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Background

- Infant mortality (IM), the death of infants under one year of age, is an indicator of the health of a community.
- New York State (NYS) has reduced its IM rate from 6.0 deaths per 1,000 live births in 2002, to 4.5 deaths per 1,000 live births in 2014¹.
- There are major racial and ethnic disparities in infant mortality rates. In 2014, the IM rate among infants born to Black, non-Hispanic mothers (8.4 per 1,000 live births) was more than twice as high as the rate for infants born to White, non-Hispanic mothers (3.5 per 1,000 live births)².
- **In 2014, ~100 infants in NYS did not live to see their first birthday due to sleep-related causes of death².**

Methods

- The NYS IM Collaborative Improvement and Innovation Network (IM-CoIIN) Safe Sleep Project aims to improve safe sleep practices, as recommended by the American Academy of Pediatrics (AAP)³, to reduce infant sleep-related deaths.
- The goals of the NYS IM-CoIIN Safe Sleep Project are to:
 - Decrease sleep-related mortality rate by 15% from 37 per 100,000 live births in 2012, to 31 per 100,000 live births in 2020;
 - Reduce disparities in sleep-related deaths between non-Hispanic Black and non-Hispanic Whites by decreasing the rate ratio by 15% from 2.1 in 2012, to 1.8 in 2020; and
 - Increase proportion of infants placed on their backs for sleep by 15% from 70% in 2011, to 81% in 2020.
- Activities undertaken to meet the project's goals include:
 - Educating health care professionals so they understand, actively endorse and model safe sleep practices; and
 - Providing infant caregivers with education so they have the knowledge, skills and self-efficacy to practice safe sleep for every sleep.

Results

Hospital-based Project

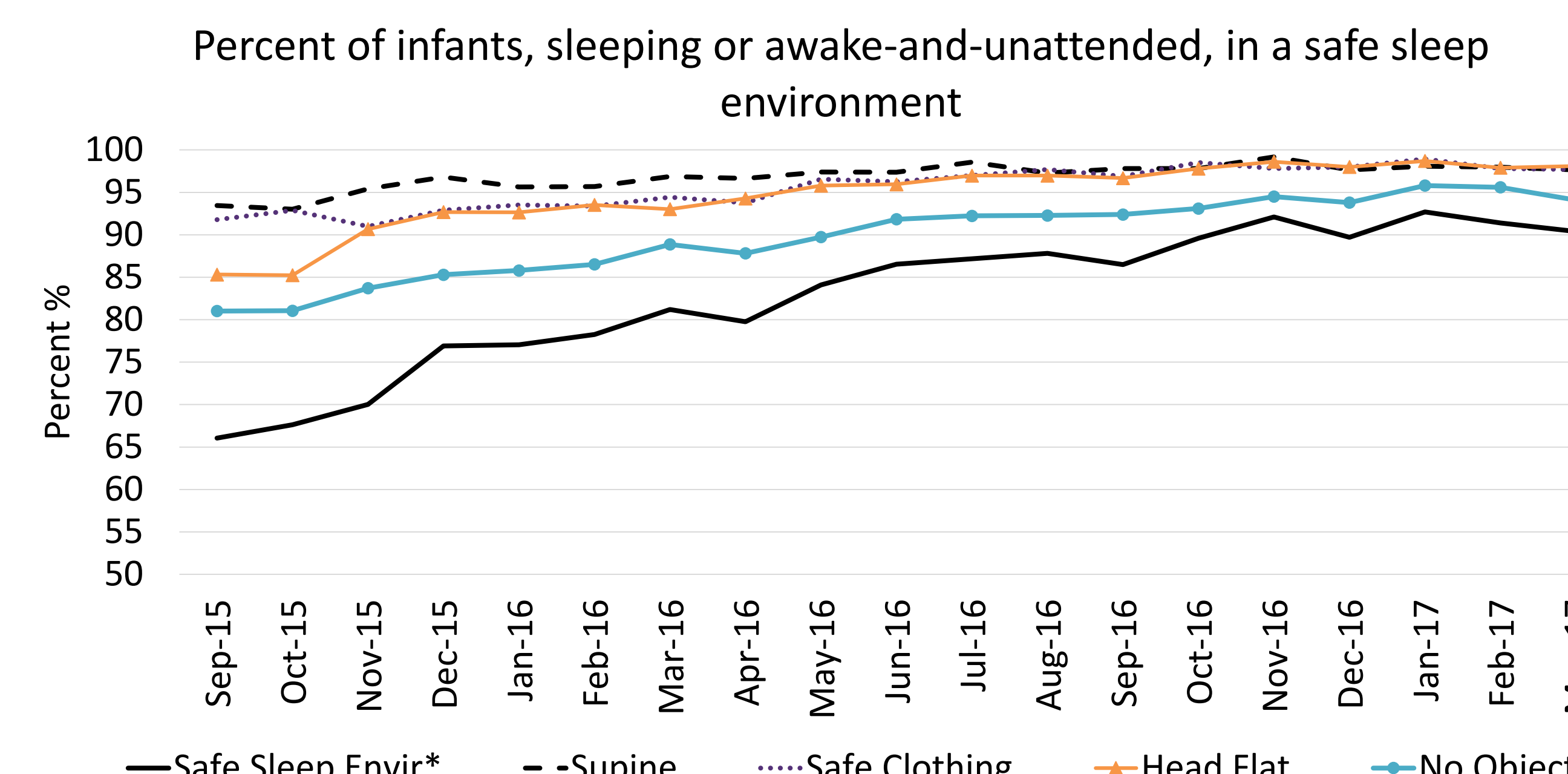
- NYS birthing hospitals are participating in the NYS IM-CoIIN through the **New York State Perinatal Quality Collaborative (NYSPQC) Safe Sleep Project**.
- From September 2015, to April 2017, participating NYS birthing hospitals reported the:
 - Percent of infants in a safe sleep environment has increased by 38%; and
 - Percent of caregivers reporting they understand safe sleep practices increased by 21%.

Community-based Project

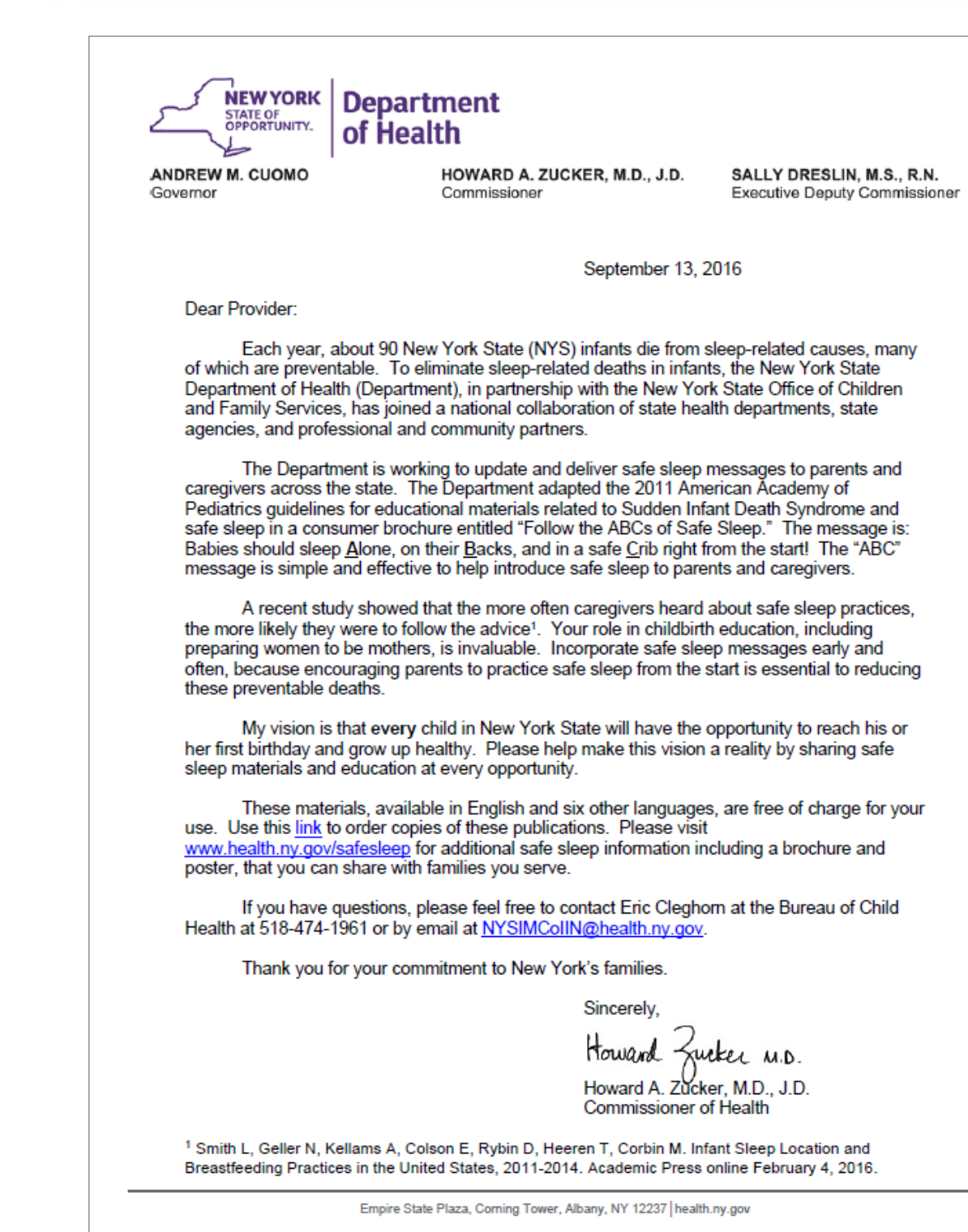
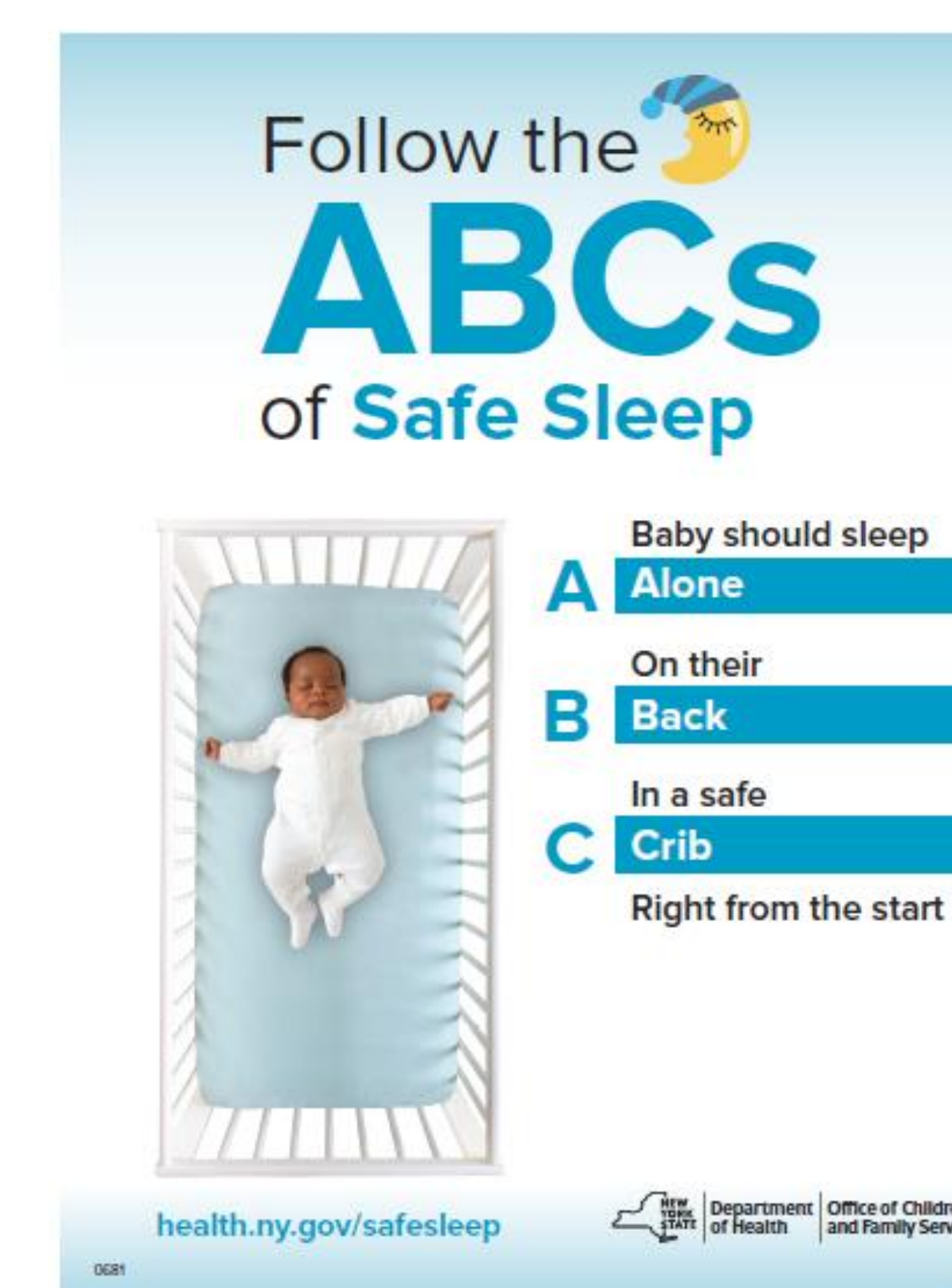
- Partnerships have also been developed with seven **community-based home visiting organizations (CBOs)** who survey new mothers regarding sleep-related behaviors once routines have been established at home.
- As of April 2017, participating CBOs reported:
 - 91% of moms remember being told by a provider to place their babies to sleep on their backs; and
 - 86% of babies were most often laid down to sleep on their backs.

Outreach Initiatives

- Facilitation of the IM-CoIIN increased collaborations among stakeholders, and included successes such as:
 - One statewide unified message of the ABCs of safe sleep (baby should sleep ALONE, on his/her BACK and in a CRIB).
 - Unconventional partnerships ensure safe sleep messages are provided often and consistently.
 - i.e. NYS Department of Motor Vehicle showing NYSDOH developed safe sleep video in waiting rooms.
- Public education and media campaign which produced brochures, magnets, posters, crib cards, videos and various other educational resources, co-branded with the NYS Office of Children and Family Services (OCFS).
 - Additional promotion via Facebook, Twitter, Text 4 Baby, WIC offices, bus shelters, and other public locations (www.health.ny.gov/safesleep).
- NYSDOH Commissioner sent a letter to:
 - Obstetricians and nurse midwives regarding the importance of early education on safe sleep messages prior to delivery.
 - Pediatricians, family medicine providers, and nurse practitioners on reinforcing the safe sleep message.
- Collaboration with the NYS Office of Alcoholism and Substance Abuse Services (OASAS) on an OASAS Learning Thursday webinar.
 - Targeted staff providing services for new parents and infants in residential treatment facilities and homeless shelters.



*A safe sleep environment is defined as infants who were positioned supine, in safe clothing, with head of crib flat



Conclusions

- Participating birthing hospitals reported:
 - Policies and procedures were developed, or updated as appropriate.
 - Documentation of safe sleep education was built into electronic medical record systems.
 - Modeling safe sleep improved caregiver practices as they are likely to mimic what they see in the hospital setting.
- Challenges exist in specific populations, including:
 - Infants receiving care in the NICU, and transitioning them from therapeutic positioning to their backs for sleep.
 - Grandparents and other caregivers who are not familiar with updated safe sleep recommendations.
 - Families with cultural beliefs that encourage bed sharing and other unsafe sleep practices.
 - Reaching those with low literacy levels.

Next Steps

- In-person Summit Learning Session convening hospitals, CBOs, and NYS IM-CoIIN stakeholders will be held on June 20, 2017.
- Developing a tool to address educating individuals with low literacy or language barriers.
- Developing a teaching tool that illustrates an infant's anatomy to assist new parents who voice concerns about their baby choking if placed on his/her back.
- NYSDOH developed safe sleep video will be played in pediatrician offices statewide.

References:

1. New York State Department of Health. "Annual Report of Vital Statistics: New York State 2014" (2016): https://www.health.ny.gov/statistics/vital_statistics/docs/vital_statistics_annual_report_2014.pdf
2. New York State Linked Birth-Death Data, 2002-2014
3. AAP Task Force on Sudden Infant Death Syndrome. SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment. Pediatrics. 2016;138(5).