Message Dissemination Strategies of the Safe to Sleep Campaign to Reduce Infant Mortality

Ellen Robinson, M.H.S. IQ Solutions
How many infants die suddenly and unexpectedly each year in the United States?

A) Nearly 2,000  
B) Nearly 3,000  
C) Nearly 4,000  
D) Nearly 5,000
Background

Sleep Position Source: NICHD Household Survey
SIDS Rate Source: National Center for Health Statistics, CDC
Developing New Campaign Name and Logo

Then

Now

SAFE TO SLEEP®
Key Messages
Challenges to Overcome When Promoting Safe Infant Sleep

- Contradictory messages:
  - Family/friends
  - Media
  - Health professionals
  - Social networks

- Common fears about choking and death

- Concerns about comfort

- Cultural/traditional practices

- Racial/ethnic disparities
Outreach Strategies

• Targeting high-risk communities
• Training health professionals
  ▪ Continuing Education (CE) courses for nurses and pharmacists
• Statewide efforts
  ▪ Arkansas SIDS Outreach Project
  ▪ 15 States with highest SIDS/SUID rates
Current Outreach Tactics

• Distributing video to more than 400 waiting room TVs at OB/GYN and pediatrician offices
• Working with campaign collaborators and other national and statewide partners
Trained **36** health professionals from states with the highest rate of sleep-related causes of infant deaths
**Crib safety - Preventative measures**

Updated: Monday, 24 Sep 2013, 9:28 AM EDT
Published: Monday, 24 Sep 2013, 8:10 AM EDT

Sarah Wall

(WALA) - One of the scariest times for a new parent is when your baby is sleeping. That's because that's when your baby is most at risk from SIDS, or Sudden Infant Death Syndrome / Sudden Unexplained Infant Death. This is the unexplained death of a seemingly healthy baby. Experts tell us it usually happens during sleep. There's no warning and no definitive cause. But, there are preventative measures you can take as a parent or caregiver.
Lessons Learned from Pilot Champions

- Train more community members including parents and caregivers
- More community outreach opportunities for Champions who can’t do media outreach
- Provide more extensive training for media and community outreach
2013 National Champions Initiative

Goal: recruit minimum of 200 Champions nationwide

Total recruited: 1,080
Representing all 50 States and 2 U.S. territories

Trainings: 3 webinars and 4 in-person trainings
Future Safe to Sleep Campaign Outreach Plans

- Launch new campaign website
- Electronic toolkit for partners
- Safe Infant Sleep video in Spanish
- Campaign ad in national parenting magazine
- Radio media tour
Long-Term Evaluation Efforts

- National surveys of individuals, childcare facilities, hospitals/clinics
- Website hits
- Social media posts
- Review of online blogs
- Local media efforts by Champions
- Mentions and links to campaign website
- National and State partnerships established
- Content analysis of safe infant sleep in parenting/baby magazines
- Review of hospital and childcare facility policies.
Resources

Contact the Safe to Sleep Campaign at:

1-800-505-CRIB (2742)

or

www.nichd.nih.gov/SIDS