

Safe Infant Sleeping: Addressing Sudden Unexpected Infant Death in Massachusetts

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On October 2, 2014, Governor Patrick
declared October to be Infant Safe
Sleep Awareness Month

Background

- Local and State Child Fatality Review Teams – longtime focus on connection between Sudden Unexpected Infant Death (SUID) and infant sleep practices
- DPH convened a multi-stakeholder Safe Sleep Advisory Group in 2012 to address SUID
- In June, the Executive Office of Health and Human Services convened high level Safe Sleep Task Force

Sudden Unexpected Infant
Death (SUID) is the leading
cause of death among infants
1-11 months of age

What is Sudden Unexpected Infant Death (SUID)?

SUFFOCATION*

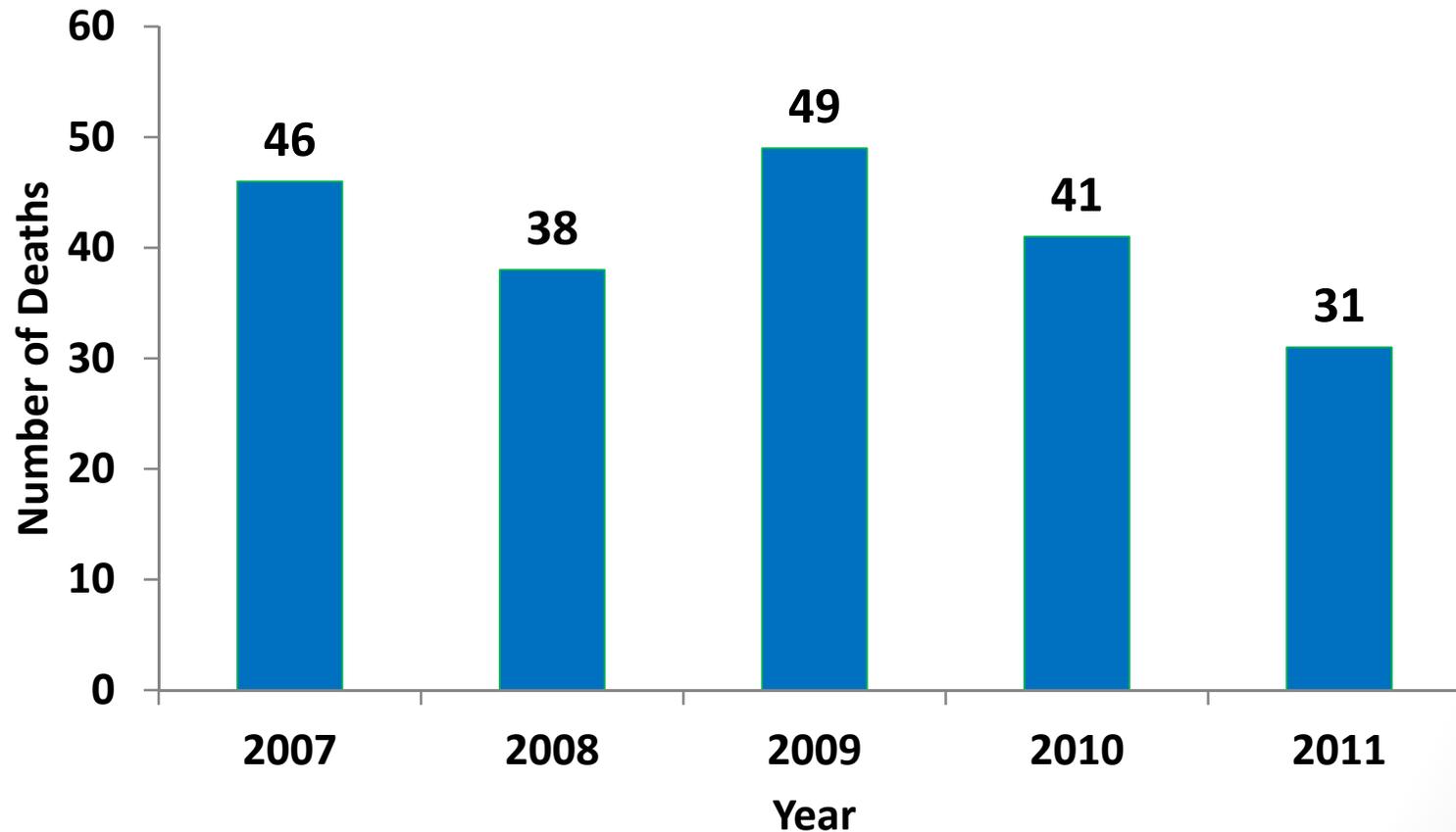
**UNDETERMINED
CAUSES**

SIDS

According to the American Academy of Pediatrics, SUID is described as “any sudden and unexpected death, whether explained or unexplained (including SIDS), that occurs during infancy.”

**Includes unintentional suffocation in bed or other or unspecified threat to breathing*

Sudden Unexpected Infant Deaths, MA Infants 2007-2011

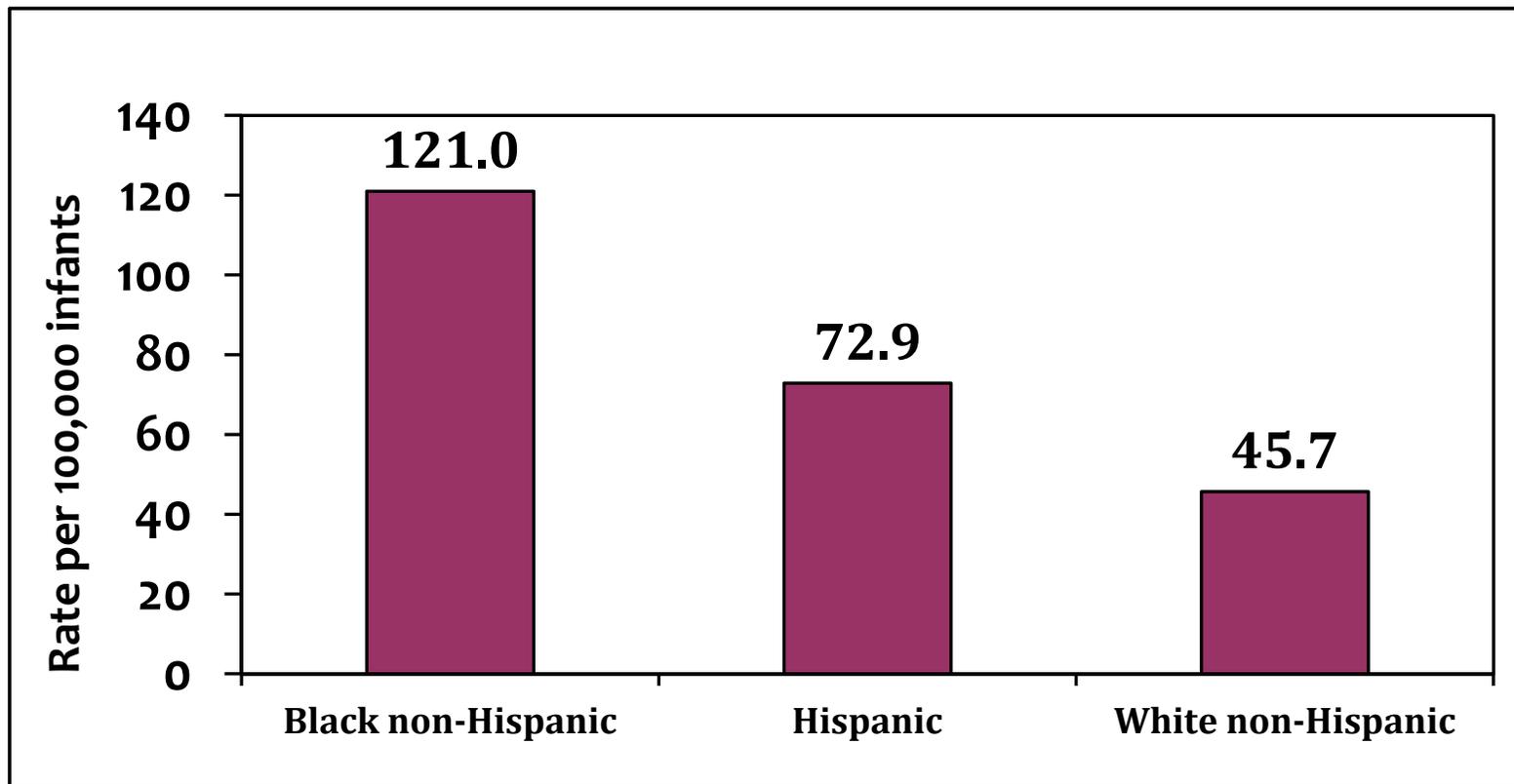


Source: Registry of Vital Records and Statistics, MDPH

Infant Sleep Deaths: Risks

- ❖ Stomach or side sleeping
- ❖ Sleeping with another person
- ❖ Cluttered crib: stuffed animals, pillows, blankets, crib bumpers
- ❖ Infant age: 1-11 months (with 2-4 months being greatest risk)
- ❖ Maternal age
- ❖ Smoking
- ❖ Significant racial and ethnic disparities

Average Annual Rate of Sudden Unexpected Infant Death* by Selected Race/Ethnicity, MA Residents <1 Year, 2007-2011

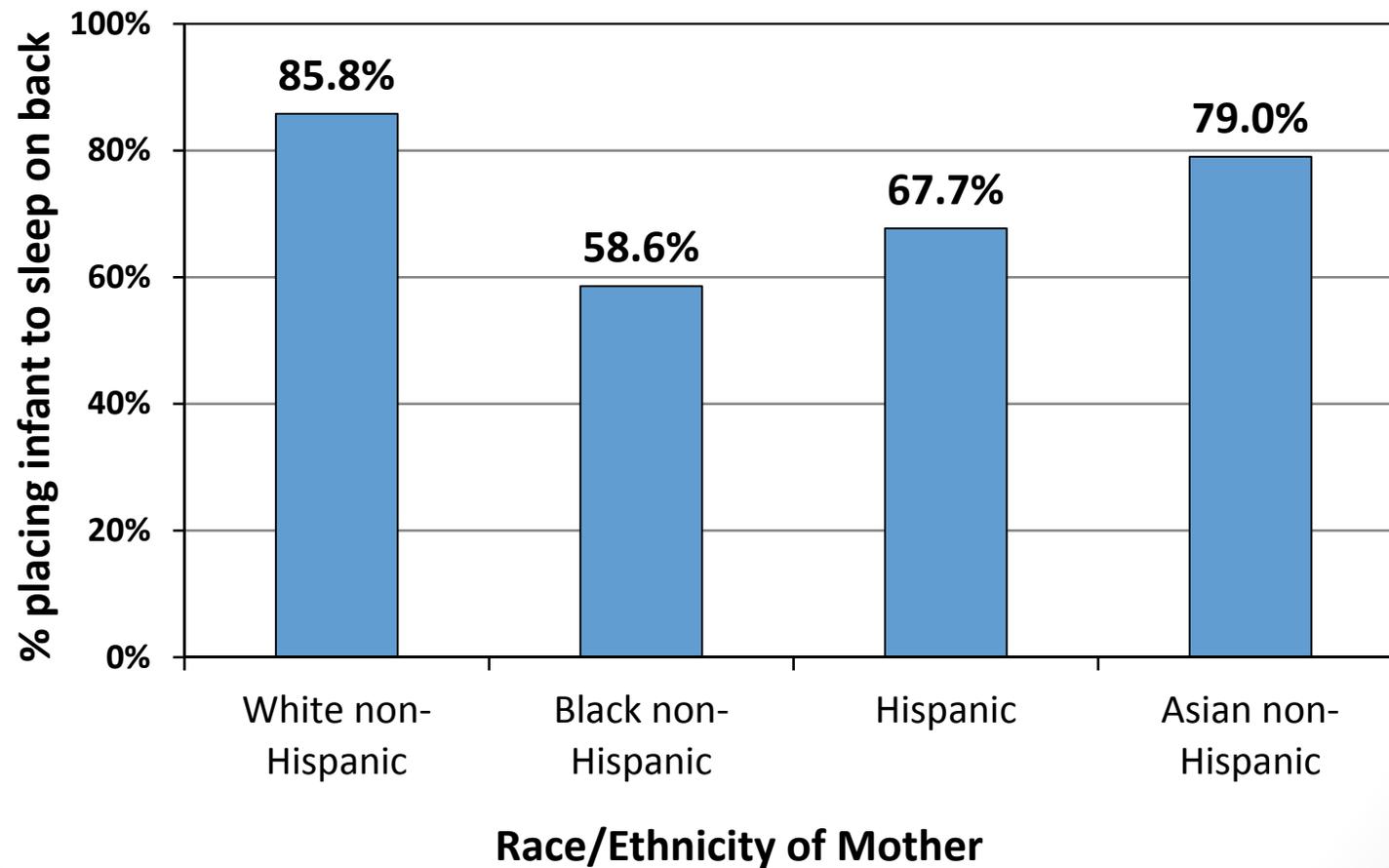


Source: Registry of Vital Statistics, MDPH.

*SUID includes: SIDS, unintentional suffocation in bed, and undetermined causes

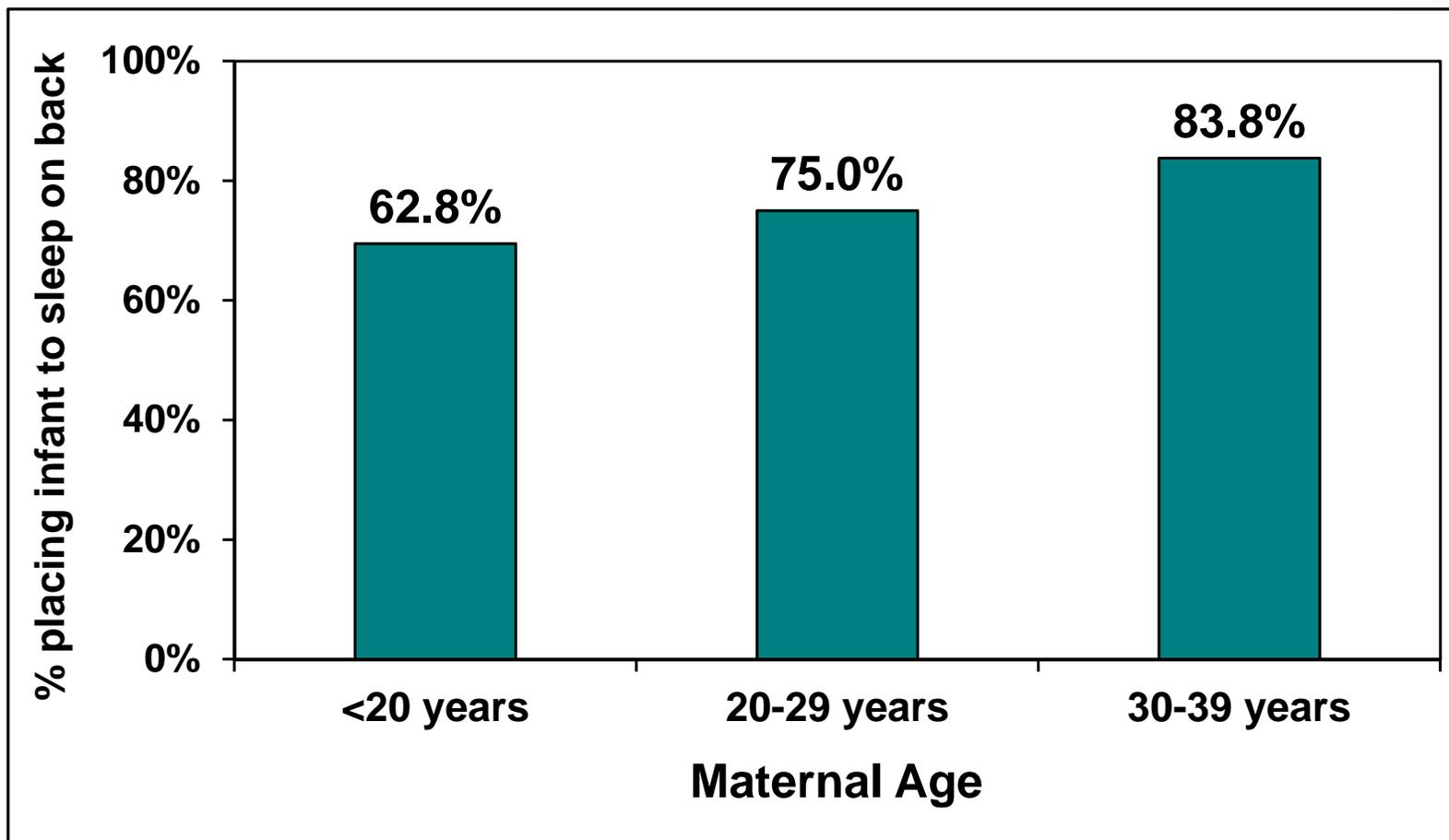
Rates not displayed for racial and ethnic groups where count <5

Sleep Position By Race/Ethnicity, MA Mothers, 2011



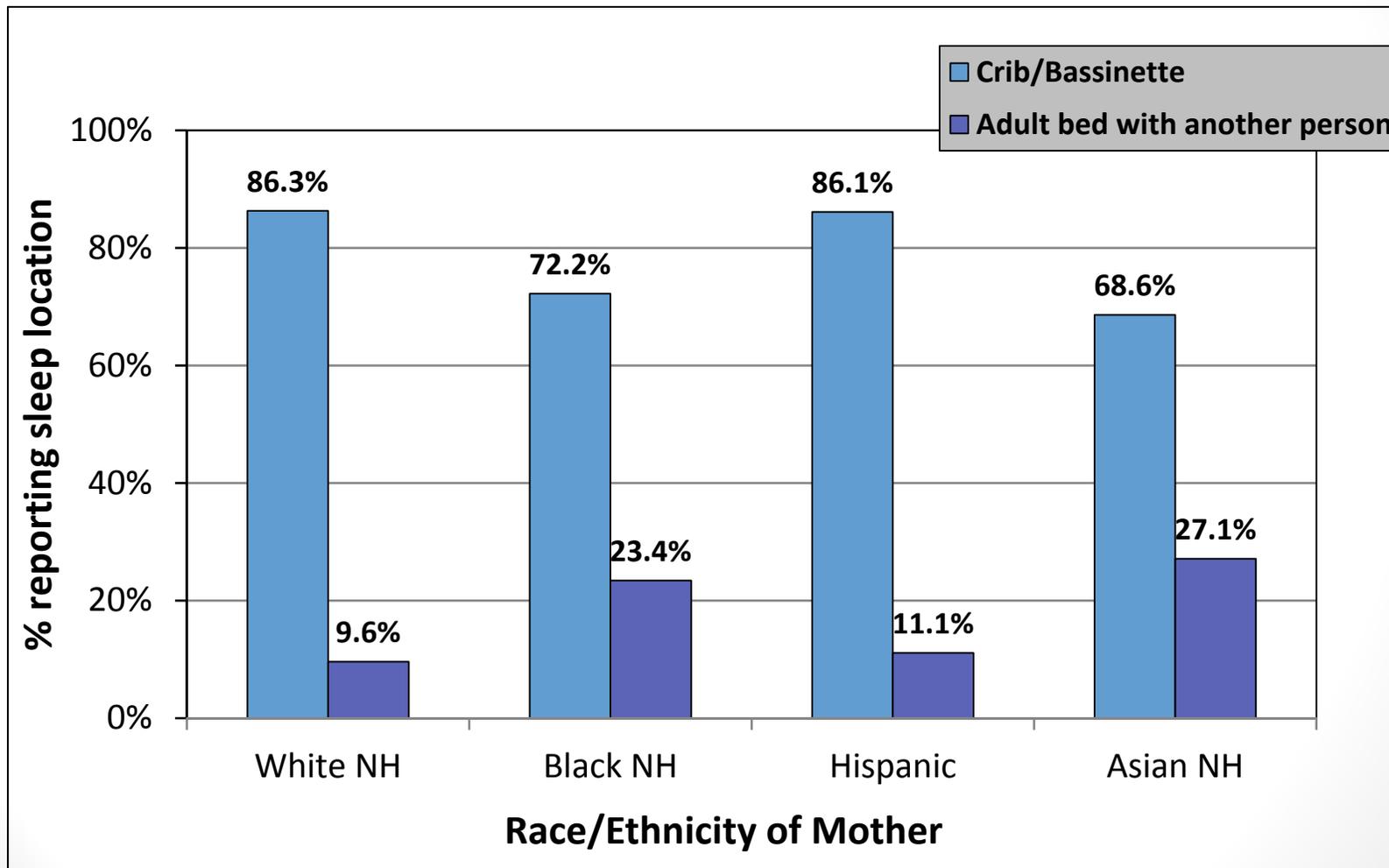
Source: MA Pregnancy Risk Assessment Monitoring System, 2011 Preliminary data

Prevalence of infant being “most often” placed to sleep on back by select maternal age groups, MA Mothers, 2011



Source: MA Pregnancy Risk Assessment Monitoring System, 2011 Preliminary Data

Sleep Location By Race/Ethnicity, MA Mothers, 2011



Source: MA Pregnancy Risk Assessment Monitoring System, 2011 Preliminary data

DPH Efforts

- Surveillance
- Policy
- Public Education
- Training

Massachusetts Data Sources for Surveillance of the Problem

Population-based Data:

- Registry of Vital Records and Statistics, Massachusetts Electronic Death File (coded data)
- SUID database (in development) – text based data at the Office of the Chief Medical Examiner

Survey Data:

- Pregnancy Risk Assessment Monitoring System (MDPH)

MA SUID Database

- Collaboration between DPH and the Office of the Chief Medical Examiner (OCME)
 - All SUID deaths from January 2011 forward
- Utilizes the SUID Investigation Form
 - Developed by the State Child Fatality Review Team in 2009-2010
 - standardized collection of relevant information of unexpected deaths
 - MA form is a shortened version of the form developed by the Centers for Disease Control and Prevention, with a few questions unique to MA

Department of Public Health – Safe Sleep Policy - 2012

MDPH **revised** its safe sleep policy to align with the new AAP guidelines:

- Babies should be put to sleep on their back
- Babies should sleep in the same room as parent(s) but on a separate sleep surface
- Uncluttered Crib
- Breastfeeding should be encouraged
- Smoke Free Environment



Safe Sleep Challenges

- Strongly held beliefs about position/concerns about choking
- Beliefs related to breast feeding and maternal-infant bonding
- Sense of intimacy and protection with co-sleeping
- No access to safe crib or pack and play
- Lack of knowledge about dangers
- Inconsistent messages
- Calming a Fussy or Crying Infant
- Parent fatigue

Shhhhh.....



Photo courtesy HALO Innovations and First Cribble

**You can
keep me
safe while
I sleep.**

ALWAYS put me on my **BACK** to sleep for naps and at night.

Keep me **NEAR** you, but in **MY OWN** crib, with a firm mattress and a tight-fitting sheet.

DON'T PUT toys, blankets, pillows, or bumper pads in my crib.

NO SMOKING, please!

BREASTFEED me.

Keep me cool – **DON'T OVERHEAT** me or the room.

1-800-311-BABY (2229)

Toll-free maternal and child health information and referral line

For more information, visit
www.nichd.nih.gov/sids



MA Department of Public Health
TDD/TTY: (617) 624-5993 • Web: www.mass.gov/dph



WIC Training Initiative

- Significant disparities in safe sleep practices by WIC participants
- Parents trust WIC
- Comprehensive Training Initiative
 - Train-the-Trainer, March, 2013
 - 572 WIC staff trained
 - Evaluation demonstrated that there were positive changes in knowledge, attitudes and behaviors in infant safe sleep education and counseling
 - Evaluation demonstrated that the changes were not universal, demonstrating need for repeated training and additional types of education /interventions for WIC clients
 - Online training for new WIC employees

Additional Trainings for Professionals Working with Parents/Caregivers

- **Mass Home Visiting**
- **Department of Children and Families**
 - 50 family resource supervisors (2013)
 - 60 family resource supervisors (train-the-trainer, 2014)
- **Early, Education and Care**
 - Developed a training for family child care providers (day-care centers)
 - Collaborated with EEC to develop a RFQ for trainers to become “approved” infant safe sleep trainers
- **Hospitals**
 - 1 day conference for staff from birthing hospitals
 - Presented at the Beth Israel Deaconess Medical Center’s NeoQIC Meeting (March, 2014)

Upcoming Trainings

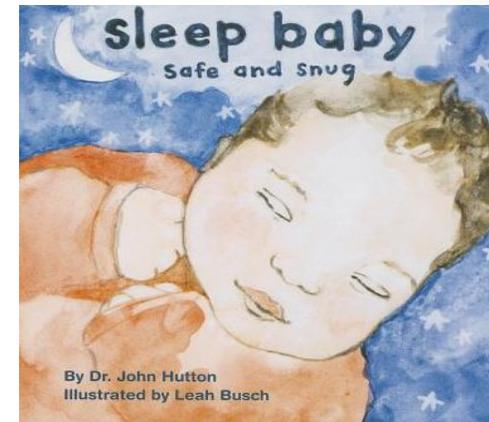
- BayState Medical Center NeoQIC Department
- Department of Housing and Community Development – Webinar (October, 2014)
- Early Intervention Program

EOHHS Safe Sleep Task Force

- Convened by Secretary John Polanowicz and Chaired by Assistant Secretary Kathleen Betts
- High level participation from:
 - Department of Public Health
 - Department of Children and Families
 - Early Education and Care
 - Massachusetts SIDS Center
 - Office of the Child Advocate
 - Department of Housing and Community Development
- This month launched a multipronged awareness initiative

Key Initiatives

- **Public Awareness:** posters on MBTA, billboards, and in DTA & DCF offices, and homeless shelters, plus daily tweets (#infantsafesleep)
- **A Book for Every Baby:** Partnering with the Baystate, Boston Medical Center, UMass Memorial, Cambridge Health Alliance and Boston Children's Hospital as well as Reach Out and Read
- **Involvement of State Agencies:** DCF including "This Side Up" onesies and book in welcome baby bags; EEC providing magnets to all licensed child care programs and DHCD to homeless parents living in hotels/motels
- **Resources for Physicians:** Partnering with the Massachusetts Chapter of the AAP and MHA
- **Mass.gov/SafeSleep**



Infant Safe Sleep



Information for Parents and Caregivers
Parents and Caregivers: Find out how.

1 2 3 4 II [Learn More >](#)

Friendly URL:
www.mass.gov/safesleep

Governor's Proclamation

Downloadable Materials

- Safe Sleep Poster 1 1MB
- Safe Sleep Poster 2
- Keeping Sleep Time Safe (for Parents)
- Keeping Sleep Time Safe (for Providers)
- Bed Sharing & SIDS

Thank you and
Questions?