



Safe Sleep: Strategies to Reach Historically Marginalized Communities

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Safe Sleep: Strategies to Reach Historically Marginalized Communities Parallel Session

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July 25, 2023



Engaging Nontraditional Partners in Safe Sleep Efforts

Funding Statement

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under the Child and Adolescent Injury and Violence Prevention Resource Centers Cooperative Agreement (U49MC28422) for \$5,000,000 with 0 percent financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

Objectives

At the conclusion of this session, participants will be able to use the provided tools and resources to:

- Identify non-traditional partners that can support and spread their work.
- Identify next steps to engage non-traditional partners
- Engage a diverse group of partners to identify and implement cultural adaptations.





Overview

- **Children's Safety Network: Who we are and what we do**
- **Sudden Unexpected Infant Death (SUID) overview**
- **Identifying and engaging non-traditional partners**
- **Examples from the field**
- **Tools, resources and additional opportunities**
- **Discussion and questions**



Who We Are and What We Do

Advancing the Field of Injury and Violence Prevention

National Partnerships



Training and Technical Assistance



Learning Collaboratives



Webinars and Resources



CSLC Support

The CSLC model provides:

- Strategic focus
 - Topic-specific change packages with evidence-based and evidence-informed strategies
 - Quality improvement tools and approaches
 - Support breaking work into manageable components
- Space for teams to share their challenges and learn from one another
- Tailored training and technical assistance to advance health equity and achieve improvements



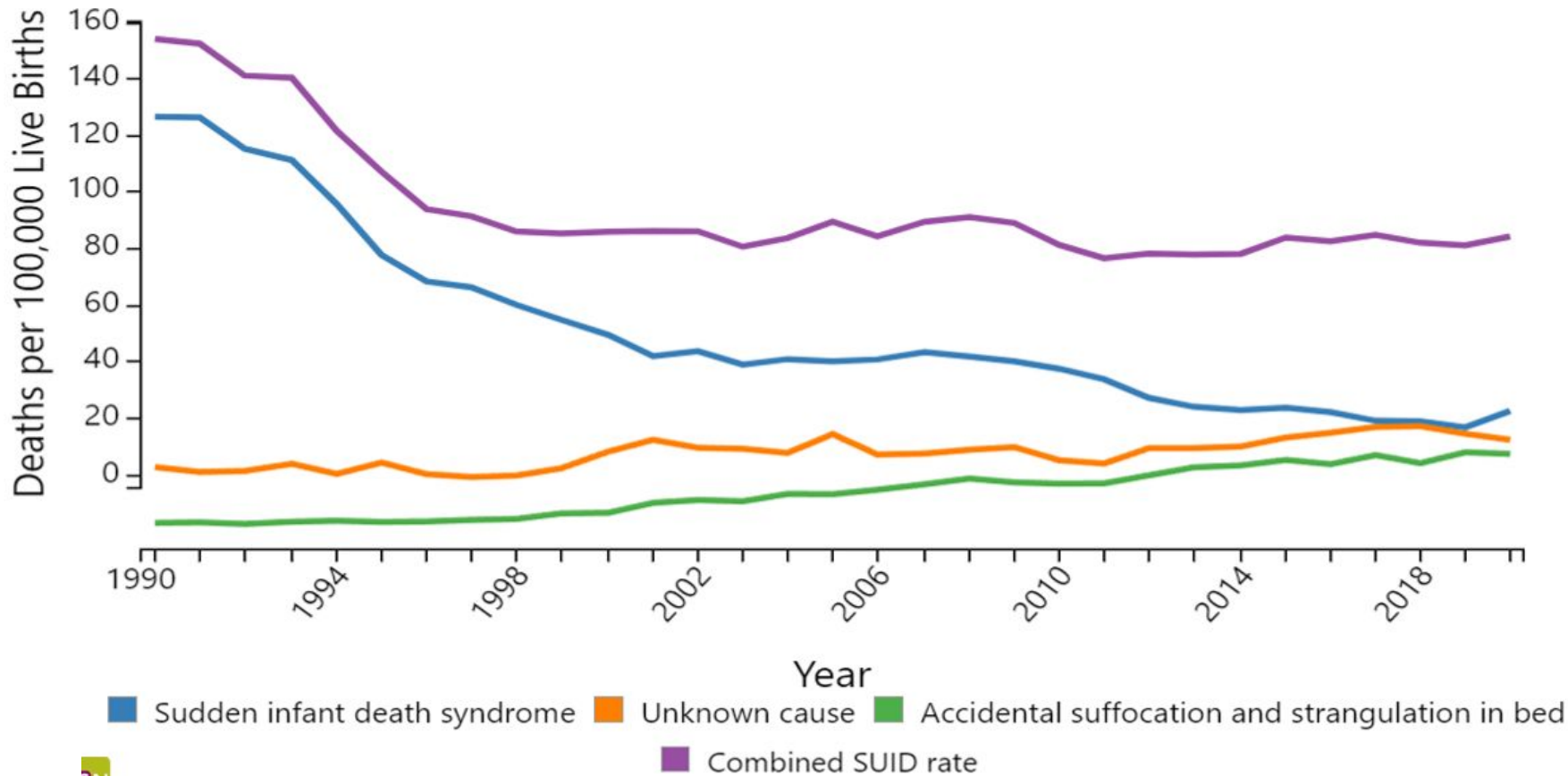


Overview: Sudden Unexpected Infant Death (SUID)

Sudden Unexpected Infant Death (SUID)

- “Each year, there are about 3,400 Sudden Unexpected Infant Deaths (SUID) in the United States. These deaths occur among infants less than 1 year old and have no immediately obvious cause.
- The three commonly reported types of SUID include the following:
 - Sudden infant death syndrome (SIDS).
 - Unknown cause.
 - Accidental suffocation and strangulation in bed.”

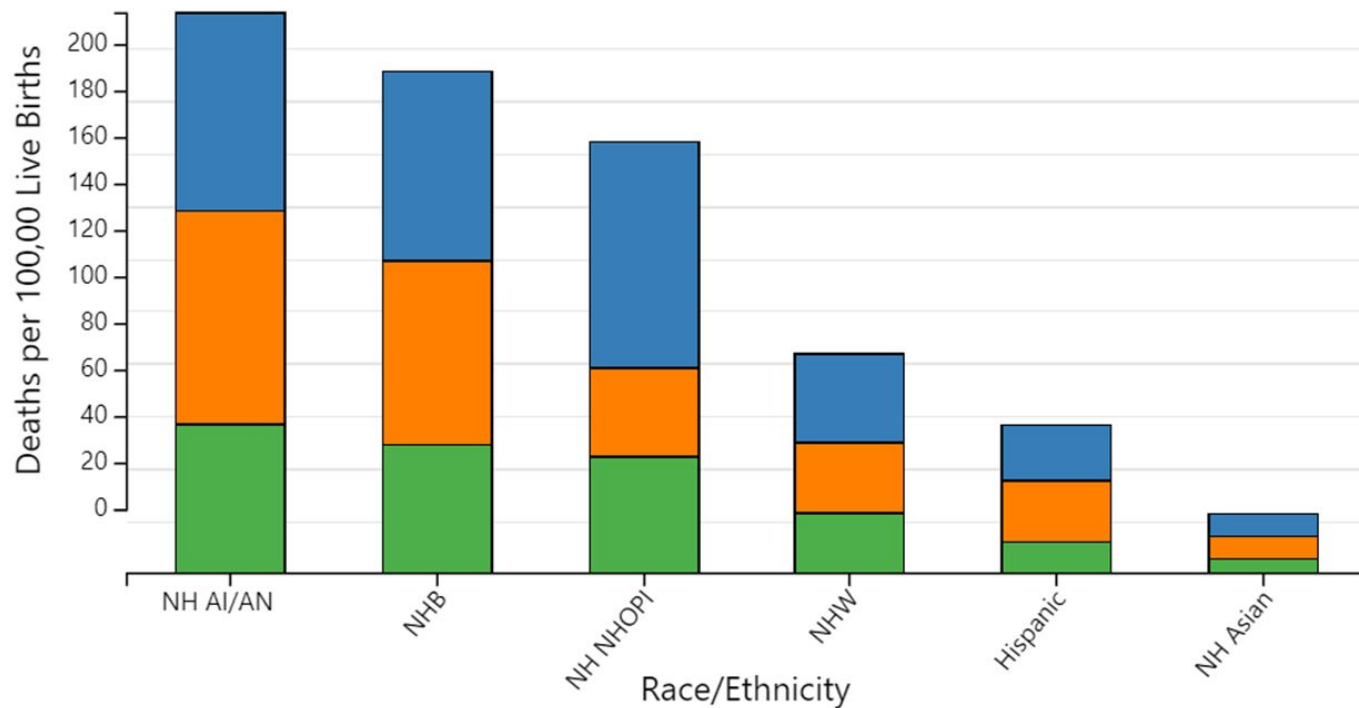
Trends in Sudden Unexpected Infant Death by Cause



Sudden Unexpected Infant Death by Race/Ethnicity, 2016–2020

Sudden infant death syndrome
 Unknown cause
 Accidental suffocation and strangulation in bed

- NH AI/AN= Non-Hispanic American Indian/Alaska Native
- NHB= Non-Hispanic Black
- NH NHOPI+ Non-Hispanic Native Hawaiian/Other Pacific Islander
- NHW= Non-Hispanic White
- NH Asian= Non-Hispanic Asian



Sudden Unexpected Infant Death Prevention

We follow the American Academy of Pediatrics guidelines to inform our work:

- On their back for all naps and night
- Firm, flat sleep surface
- Instead of bed sharing, room share
- No soft objects/loose bedding
- Don't let baby get overheated
- Feed breast milk
- Regular prenatal care
- Avoid substance use
- Don't smoke or use nicotine
- Schedule and go to all well-child visits



[How to Keep Your Sleeping Baby Safe: AAP Policy Explained](#)

Available to Download: SUID Change Packages and Outcome Measures



[go.edc.org/
CSNChangePackages](https://go.edc.org/CSNChangePackages)



Take a Closer Look: SUID Change Package

Primary drivers:

- Impact culture of infant sleep practices
- Policies and procedures to support practices and culture
- Caregivers are knowledgeable in SUID prevention



Secondary drivers:

- Partners and policy makers
- Multi-stakeholder partnerships
- Adoption of AAP and NH/NICHD guidelines
- Policies and state licensing regulations
- Providing safe sleep resources





Identifying and Engaging Non-Traditional Partners

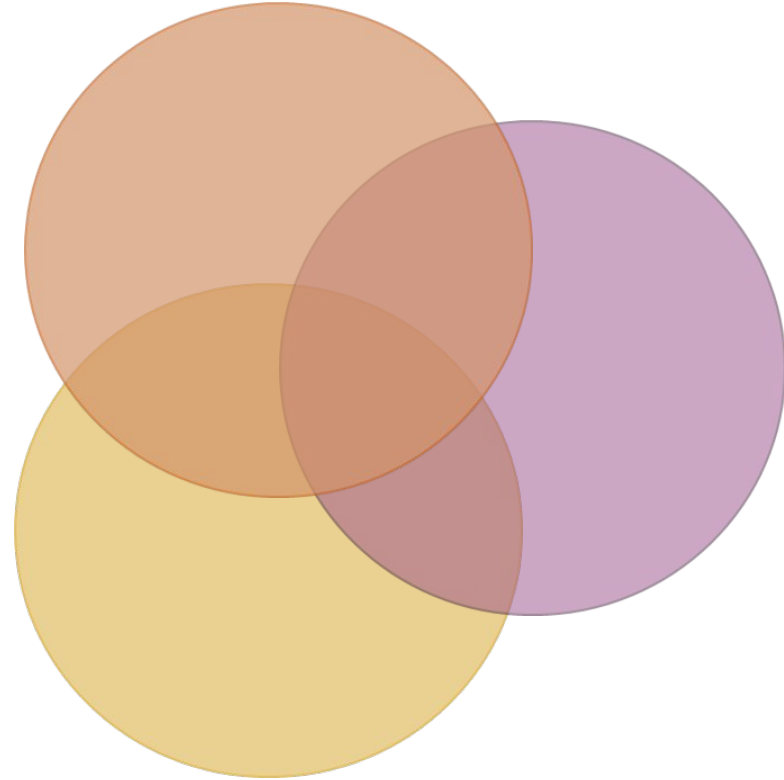
Who are “Non-Traditional” Partners?

- Outside our “Same ten people”
- Addressing similar outcomes, risk or protective factors but from different areas or approaches
- Able to share a new or fresh perspective
- Connected to novel networks and resources (including historically marginalized communities)



How Do We Find and Engage Non-Traditional Partners?

- Identify gaps
- Brainstorm who:
 - Touches those groups
 - Has needed resources
 - Has related outcomes
 - Works on similar risk and protective factors
 - Has a vision or mission that overlaps with yours



Brainstorm Example

Local/statewide
homeless
coalitions

Public
transportation
(bus companies,
van rides)

Reaching new
parents with
unstable housing
with SUID
information and
resources

Food
pantries

School outreach
coordinators (reach
families who also
have older children)

Family
Resource
Centers

Disability
assistance
programs

Hotels

Community
Action Councils

Shelters

Making the Ask

You are more likely to have success if you can clearly articulate what you are asking for and “the value of partnership for each partner.”

Gap	Potential Partner	How can we partner to fill this gap?	What's is the value for this partner?	What is the commitment we are asking for?	Who is the best person to make the request and why?	Next steps

Stories from the Field

Promoting Safe Sleep Environments



Implementing Evidence Based Safe Sleep Education in Underserved Communities

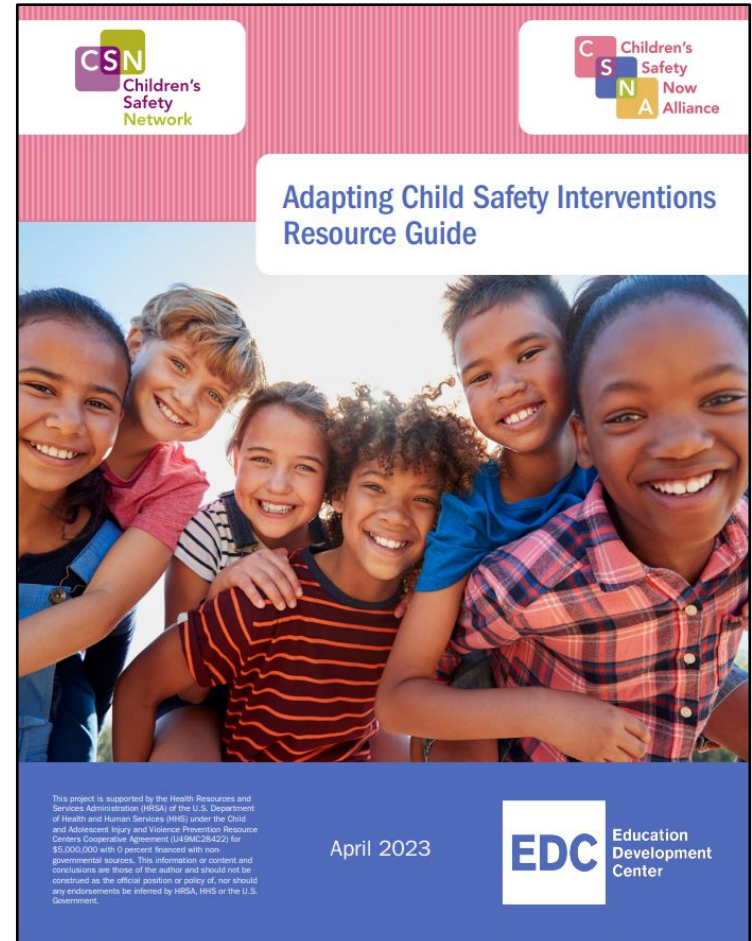


Additional Resources

Adaptations

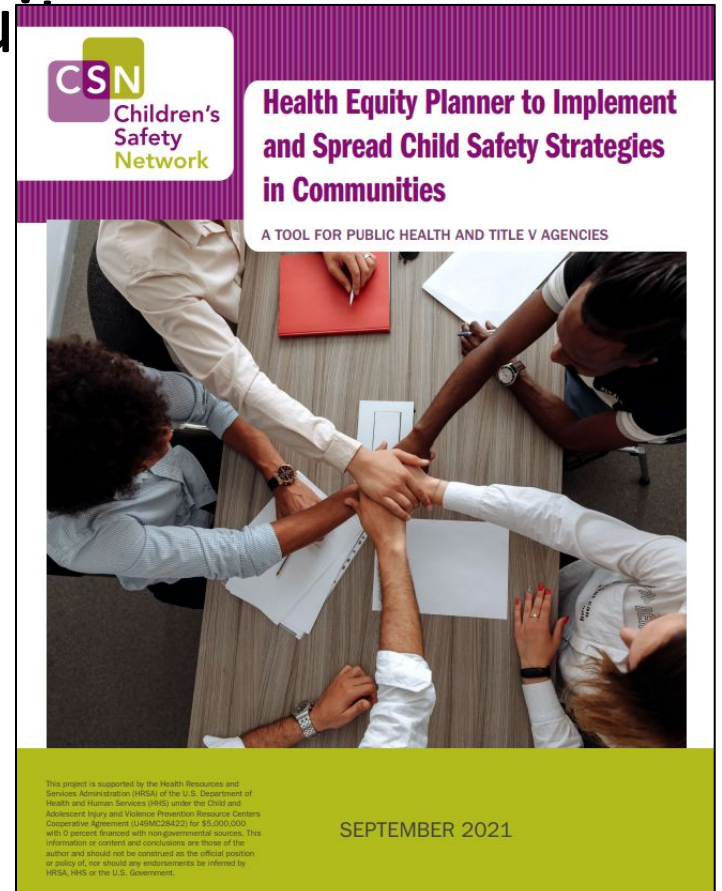
Utilize traditional and non-traditional partners to:

- Identify the need for adaptations (for example related to cultural fit or community norms)
- Inform the process regarding language use, cultural practices
- Anticipate barriers/challenges and test changes



Working with Traditional and Non-Traditional Partners to Address Health Equity

- Health Equity Planner to Implement and Spread Child Safety Strategies in Communities
- Health Equity: Diversity, Equity, and Inclusion Assessment Guide for Multidisciplinary Teams



CSN
Children's
Safety
Network

Health Equity Planner to Implement and Spread Child Safety Strategies in Communities

A TOOL FOR PUBLIC HEALTH AND TITLE V AGENCIES

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under the Child and Adolescent Injury and Violence Prevention Resource Centers Cooperative Agreement (U49CE000422) for \$4,000,000 with 0 percent financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

SEPTEMBER 2021

Collaboration Resources

Prevention Solutions@EDC

Prevention Collaboration In Action Toolkit

Children's Safety Network,
Leveraging Funding Sources and
Partnerships in Child and Adolescent Injury
Prevention

Management Sciences for Health,
Managers Who Lead



Apply to Join the CSLC !!

Cohort 1 Begins December 2023

Applications due **11:59 PM ET** on
September 27, 2023



Learn more!! Attend an informational
webinar – 3 options!

Learn
more about
the CSLC

Kick-off event: Hybrid Learning Session in
Waltham, MA February 1 & 2, 2024

Thank you! Contact Us:



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Lead

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at Education Development Center

Visit our website:

www.ChildrensSafetyNetwork.org



Get added to our
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about upcoming events
and opportunities



Connecting to a New Generation with Animated Safe Sleep Videos

How We Developed Animated Videos to Educate Black and Hispanic Moms About Infant Safe Sleep



Samuel Hanke MD, MS, MBA
President
Charlie's Kids Foundation

Disclosures

- No financial disclosures
- This presentation includes discussion of educational products produced and distributed by Charlie's Kids foundation.
- I receive no financial compensation from the sale and distribution of these safe sleep products.
- Charlie's kids foundation is a 501(c)3 non-profit organization

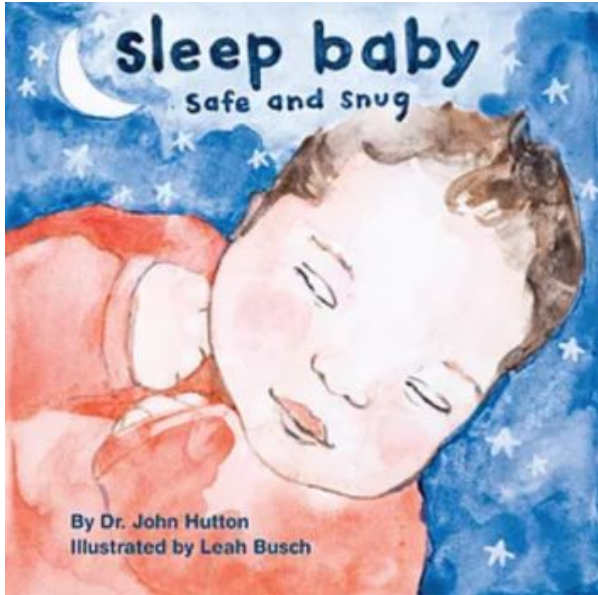


Charlie's Kids mission is to advocate safe sleep to prevent infant death.

Today's Discussion



- Why Animated Short Videos?
- The Development Process
- Our Animated Video Library
- Impact



Our Theory of Impact- Sleep Baby Safe and Snug

Facilitate Timely Safe Sleep Messaging

Promote Repetitive Safe Sleep Messaging

Utilize Advantages of a Multimedia Approach

Target all Levels of Education, Language and Literacy Abilities

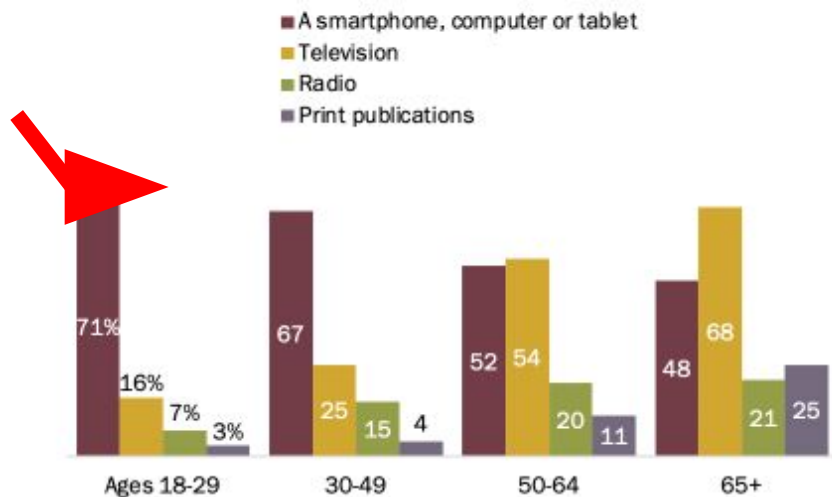
Utilize a Multicultural Approach and visuals

5 Million Books in circulation since 2013



Those under 50 turn more frequently to digital devices for news

% of U.S. adults who get news *often* from ...

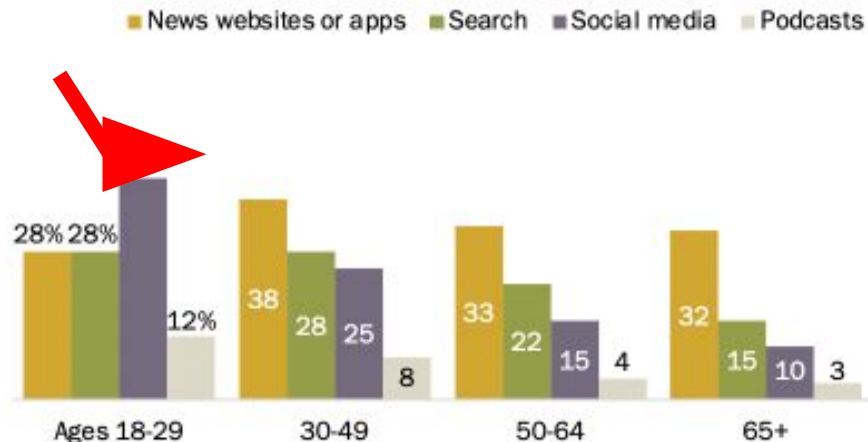


Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news *often* from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

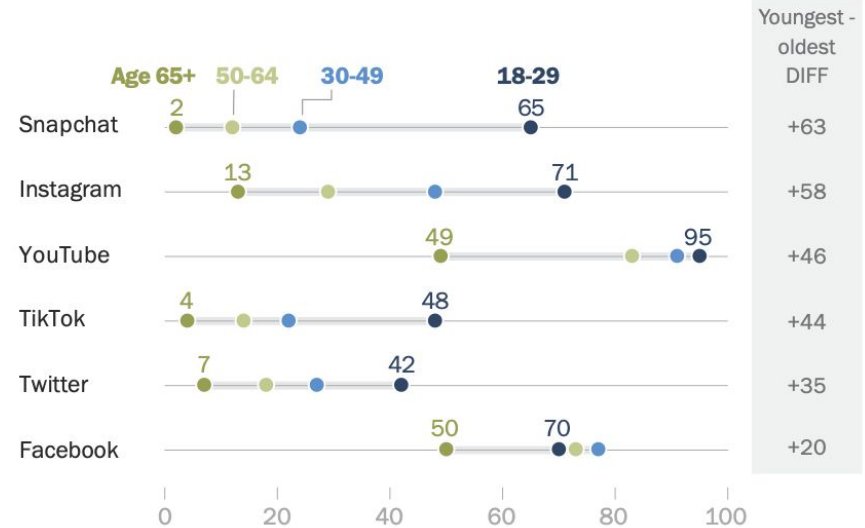
PEW RESEARCH CENTER

The average viewer spends
6 hours and 48 minutes per week
watching videos

59% increase since 2016

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



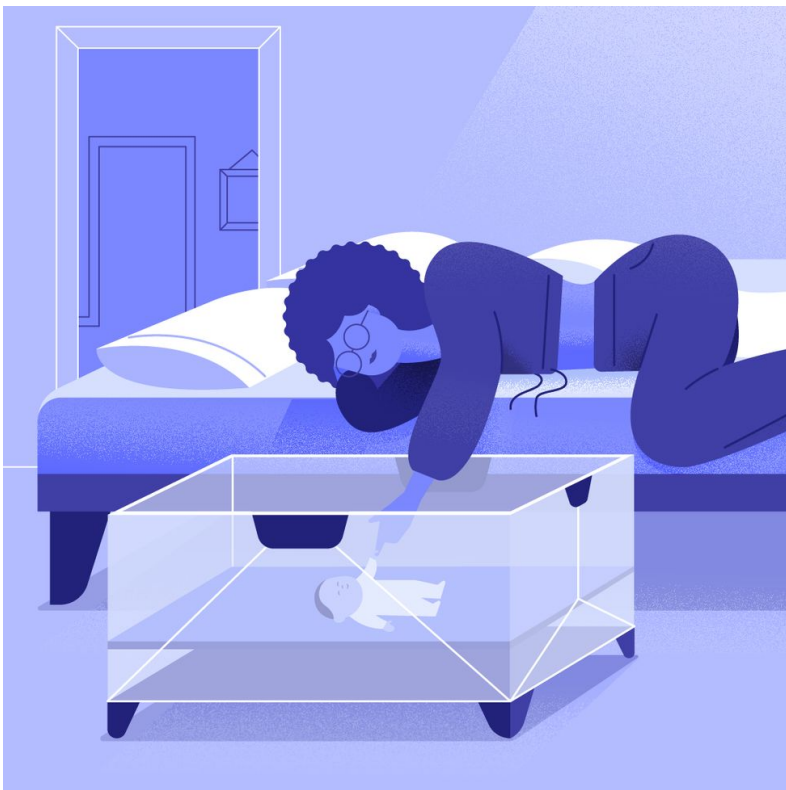
Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

Video Series Objectives

- 1) Help parents, caregivers, and the medical community
 - understand the risk of infant death due to unsafe sleep
 - understand recommended best practices for safe sleep
 - with practical strategies for HOW to practice safe sleep
- 2) Make Safe Sleep a Viral Conversation in High-risk Communities



The Process

Listen. Learn. Share.

- Started with Safe Sleep Basics and [Empathy](#).
- Hired Black women to be our thought partners and guide content, visuals, and audio voice-over.
- Reviewed and Revised.
- Share with Friends and Partners.

The Goal

To create

Eye-catching

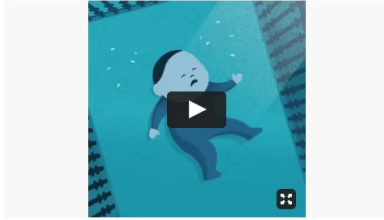
15 and 30-second shareable videos

to engage infant caregivers

to promote safe sleep

Safe Sleep Videos

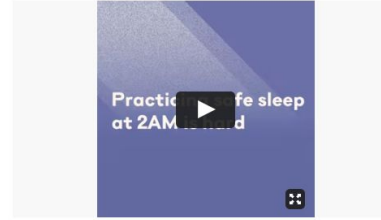
Watch, share, and watch again!



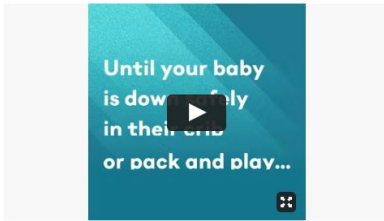
Babies Sleep At Night, Not All Night



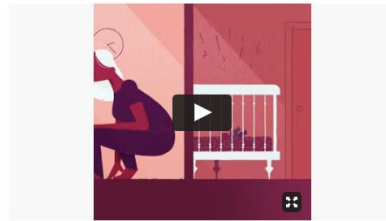
Set An Alarm Every Time You Breastfeed



Safer Sleep Through Connection



Stay Awake While Caring For Your Baby



Sharing A Bed With Your Baby is Dangerous



How To Support a New Parent



Why Safe Sleep?



Room Share Don't Bed Share



What Is Safe Sleep For Babies?

What is Safe Sleep for Babies?

**Let's Talk
About
Safe Sleep**

¡Ahora en español!



Babies Sleep at Night, Not All Night



Safer Sleep Through

**Practicing safe sleep
at 2AM is hard**

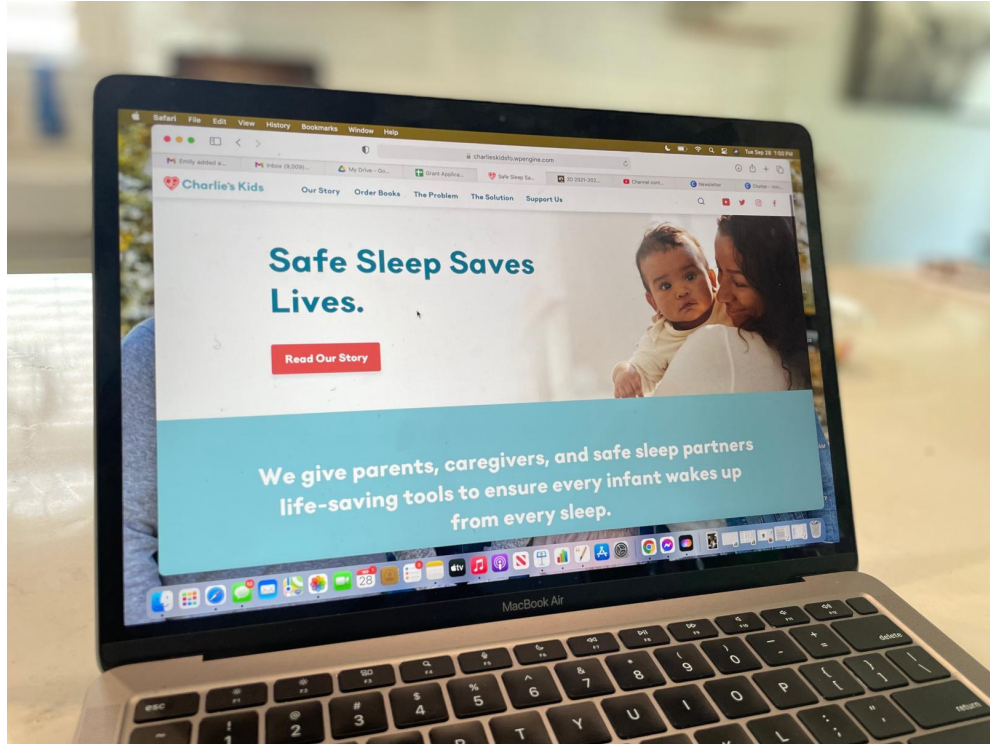
How to Support a New Parent



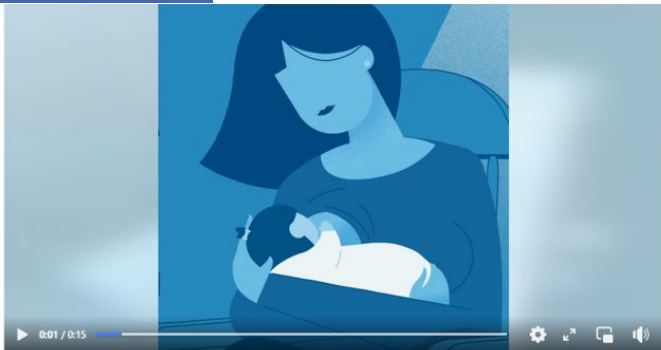
How to Access

www.charliekids.org

SAFE SLEEP VIDEO LIBRARY



facebook



Setting an alarm to keep you awake during your nighttime feedings is one of our favorite tips and tricks for safe sleep. Simple. Doable....

Like Comment **Share**

Charlie's Kids Foundation
January 5 · 🌐

Following

Setting an alarm to keep you awake during your nighttime feedings is one of our favorite tips and tricks for safe sleep.

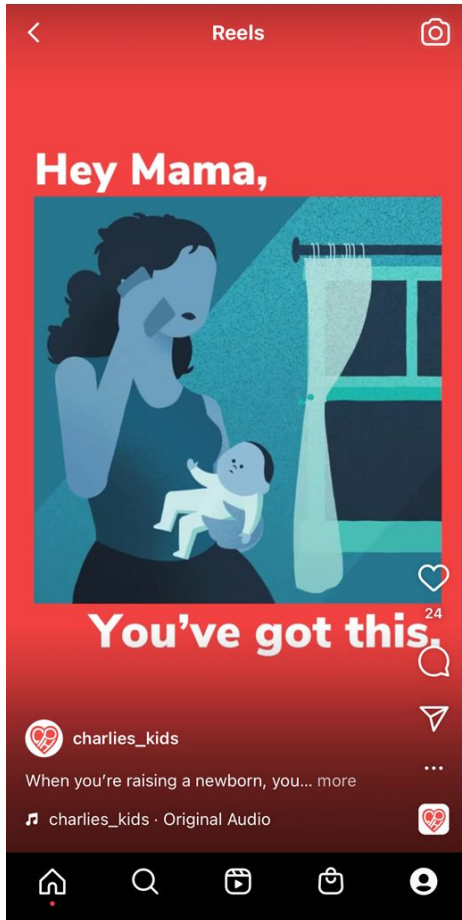
Simple. Doable. Effective.

Small changes can make a huge difference.

Safe sleep is hard. Your baby is worth it.

#safesleep #safesleepsolutions #infants #breastfeeding #parenting
See less

Be the first to leave a comment.



Hey Mama,



You've got this.

charlies_kids

When you're raising a newborn, you... more

charlies_kids · Original Audio

YouTube

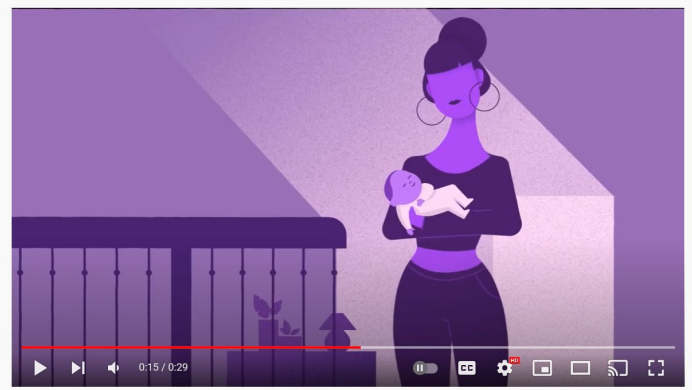


Charlie's Kids Safe Sleep Channel
7 subscribers



YouTube

Search



Why Safe Sleep?

99 views · Sep 24, 2021

0 Dislike **Share** Download Save

Help your baby sleep safe and snug

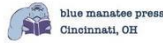
- ♥ **DO** put your baby on his/her back for every sleep.
- ♥ **DO** put your baby's crib in the same room as your bed (room-sharing).
- ♥ **DO** put your baby in a crib to sleep for naptime and bedtime.
- ♥ **DO** find your own way to stay awake while feeding your baby.
- ♥ **DO** use a firm crib mattress covered by a fitted sheet.
- ♥ **DO** breastfeed your baby.
- ♥ **DO** offer a pacifier for sleep once breastfeeding is established.
- ♥ **DO** use a wearable blanket to keep your baby warm.
- ♥ **DO** vaccinate your baby.
- ♥ **DON'T** put your baby to sleep on his/her side or stomach.
- ♥ **DON'T** sleep with your baby on a shared sleep surface.
- ♥ **DON'T** put your baby to sleep on a couch, armchair, or adult bed.
- ♥ **DON'T** fall asleep holding or feeding your baby.
- ♥ **DON'T** use a car seat, swing, stroller, or infant carrier for routine sleep.
- ♥ **DON'T** have blankets, pillows, toys or bumper pads in the crib.
- ♥ **DON'T** smoke, drink or use drugs.
- ♥ **DON'T** swaddle your baby if he/she shows signs of rolling over.
- ♥ **DON'T** let your baby overheat.

Safe sleep is hard. Your baby is worth it.

Adapted from the 2016 American Academy of Pediatrics Safe Infant Sleep Recommendations. Not medical advice.



For more information visit:
www.charlieskids.org



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Ayude a su bebé a dormir cómodo y seguro

- ♥ **SI** ponga a su bebé a dormir boca arriba siempre.
- ♥ **SI** ponga la cuna del bebé en el mismo cuarto en el que usted duerme.
- ♥ **SI** ponga a dormir al bebé en una cuna durante las tardes y toda la noche.
- ♥ **SI** encuentre su propia forma de alimentarlo después mientras alimenta al bebé.
- ♥ **SI** utilice un colchón de espuma firme y una funda diseñada específicamente para ese colchón.
- ♥ **SI** amamantar o dar pecho a su bebé.
- ♥ **SI** ofrece chupón al bebé para dormir ya que sepa tomar del pecho.
- ♥ **SI** utilice un saco de dormir vestible para mantener calentito a su bebé.
- ♥ **SI** vacune a su bebé.
- ♥ **NO** ponga a dormir a su bebé boca abajo o de lado.
- ♥ **NO** duerma con su bebé en ningún tipo de superficie compartida.
- ♥ **NO** ponga a dormir a su bebé en un sofá, sillón o en una silla de bebé.
- ♥ **NO** se quede dormido con el bebé mientras le está cogiendo o alimentando.
- ♥ **NO** use la cuna del coche, mecedora, portabebé o sillas como cuna de día a día para dormir.
- ♥ **NO** ponga cobijas, almohadas, juguetes o protectores de ningún tipo dentro de la cuna.
- ♥ **NO** fume, beba o utilice drogas.
- ♥ **NO** envuelva a su bebé si muestra señales de sobrecalentarse.
- ♥ **NO** deje a su bebé sobrecalentarse.

Una rutina de dormir seguro es difícil. Su bebé lo vale.

Adaptado de las Recomendaciones para Dormir Seguro de la Academia Americana de Pediatría 2016. No consejo médico.



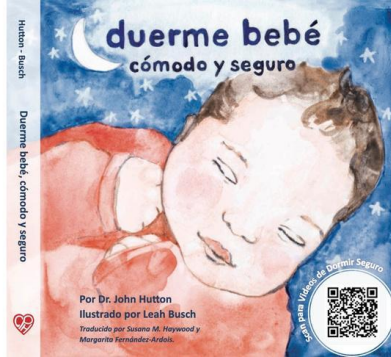
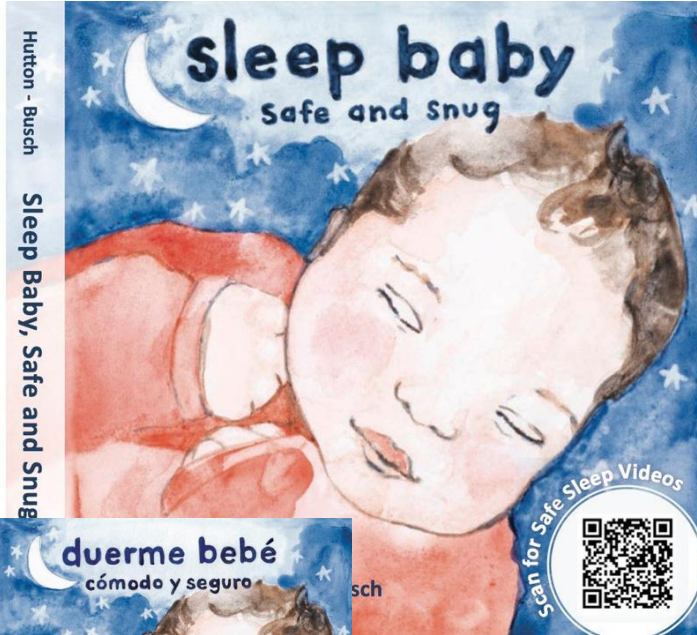
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QR Code linking to Video Library Now Included

Co-branding

We believe adherence is best achieved when the message is from a trusted source



 **Charlie's Kids**
FOUNDATION

In Partnership With

 **Arnett Hospital**

 West Central Indiana
Fetal & Infant Mortality Review

Safe sleep is hard. Your baby is worth it.

Impact

- Impact was evaluated through utilization volumes and qualitative feedback from organizations who co-branded the videos via survey

Impact

Since September 2021

- >21,000 views from 3,000 unique viewers
- 60% of views on phone

Of organizations who co-branded the videos:

- 100% on social media channels
- 86% on organizational websites
- 57% in Email or Newsletter
- 43% used during in-person class

100% were available to recommend the videos to

Questions?



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FACEBOOK

@CharliesKidsFoundation



INSTAGRAM

@charlies_kids

Thank you.



SAFE
KIDS
WORLDWIDE.