

An Update on the Alaska Infant Safe Sleep Initiative

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The Problem

Alaska's rate of postneonatal mortality is among the highest in the nation

3.4 per 1,000 (2006-2008)



Almost half of postneonatal deaths are sleep-related (SUID/asphyxia)

46%

Reviews of Alaska Postneonatal Deaths 2005-2007

Data source: Alaska MIMR-CDR*

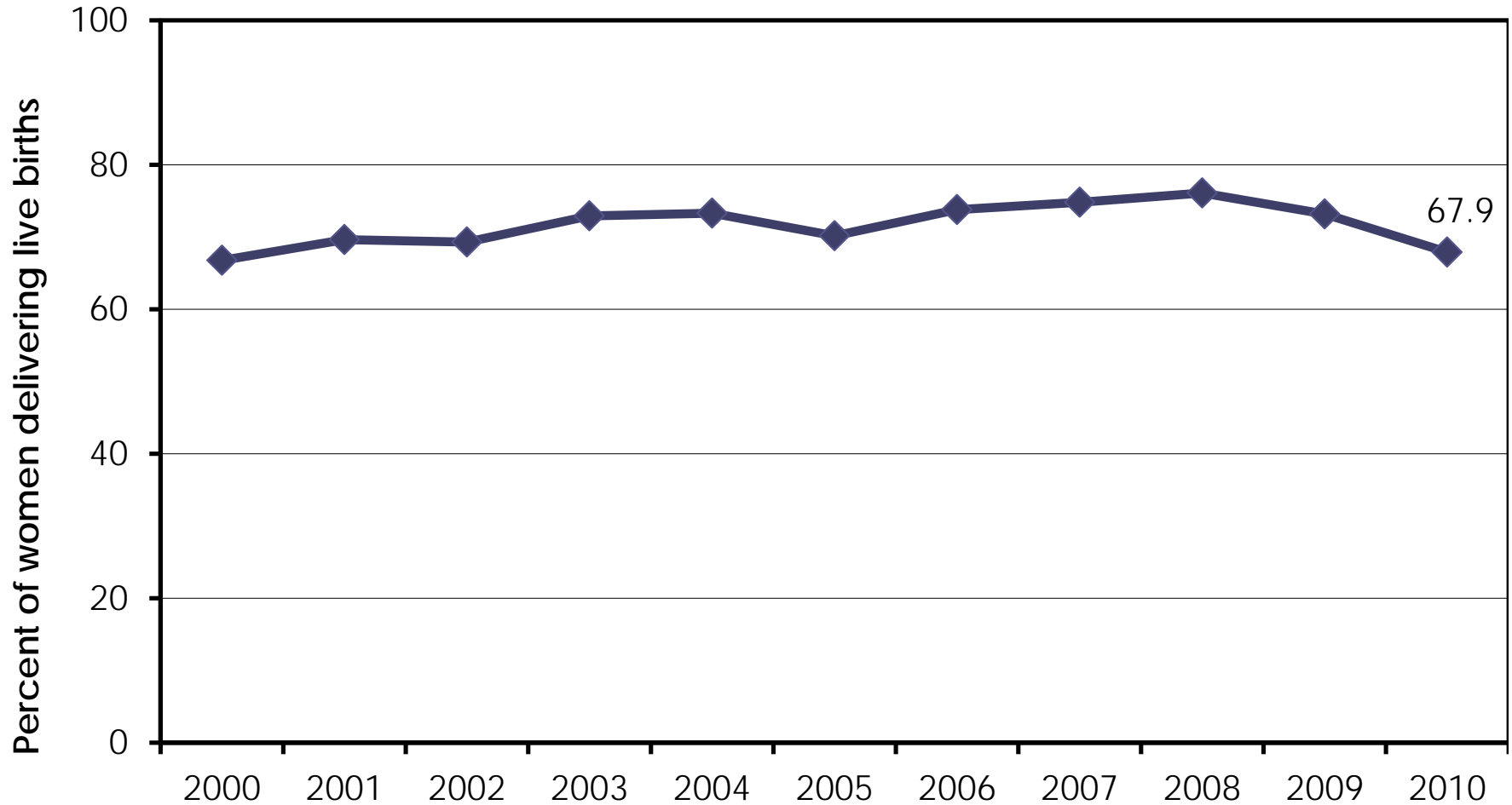
Factors found among the 53 SUID/asphyxia deaths	Percent
Prone (found or placed to sleep)	23%
Surface	
Adult bed	62%
Crib or bassinette	21%
Other	17%
Inappropriate bedding (definitely, probably, or possibly)	47%
Substance use	
Tobacco	42%
Alcohol	32%
Marijuana	21%
Bed sharing	62%

*The MIMR-CDR Annual Report 2011 is available online at:

http://www.epi.hss.state.ak.us/mchebi/pubs/mimrcdr/AnnualReport_2011.pdf

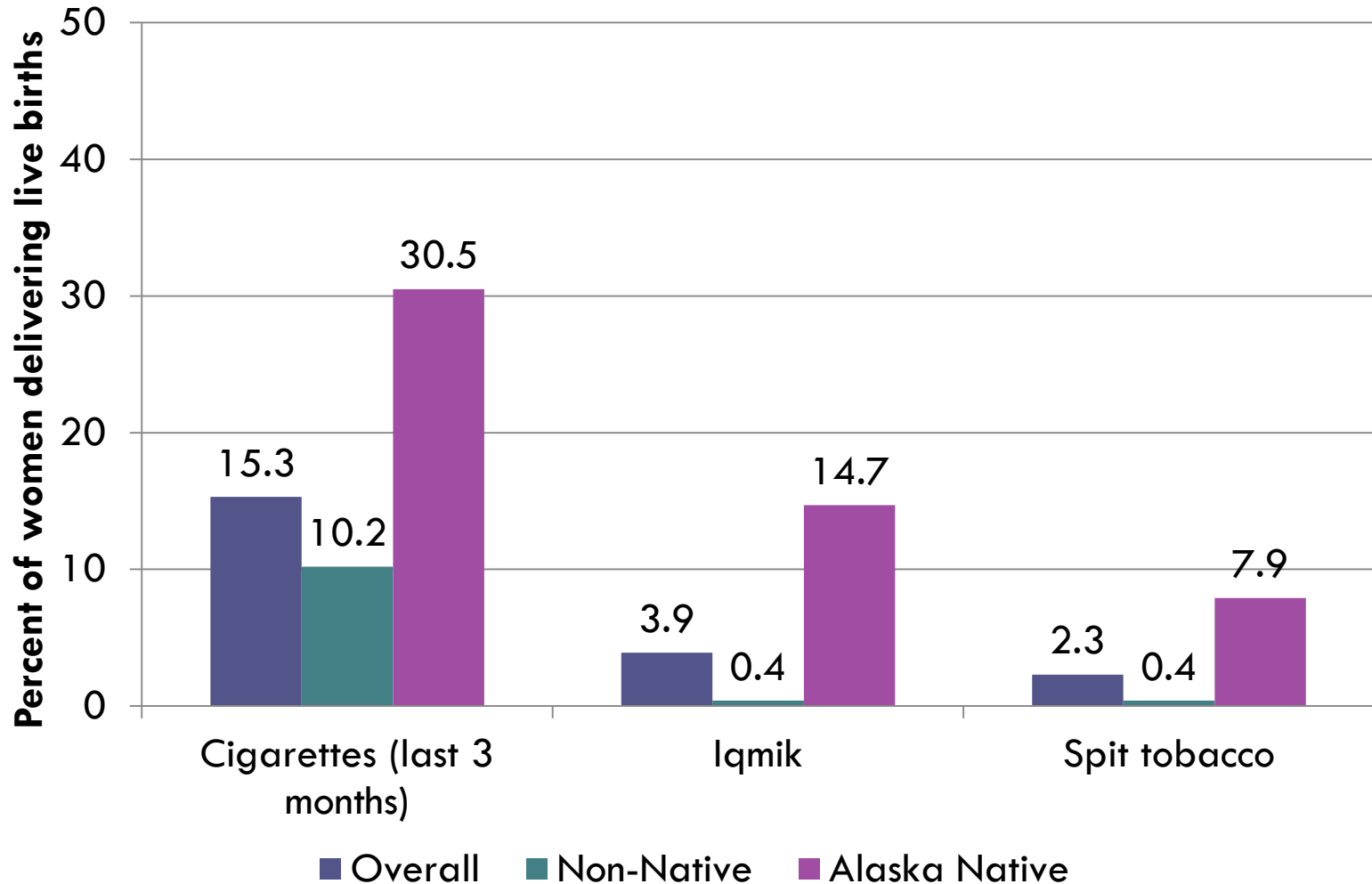
Most Often Place Infant on Back to Sleep

Data source: Alaska PRAMS



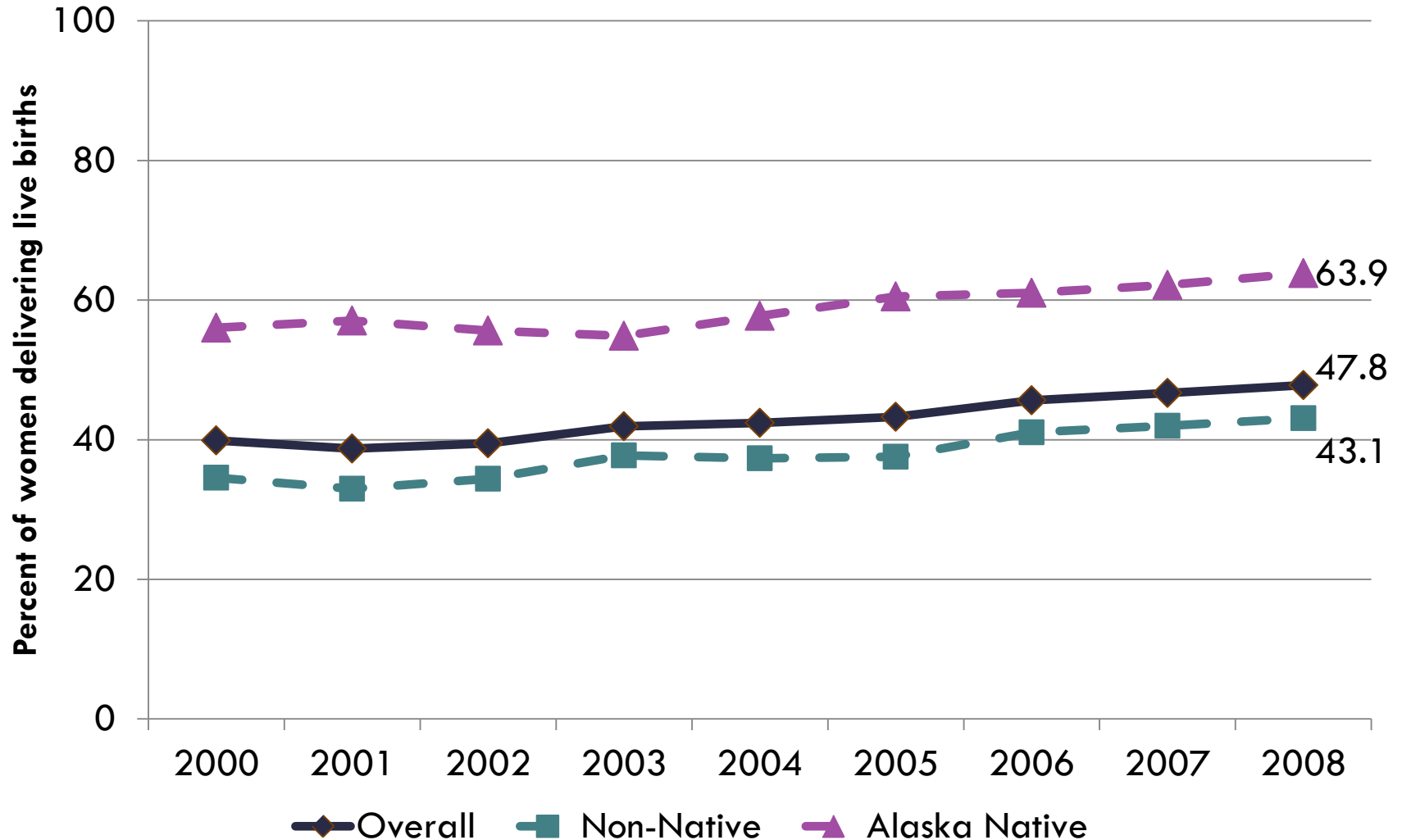
Prenatal Tobacco Use by Type

Data source: Alaska PRAMS, 2007-2008



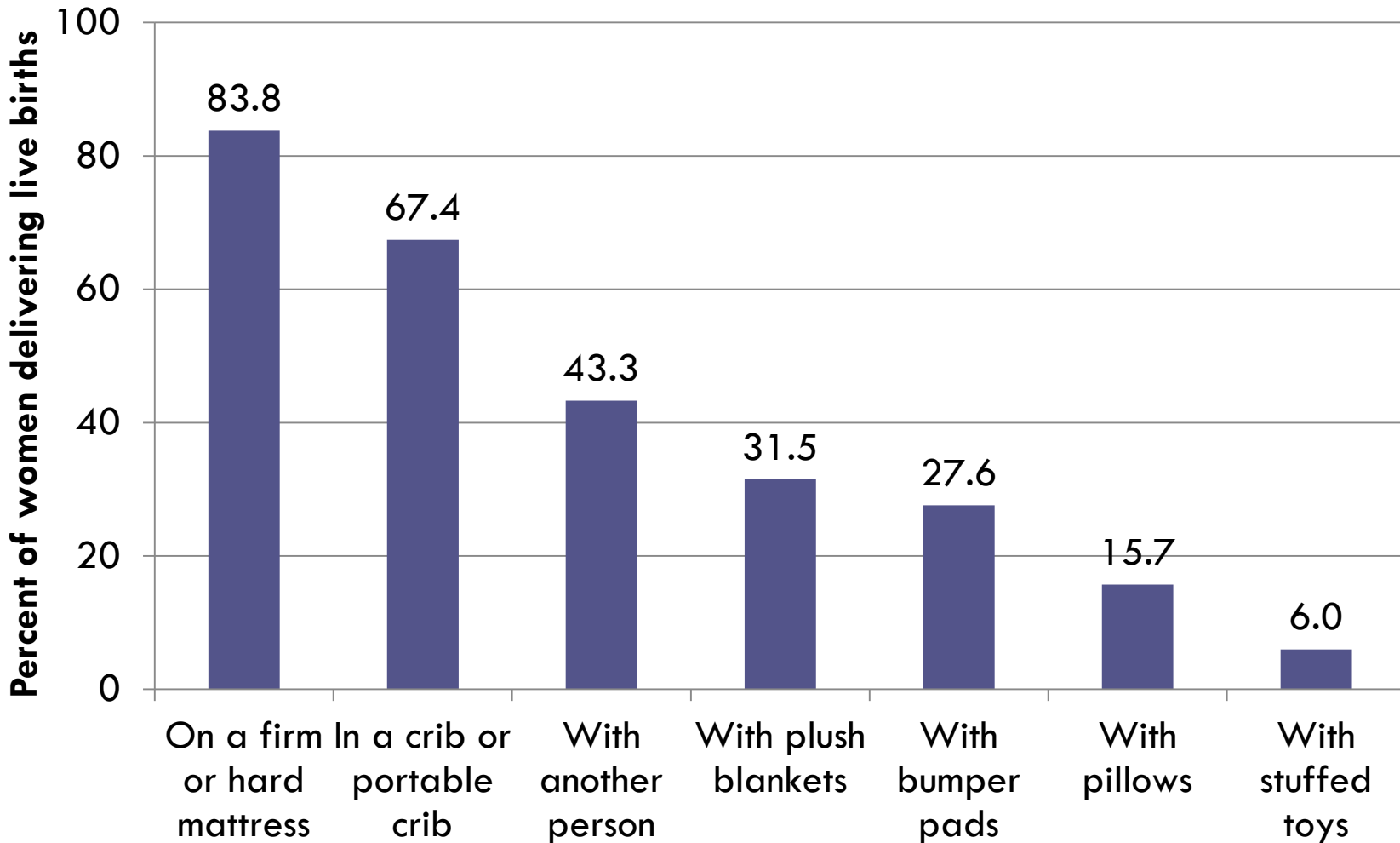
Bed Sharing (Always or Often)

Data source: Alaska PRAMS



Usual Infant Sleep Behaviors

Data source: Alaska PRAMS, 2010



National Context



- 2005 Healthy Native Babies
- 2005 AAP recommendations
- 2011 AAP expanded recommendations
- 2012 Safe to Sleep campaign

Alaska Infant Safe Sleep Initiative

- 2009 assessment of 60 facilities in 2009
- 2009 launched task force
- 2010 held Alaska Infant Safe Sleep Summit
- 2010-11 began social marketing efforts
- 2011 finalized DHSS position statement



Recommendations

Back Sleeping Position

Wrong



Right



Please. Put your baby to sleep on its back.



Face up to wake up™

- On a firm surface
 - ▣ Use tight-fitting sheets
 - ▣ Not on pillows, sheepskins
 - ▣ Never on a sofa or recliner
- Do not position on side
 - ▣ Anatomy
 - ▣ Reflux
- Tummy time

Recommendations

Hazard-Free Sleep Environment

- Use standard crib
- NO
 - Blankets
 - Comforters
 - Pillows
 - Wedges
 - Bumper pads
 - Toys



New Crib Standard

- Consumer Product Safety Commission
 - ▣ June 28, 2011
 - ▣ December 28, 2012
 - ▣ Developing separate mandatory federal standard for play yards

- thread's Safe Sleeping for Alaska Babies Campaign
 - ▣ Alaska Crib Swap with Alaska Community Foundation
 - ▣ Infant safe sleep training requirement



Recommendations Tobacco Free



- During pregnancy and after birth
- Includes smokeless tobacco and iqmik

Room Share Instead of Bed Share

- Provides the comfort of closeness
- Promotes breastfeeding
- Without the risks of bed sharing



Recommendations

If You Bed Share



- Practice all other recommendations
- Never allow a baby to bed share...
 - If baby is younger than 3 months
 - If parent is a smoker, under the influence, or especially tired
 - With non-parent adults, siblings, or pets

But, we know it's not that easy...



...so we
talked to
moms to find
out more!

Focus Group Findings

Moms

- Are motivated to bed share related to bonding, breastfeeding, and exhaustion
- Report experiencing a sense of powerlessness around bed sharing
- Are defensive about bed sharing and want safer sleep options



More Focus Group Findings

Moms

- Have inaccurate perceptions of risk and report inadequate education about ISS
- Thirsty for safety information, but not rules
- Are interested in printed materials, individual and group health education, 3-5 minute videos



What Do We Know?

From the Data, Literature, Our Social Marketing Research



- ❑ Alaskan babies are dying from preventable causes
- ❑ There are clear risk and protective factors
- ❑ Moms want information to reduce risk

Social Marketing Approach



- What's safest?
- What's unsafe?
- How can I reduce risk if bed sharing?
 - ▣ Position
 - ▣ Surface
 - ▣ Space
 - ▣ Substances
- Pamphlet & poster out by end of year

What else are we doing?



- Partnering with All Alaska Pediatric Partnership
- Working with hospitals
 - Policy
 - Staff training
 - Info for new parents

What else?

- Working with child care
- Incorporating into Healthy Start and Maternal, Infant and Early Childhood Home Visiting
- Membership on the National Infant Safe Sleep Leadership Team
- Presentations at national/international conferences

Areas for Future Work

- Fathers and grandparents
- Social service & other agencies
- Bereavement



American Academy of Pediatrics

SIDS and Other Sleep-Related Infant Deaths: Expansion of Recommendations for a Safe Infant Sleeping Environment

<http://pediatrics.aappublications.org/content/early/2011/10/12/peds.2011-2284>

Cites stronger evidence to:

- ▣ Breastfeed to reduce risk
- ▣ Avoid use of bumper pads
- ▣ Avoid regular use of sitting devices for sleep
- ▣ Offer a pacifier at nap and night
- ▣ Avoid overheating



Resources

Materials



- Back to Sleep, Tummy to Play pamphlet http://www.healthychildcare.org/pdf/SIDS_tummytime.pdf
- CJ Foundation www.cjsids.org
- First Candle www.firstcandle.org
- Healthy Native Babies Project - Workbook Packet <http://www.nichd.nih.gov>

Resources

Other Info



- Alaska Quit Line 1-800-QUIT-NOW
<http://alaskaquitline.com>
- Consumer Product Safety Commission
<http://www.cpsc.gov>
- Women's, Children's & Family Health Section data
<http://www.epi.hss.state.ak.us/mcheper/default.stm>

Contact Us!

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