

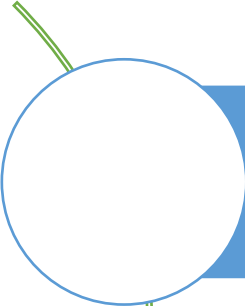
# Caregiver Hesitancy and Safe Sleep

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# Objectives



Discuss strategies to support caregivers with safe sleep education within the hospital setting



Explore opportunities and resource to implement an effective safe sleep education strategy

**3,500**

Infants die each year in the U.S. from sleep-related infant deaths

## **#5 Cause of Death**

For infants in SC in 2018

*While the SUID rates decreased drastically in the 1990s, the rates have **stopped decreasing** in recent years.*



**Sudden Unexpected Infant Deaths (SUIDs) are any sudden & unexpected death of a baby less than one year old in which the cause was not obvious before an investigation.**



- In 2017, there were ~3,600 SUID deaths in the United States
  - 1,400 of the deaths occurred from SIDS
  - 1,300 of the deaths occurred from unknown causes
  - 900 of the deaths occurred from accidental suffocation/strangulation in bed



In 2017, SIDS accounted for **28** deaths in SC. In 2018, SIDS accounted for **14** deaths. While this was a drastic **50%** decrease, rates for other sleep-related deaths **increased**.



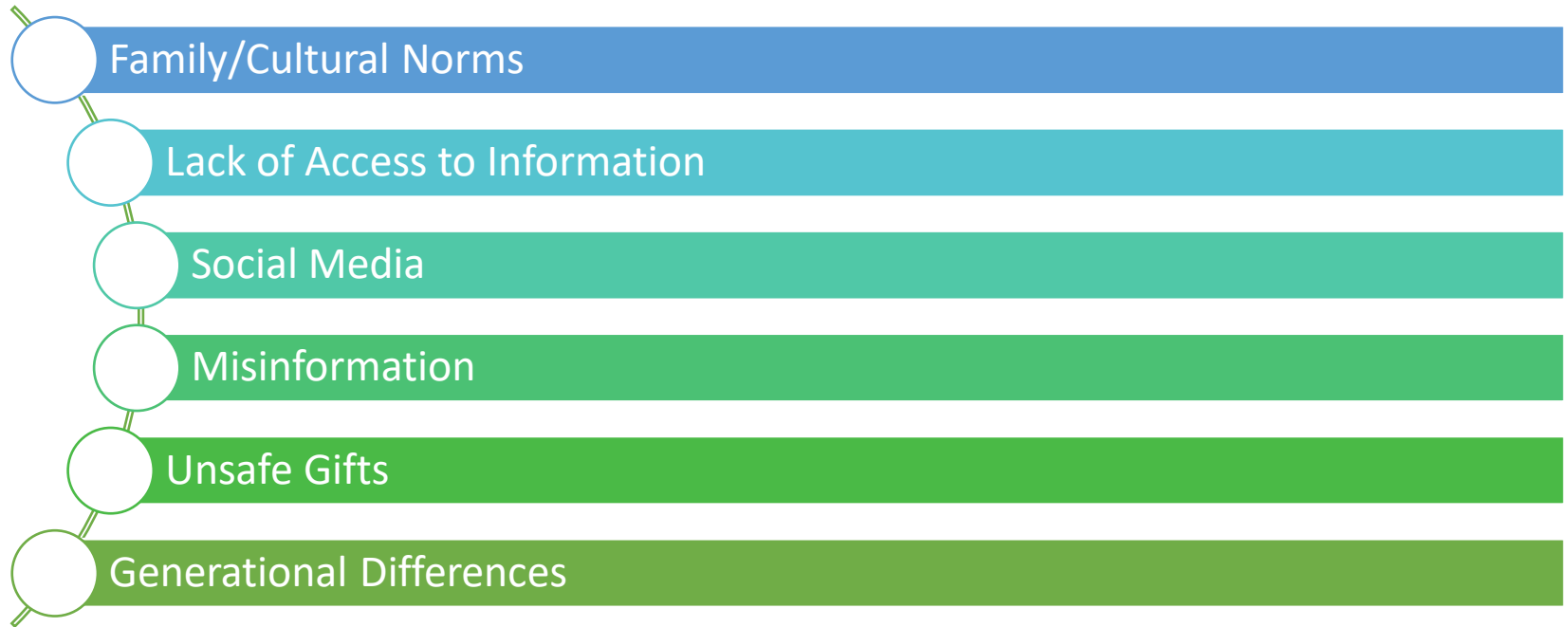
In 2017, accidental suffocation or strangulation in bed accounted for **30** deaths. In 2018 they accounted for **34** deaths - a **13.3% increase**.

# American Academy of Pediatrics Updated Safe Sleep Recommendations (2016)

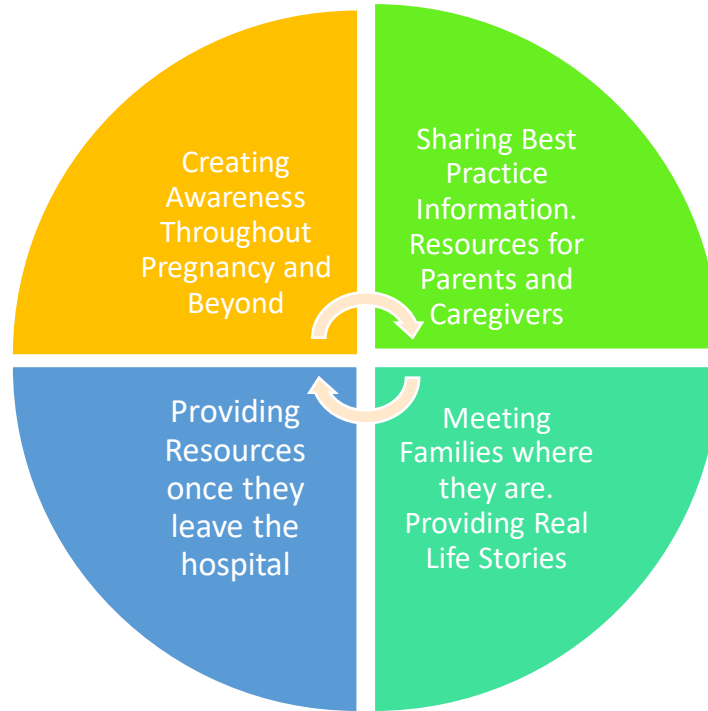
## Key Recommendations

- Supine Positioning
- Room sharing WITHOUT bed sharing
- Avoidance of soft-bedding & overheating
- Avoid exposure to smoke, alcohol & illicit drugs
- Breastfeeding
- Routine Immunizations
- Use of a Pacifier

# Common Roadblocks for Safe Sleep Education



# How to Support Caregivers



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- Pediatric injury prevention education at the Prisma Health Children's Hospital
  - served **94.5%** of all families discharged from the nursery at Greenville Memorial
- Safe sleep consultations
- Cribs for Kids Program





# Resources For Families while Inpatient

- Providing education prior to discharge
  - Health Education Consults
  - DHEC Video required for discharge
- Cribs for Kids Safe Sleep Consults
  - Partnerships with inpatient care team and community agencies
  - Pack-n-Play provided with one-on-one education with family





## Safe sleep

Remember the ABCs of safe sleep:

**Alone** – Baby’s sleep space should not have any stuffed animals, blankets or loose swaddles. Your baby is safest in an empty crib with a firm mattress and tight-fitted sheet.

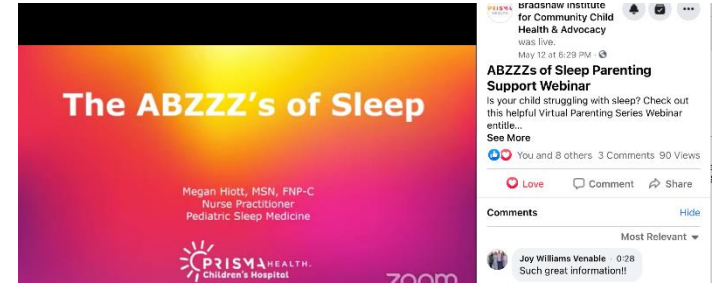
**Back** – Place babies in their sleeping space alone and on their back to reduce the risk of sudden unexpected infant death syndrome (SUIDS).

**Crib** – Babies should ALWAYS sleep in a bassinet, crib or portable crib. Swings, sofas, recliners, chairs, soft surfaces and baby swings are NOT good places to sleep.

- Room sharing is encouraged for convenient feeding and close contact.
- Bed sharing is NOT advised because of the high risk of suffocation.
- Always return your baby to the crib when you go back to sleep.

# Engage Caregivers via Social Media

- Help Fight misinformation via Social Media by engaging families via your agency's platform.
- Tips to a successful Social Media Platform to promote Sleep:
  - Know your audience when selecting a platform – demographics for Facebook vs. Instagram
  - Create compelling content- graphics, videos, etc. to grab the readers attention
  - Develop a social calendar based on traffic to your page
  - Join the Conversation- Social Media is after all “social”
  - Don’t overshare – statistics show it drives your audience away
  - Use the power of “tagging”
  - Get your team involved
  - Use accurate photos
  - Measure your outcomes



# Successful Strategies to Safe Sleep Education

- Active endorsement of American Academy of Pediatrics (AAP) guidelines for infant safe sleep
- Use Healthcare/Community Champions
  - Model and promote Safe Sleep Image Guidelines.
    - consider strategy for spreading what is happening in hospital to community
  - Safe Sleep Consults via Community Partners
- Infant caregivers have the knowledge, skills and self-efficacy to practice safe sleep for every sleep
  - viewing an educational video(s)
  - direct education with nursing, including review of written materials and teach back from the video
  - non-judgmental conversations about safe sleep

# References

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