



Healthy Native Babies Project: Honoring the Past, Learning for the Future

A Collaboration Between the *Healthy Native Babies Project* Workgroup
and the *Eunice Kennedy Shriver* National Institute of
Child Health and Human Development (NICHD),
National Institutes of Health (NIH)



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



MCH & Immunization Conference

Marilyn Pierce-Bulger, FNP, CNM, MN





Incidence of SIDS

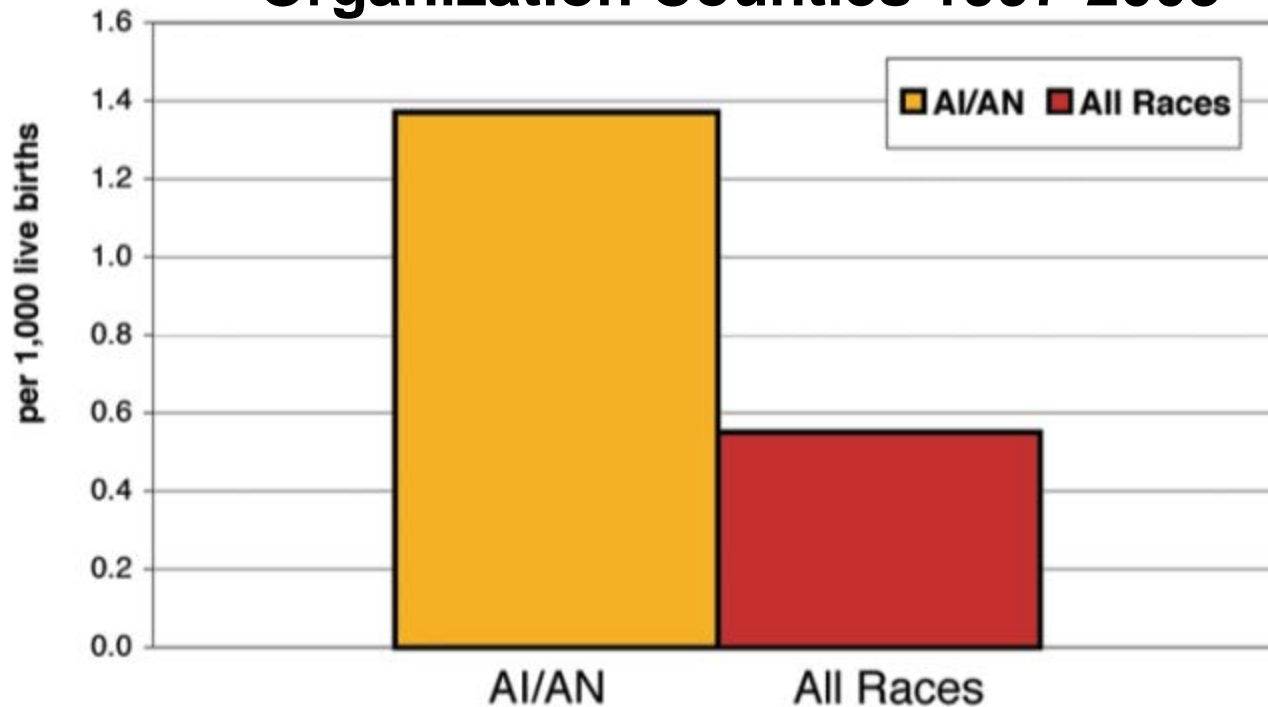
- **2,058 infants died from SIDS in the United States in 2010.**
- **SIDS rates are declining in the United States, but disparities still exist among certain populations.**

Source: CDC. Infant Mortality Statistics from the 2010 Period Linked Birth/Infant Death Data Set. *National Vital Statistics Report*, 62(8)



Proportion of Infant Deaths Due to SIDS

AI/AN SIDS Rates for Urban Indian Health Organization Counties 1997-2003*



*Data for counties with greater than 250,000 total population only.

Source: National Center for Health Statistics, CDC; prepared by the Urban Indian Health Institute.



Healthy Native Babies Project

A History of this Project:

- Staff from the NIH met with AI/ANs and other federal partners starting in 2002.
- They formed a workgroup to create an outreach initiative.
- The effort focused on areas with highest SIDS rates: U.S. Northern Tier.
- Outreach to communities and workgroup activities inspired the creation of the *Healthy Native Babies Project Workbook, Toolkit, Resources, and training.*



Phase I

- **Community-based participatory research included active participation of community at every level.**
- **Convened focus groups and Talking Circles with AI/AN parents.**
- **Social marketing approach utilized for translating findings into education and action plans for messages and materials.**





Focus Group Outcomes

- **Tailor media and materials for Tribal or regional setting.**
- **Integrate stories into educational interventions.**
- **Target important relationships through educational interventions.**





Project Materials & Tools

- ***Healthy Native Babies Project Workbook Packet***
 - Workbook with 5 content chapters and appendices
 - Toolkit Disk
 - Handouts
- ***Healthy Native Babies Project Facilitator's Packet***
 - Resources Disk
 - Facilitator's Guides and Presentations
 - Activities
 - Pre-/Post-Tests and Assessments
- **Train-the-Trainer Sessions**
- **Mini-Grant Implementation and Support**



Project Materials & Tools

- **Train-the-Trainer Sessions**
 - **39 sessions held from 2006-2014**
 - **Attendees included caregivers, health care providers, Tribal and federal staff**
- **Mini-Grants and Resource Stipends**
 - **79 Tribes and organizations received custom education materials**



Train-the-Trainer Sessions





Outreach Areas in AK





Lessons Learned

- **Training strategies need to be both didactic and interactive**
- **Understanding important racial values, beliefs and health-seeking behaviors is needed to target AI/AN audiences**
- **High prevalence of behaviors that pose risks demand rigorous study to determine the reasons behind the numbers, including qualitative evaluation of women's stories**

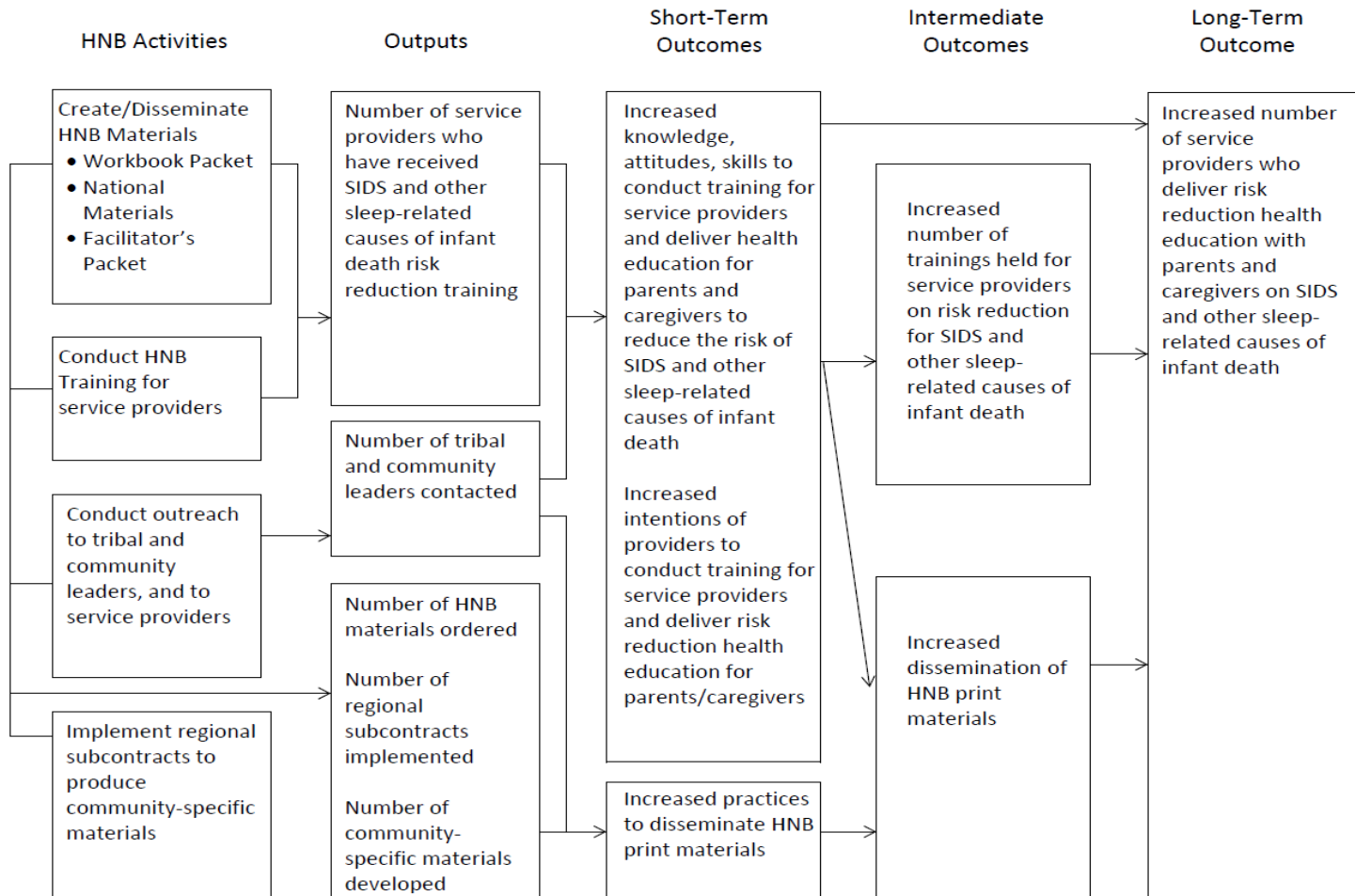


Outreach to Native Communities

- **Entire extended family and community need to be included**
- **Elders have a significant role and authority in Native families, and they influence infant care practices**
- **The community or Tribe is an important force and should be included in SIDS risk-reduction efforts**
- **Resources need to be colorful, culturally specific and use traditional languages**



HNB Project Logic Model





Summary

- Risk-reduction efforts have made an impact, but disparities still exist – outreach must continue
- ***Healthy Native Babies Project*** uses a community-based approach, blending values & beliefs and drawing on existing strengths and traditional practices





Resources:

<http://safetosleep.nichd.nih.gov>



Eunice Kennedy Shriver National Institute
of Child Health and Human Development