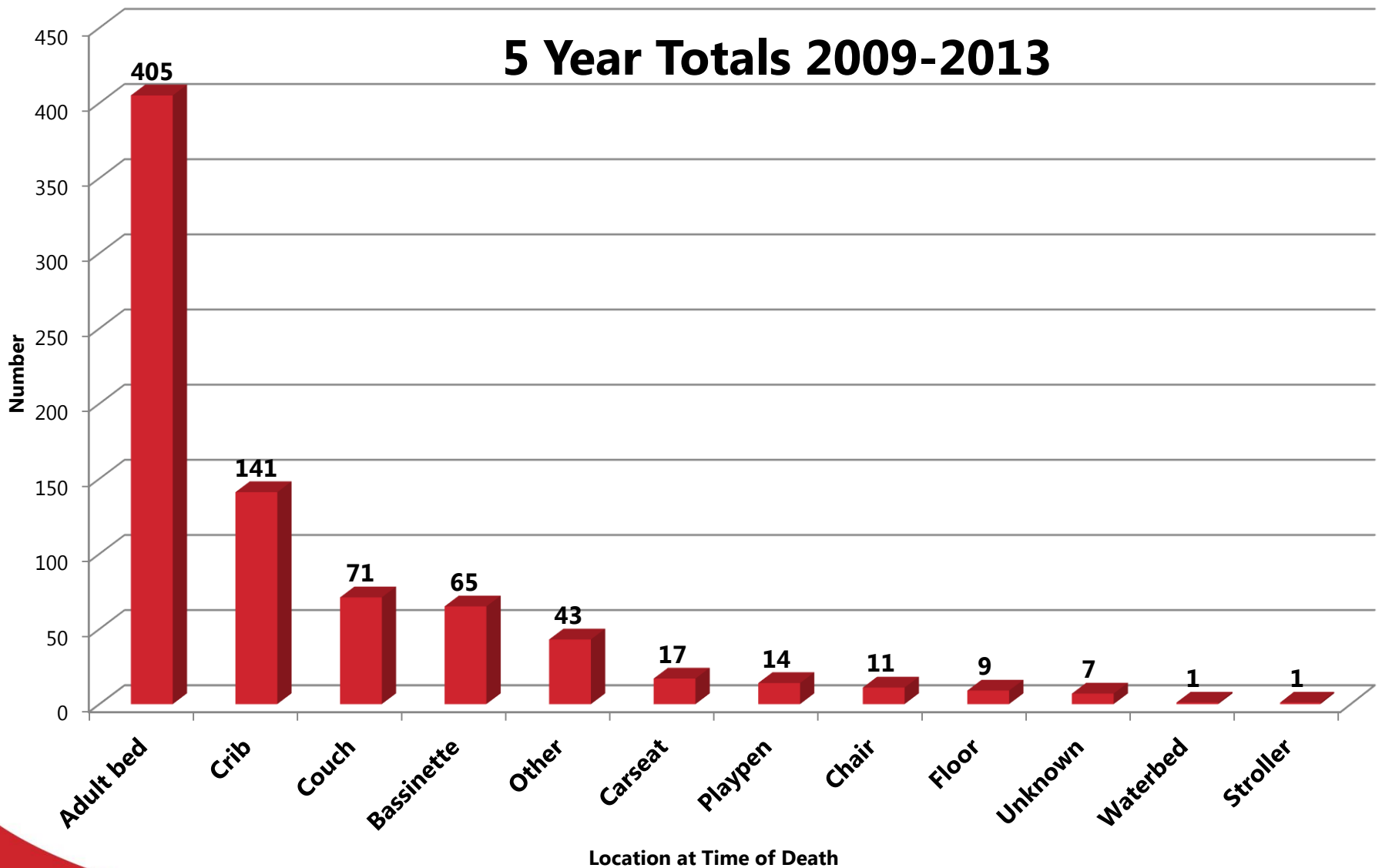
**The majority of these deaths were
preventable.**



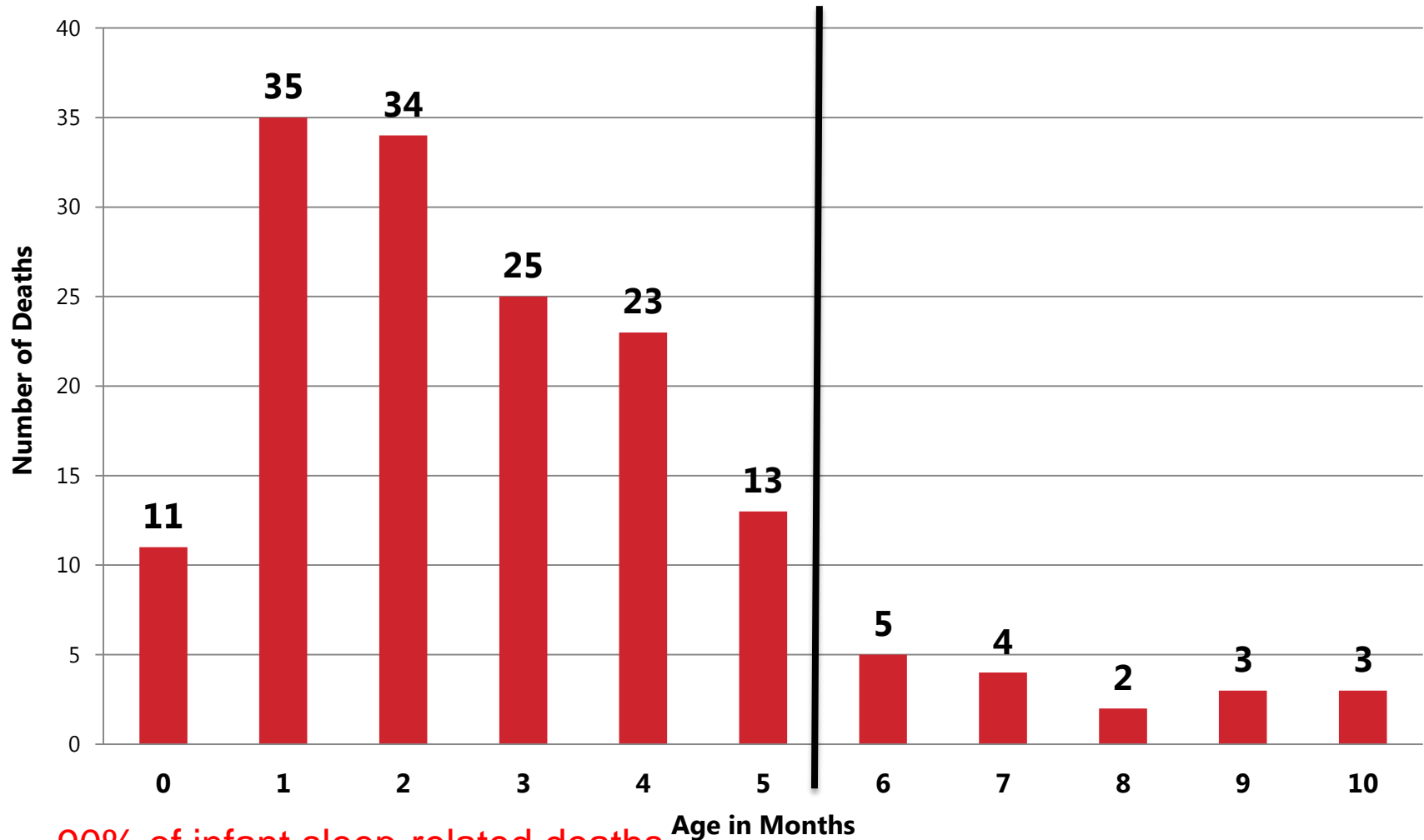
Trend Over Time



Location at time of Infant Sleep-related Death



Sleep-Related Deaths by Age in Months, GA, 2014, n=158



90% of infant sleep-related deaths occur prior to 6 months of age.

Source: GA Child Fatality Review File, 2014

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What programs and Strategies are currently in place/being implemented by DPH in Georgia?

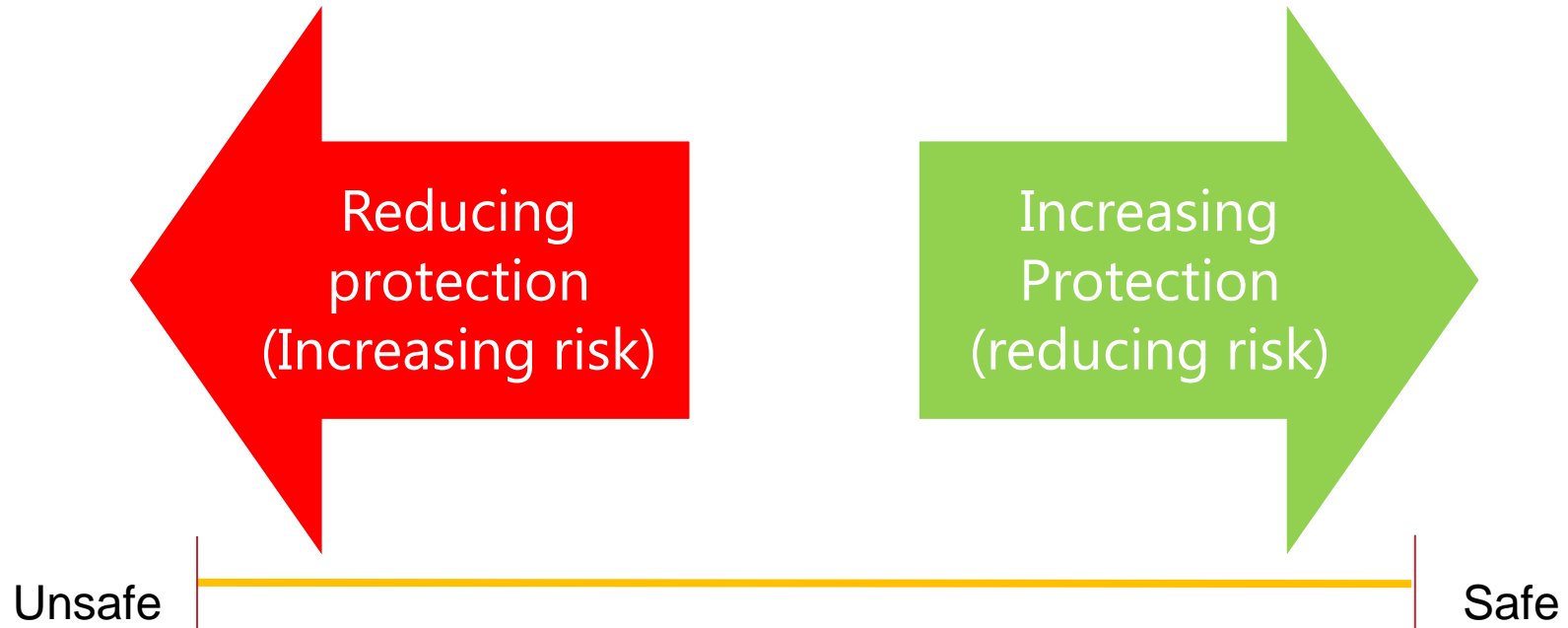
Georgia Safe to Sleep Campaign



Provides tools and resources that strengthens policy, provide consistent education and change infant sleep environments to:

- Prevent infant sleep-related deaths in Georgia
- Empower professionals to educate parents
- Empower families to make informed decisions about infant sleep
- Increase access to resources that support behaviors that protect infants from sleep-related deaths
- Promote ABCs of Safe to Sleep
 - Alone - In their own sleep space
 - Back- On their back, every sleep, every nap, every time
 - Crib - In a crib or bassinet with a firm, flat surface

Risk Reduction Model



Risk reduction is a behavioral change concept.

- **Individuals make their own choices about what they are willing/able to change.**
 - **Informed choice is our goal.**

Georgia Safe to Sleep Partnerships

- Georgia Children's Cabinet under the leadership of First Lady Sandra Deal
- Georgia Hospital Association
- Georgia Chapter of the American Academy of Pediatrics
- Georgia Bureau of Investigation
- Georgia Obstetrical and Gynecological Society
- Department of Children and Family Services
 - Highlights: 7,000+ staff and contractors trained on safe sleep, created a video for caregivers and, updated policy
- Department of Early Care and Learning
 - Policy created in 2012. In 2016, provided Sleep Safe and Snug baby books to all of their quality-rated childcare facilities, approximately 4,000
- Department of Community Health
- Georgia Connection Partnership
- Voices for Georgia's Children
- Safe Kids Georgia
- Helping Mamas
- Georgia WIC

Hospital Initiative: 78 Birthing Hospitals Participating (100%)



Hospitals agreed to:

- Educate staff
- Educate parents
- Update/create safe sleep policy
- Model safe sleep in the hospital
- Distribute educational support items

Hospital Initiative: Educational Support Items

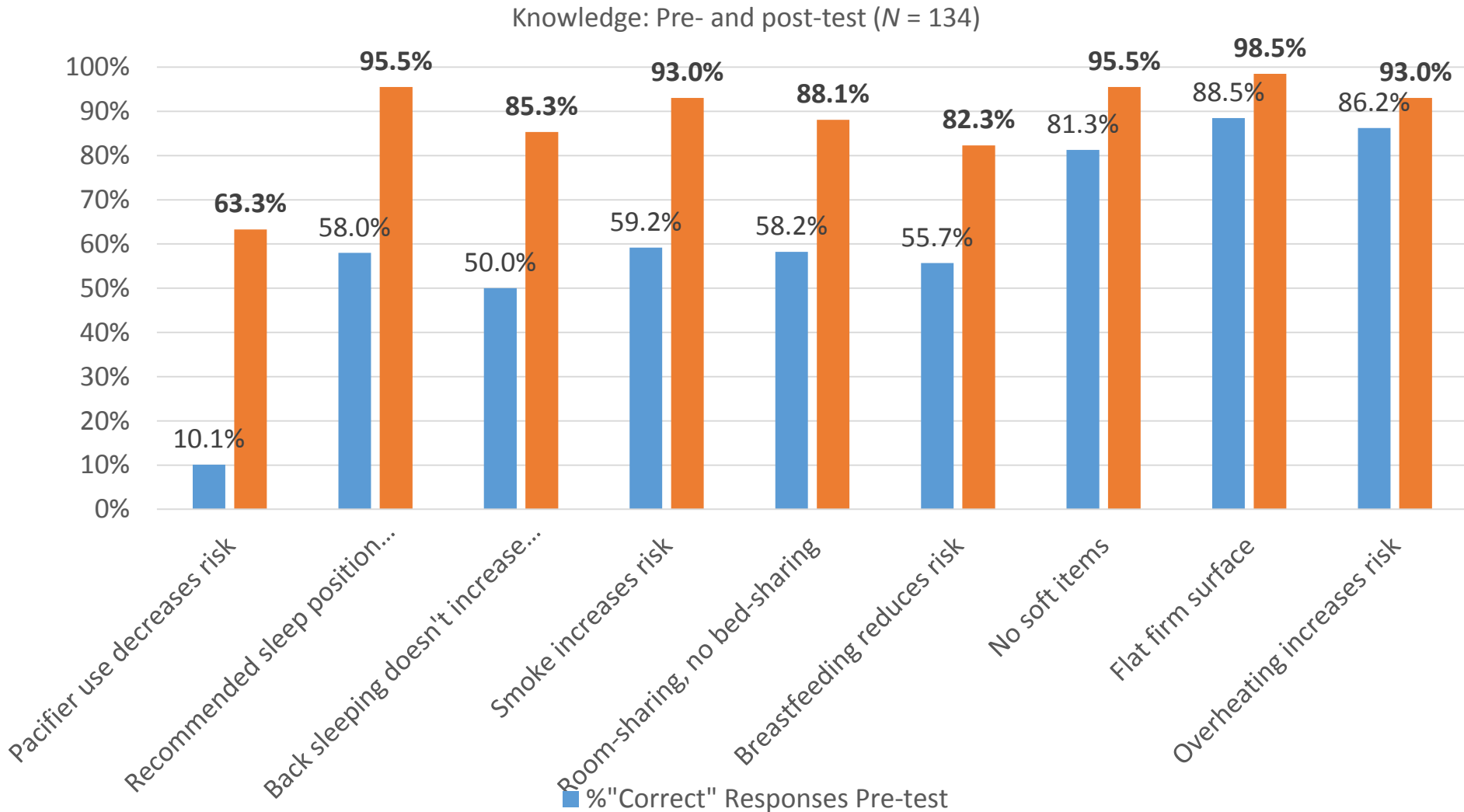


Crib Distribution & Education Study

Georgia Department of Public Health, partnered with Children's Healthcare of Atlanta, Fulton County Department of Health, Atlanta VA Medical Center and, the University of Georgia.



Results: Knowledge



Question:

How Can Messages be Directed to Parents who may Struggle with Health Literacy?

- There are 19 recommendations from the American Academy of Pediatrics
 - The ABCs helps to simplify these recommendations and helps to make them memorable and applicable to any situation/location.

My Baby Sleeps Safe –
Please follow these guidelines.



Alone – My baby should always have his or her own safe sleep space. Close by, but separate. No sharing of the sleep space with others, including children.



Back – My baby is placed on his or her back for every sleep, every time, even naps.



Crib – My baby needs a crib without blankets, quilts, crib bumpers or other items. Please no couches or adult beds.

For more Information on Safe Sleep for Babies – visit www.georgiasafetosleep.org

We Protect Lives.



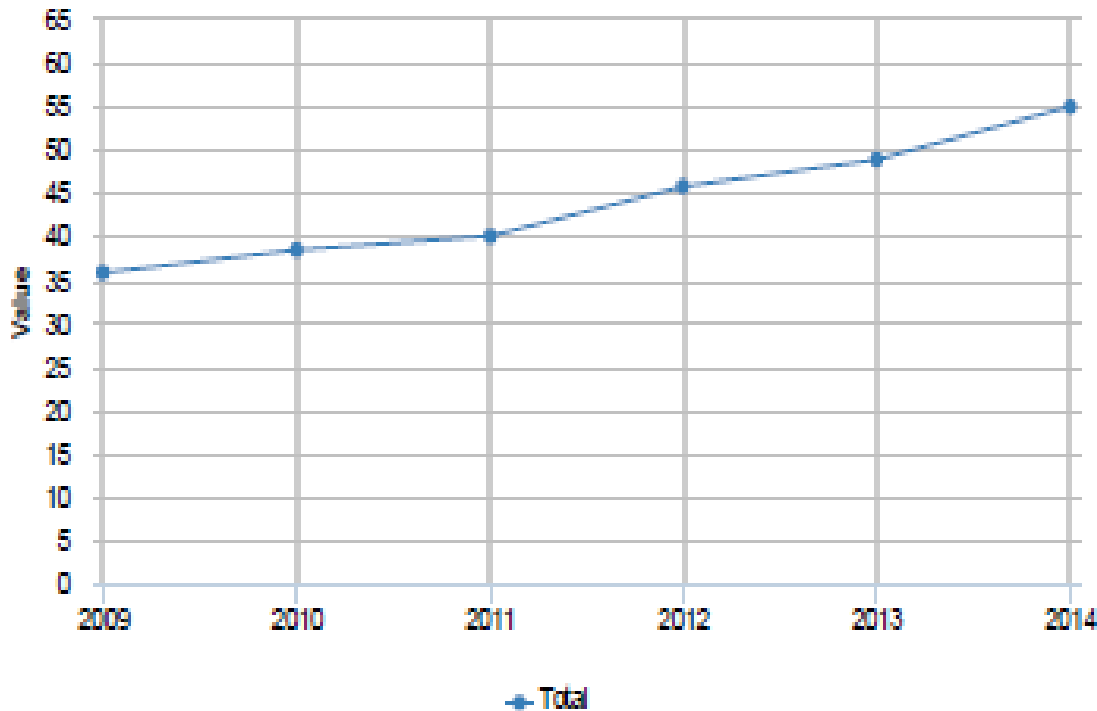
Question:

There is Some Debate that Current Messaging (along, back, crib) May Unintentionally Separate Mom and Baby and Disrupt Breastfeeding Initiation and/or Duration.

- How do you suggest this messaging be used to promote both safe sleep and promote breastfeeding?

2011 Expansion of the Safe Infant Sleep Recommendations

Georgia - All available years
Percent of Infants who were breastfed at 6 months †§
View by: Total



- In 2011, the American Academy of Pediatrics recommends breastfeeding as a protective factor against SIDS.
- The National Campaign does not utilize the ABCs.

Room Sharing

- The American Academy of Pediatrics recommends room-sharing, because this arrangement decreases the risk of SIDS by as much as 50% and is safer than bed sharing, or solitary sleeping (when the infant is in a separate room)
- Ideally for first year of life, but at least for the first six (6) months



After breastfeeding



Return baby to his/her own sleep space

Innovative Ideas and Next Steps

- 1st Responder Initiative
- Faith-based Organizations
- Grandparents
- Pharmacists
- Wellness Programs
- Babysitters
- Floor Talkers

Thank you!

Any Questions or Concerns?

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