

Multi-Site Strategies for Infant Safety

Problem & Focus

- Unsafe sleep is a leading cause of infant mortality in the United States (Moon et al., 2022). Each year, there are about 3,700 sudden unexpected infant deaths (SUID) in the United States (CDC)
- Rates of unsafe sleep deaths are stable despite extensive parental education
- Parents often know what safe sleep is, but don't consistently practice it and don't feel they can be honest with their providers

Focus: Promote safe infant sleep practices across multiple birthing hospitals. Align hospital education with AAP (American Academy of Pediatrics) Safe Sleep guidelines. Reduce sleep-related infant deaths through standardized education and modeling in clinical settings. Meet for monthly system-wide meetings.

Site Specific Results & Progress



Safe Sleep for Babies

Why is safe sleep important?
The leading causes of death after newborns leave the hospital are sleep-related. **SUID (Sudden Unexpected Infant Death)** is the sudden death of a baby under 1 year old. Over 3,500 babies die from SUID each year in the U.S. Share these safe sleep guidelines with anyone taking care of your baby.

What is recommended for safe sleep? It is as simple as ABCD:

- A Alone**
Babies should sleep alone in a crib, bassinet, or Pack 'n Play®.
- B Back**
Always place babies on their back for every sleep.
- C Clean, Clear Crib**
Make sure your baby sleeps in an empty crib on a firm, flat, non-inclined sleep surface and a tight-fitting sheet.
- D Danger**
Be aware that being sleepy, exhausted, or under the influence of alcohol or drugs (including some prescription medicines) impairs your ability to take care of your baby.

Why is it important to know about SUID?
SUID can happen to any baby, but there are higher rates of death in babies who:

- Are premature
- Had a low birth weight
- Have had a recent high fever
- Are Black/African American or American Indian/Alaskan Native

Other Things to Know

- Giving your baby human milk has been shown to reduce the risk of sleeping-related deaths.
- Avoid cribs that are broken, have missing parts, have been recalled, or were made before 2011 (with drop-side rails).
- Check for recalled items on the Consumer Product Safety Commission site at cpsc.gov/recalls.
- Be aware of products claiming to prevent SUID. Home devices are not medical grade and should not replace following the safe sleep guidelines. Always talk to your doctor before buying them.
- Make sure the sleep space meets current safety standards at the U.S. Consumer Product Safety Commission. Scan the QR code or go to CPSC.gov.

Do Not:

- Do not share a bed.
- Do not fall asleep with your baby on your chest or while holding them.
- Do not attach the pacifier to a string, cord, or toy.
- Do not place electrical cords, window blind cords, or baby monitor cords close to your baby's crib.
- Do not use inclined sleepers, crib bumpers, or bouncers/breastfeeding pillows.
- Never place your baby on soft surfaces such as a pillow, quilt, or an adult bed. An adult bed is always too soft.
- Do not use a swaddle, blanket, or sleeper that is weighted.
- Do not put a hat on them while sleeping.
- Avoid overheating your baby.
- Do not smoke or vape around your baby or allow others to do so.

Do:

- Place your baby on their back to sleep.
- Use a firm, flat, non-inclined, safe sleep surface.
- Feed your baby human milk, if able.
- Share the room, not the sleep space.
- Place your baby in an empty crib.
- You may let your baby sleep with a pacifier with nothing attached once breastfeeding is well established.
- Keep up with doctor visits and vaccines.
- Research baby products and devices.
- Practice supervised tummy time.
- Share these safe sleep guidelines with anyone taking care of your baby.
- Register baby products and devices for product recall information.
- Remember, not all pictures on social media are pictures of safe sleep practices.

Key System Interventions

To ensure consistent messaging and equitable access to safe sleep education, the following interventions were implemented across all participating sites:

- Standardized Safe Sleep Education Flier: Redesigned and updated a system-wide educational flier to align with AAP guidelines and ensure consistent, evidence-based messaging across all hospital sites.
- System-Branded Safe Sleep Poster: Updated to be able to be used across our inpatient, as well as outpatient settings, to include Family Practice, Obstetric, and Pediatric offices. stay.
- Language Interpretation & Accessibility: The system flier is currently being translated into multiple languages.

Measures

See site-specific measures



Health Equity

- Culturally tailored education materials – translated materials
- System flier will be interpreted into: Spanish, Nepalese, Arabic, Uzbek, Russian, Swahili and Haitian Creole

Patient Voice

- Family feedback led to redesign of safe sleep flier.
- Parent advisory boards helped review educational for clarity and cultural appropriateness.
- Post-discharge surveys collected qualitative feedback on whether families felt prepared for safe sleep at home.

Future System Goals

- Share best practices through statewide learning collaboratives
- Develop equity-focused strategies to address disparities in sleep-related infant deaths