

Perinatal and Infant Health: Safe Sleep Initiatives

Objective 2.2: Promote and support safe sleep practices and cross-sector initiatives to reduce the sudden unexplained infant death (SUID) rate.

Activities During Federal Fiscal Year 2023

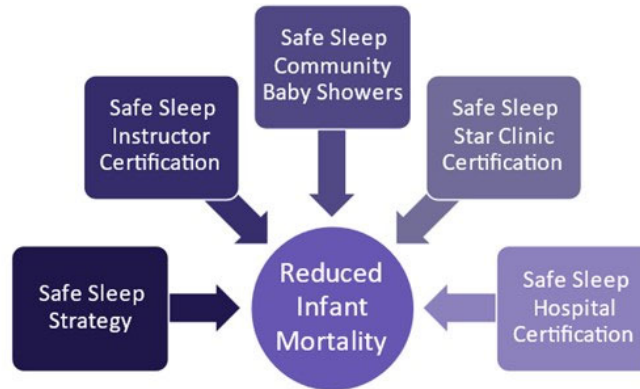
Kansas Infant Death and SIDS (KIDS) Network Infrastructure & Family Support: Title V continues to focus on reducing Sudden Unexpected Infant Death (SUID) rates through safe sleep education and professional trainings/resources offered to local MCH agencies, home visiting programs, hospitals, childcare facilities, and other providers to support safe sleep practices and accurate, consistent safe sleep messages across all sectors in a community. Consistent and current safe sleep education and messaging is critical as we strive to eradicate unsafe sleep practices. Title V has maintained a contractual partnership with the [Kansas Infant Death and SIDS \(KIDS\) Network](#) to reduce infant mortality, specifically with a focus on continued implementation of a comprehensive statewide safe sleep approach.

KIDS Network Safe Sleep Strategy: Title V provides organizational infrastructure support for the KIDS Network Executive Director and support staff. Safe sleep education and promotion is the predominant focus of the Network's outreach activities, including Safe Sleep Instructor (SSI) Certification Trainings, Safe Sleep Community Baby Showers, Safe Sleep Crib Clinics, Cribs for Kids Safe Sleep Hospital Certification, Safe Sleep Star Outpatient Toolkit and dissemination of safe sleep educational materials and tools (such as, safety-approved cribs and wearable blankets).

In FFY2023, the KIDS Network, in collaboration with KIDS Network certified SSIs and other partners, assisted 50 Kansas counties and five states in implementing their "Safe Sleep Strategy" to reduce infant mortality. This includes: 68 Safe Sleep Instructor certifications, 42 Safe Sleep Community Baby Showers, 85 Safe Sleep Crib Clinics, 1,735 Professional Safe Sleep Trainings, 474 Parent/Caregiver Safe Sleep Trainings. These initiatives are instrumental in providing consistent safe sleep messages and education in accordance with the American Academy of Pediatrics Safe Sleep Recommendations updated in June 2022.

A total of 649 Childcare providers completed the Safe Sleep course through KS train in FFY 23. The course was completed in English and Spanish. Information and trainings on safe sleep and bereavement were facilitated through presentations at hospitals, universities, conferences, outreach activities including professional meetings, online education system (KS Train), community events, social media, and KIDS Network events (e.g., Susan E. Bredehoff Candle Lighting, Haley's SIDS Scramble, and Step Up for KIDS).

KIDS Network Safe Sleep Strategy

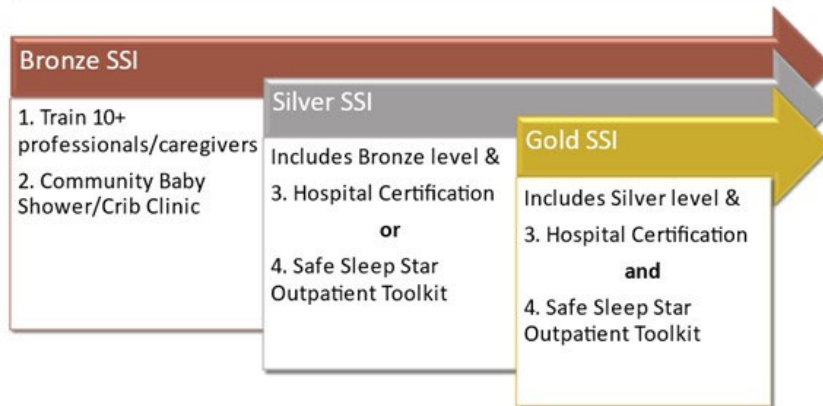



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Safe Sleep Instructor (SSI) Program: Each year, the KIDS Network hosts two SSI Trainings to certify professionals and caregivers as educators on safe sleep best practices. The curriculum was developed based on the updated 2022 American Academy of Pediatrics (AAP) recommendations and is updated annually based on current research and recommendations. Topics discussed in this training include diagnosis and disparity of sleep-related deaths, including sudden infant death syndrome (SIDS), accidental suffocation and strangulation in bed and undetermined causes of infant death.

Training plans begin with SSI faculty, which consists of the KIDS Network executive director, program director, a pediatrician, obstetrician, community psychologist and a data analyst from the University of Kansas Department of Pediatrics, 3-6 months prior to each training. SSI faculty update materials including presentations, handouts, SSI Safe Sleep workbook, and evaluation tools with the most updated research and infant mortality data. SSI training attendees learn to provide a 1-hour safe sleep training, a Safe Sleep Crib Demonstration, and host Safe Sleep Community Baby Showers/Safe Sleep Crib Clinics. Instruction is also provided on data collection, data entry, and grant writing. Following training, SSIs are certified at one of three levels – Bronze, Silver or Gold. Post SSI certification SSIs are required to educate parents/caregivers, childcare providers, health care providers and other community members through the KIDS Network training module and Safe Sleep Community Baby Showers/Crib Clinics to maintain their SSI certification. KIDS Network provides technical assistance to SSIs through quarterly webinars, electronic mail, and conference calls to ensure consistent messaging and continuity of care.

KIDS Network Safe Sleep Instructor Certification Train-the-Trainer



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In addition to updating all SSI certification training materials, the KIDS Network also updates the SSI web portal, videos, posters, crib cards, postcards, and social media pages. The executive director presented at numerous conferences and workshops updating state agencies, public health entities, hospitals, early childhood programs and child abuse prevention programs across the state on the updated AAP 2022 Safe Sleep Recommendations.

Safe Sleep Community Baby Shower (CBS) Model: The Safe Sleep CBS is an interactive event that invites new and expectant parents, their support people, and community service providers to get together for an educational “baby shower.” This model goes beyond the traditional health fair by providing education, service access, and data to measure the effectiveness of the strategy. A memorandum of understanding was established by the BFH, KIDS Network, KBC, and the Bureau of Health Promotion/KS Quitline to collaboratively support the Safe Sleep CBS model statewide through staffing, education, and the provision of resources and referrals. This brings together key lead agencies to help provide consistent safe sleep messaging and comprehensive services to a greater reach of perinatal people and their support individuals. This multi-agency approach also supports cross-sharing of accurate and reliable information related to safe sleep, breastfeeding, perinatal mental health, and tobacco cessation. Goals established for each of these priority areas include:

- **Safe Sleep:** increase education of and adherence to safe sleep practices (e.g., back position only, safe location, no unsafe items in bed)
- **Tobacco Cessation:** identify three or more ways to avoid secondhand smoke; identify at least three tobacco cessation resources in their local community

- Breastfeeding: increase confidence in ability to breastfeed for at least 6-months; identify at least three resources for breastfeeding support in their local communities
- Perinatal Mental Health: increase understanding of perinatal mood and anxiety disorders (PMADs) as a potential complication of pregnancy and the postpartum period; identify strategies to improve perinatal mental health; and identify at least three external resources for perinatal mental health support in their community.

A total of 2,023 individuals attended these Safe Sleep CBS events in FFY23. Of those, 1,290 pregnant or postpartum people were educated about safe sleep, breastfeeding, perinatal mental health, tobacco cessation, and were provided substance use resources through demonstrations at KIDS Network Safe Sleep CBS/Crib Clinics. Kansas Pregnancy Risk Assessment Monitoring System (PRAMS) data shows improvement of infants being placed to sleep “mostly on the back” from 80.2% in 2017 to 82.2% in 2021, suggesting that the years of safe sleep collaboration and work is resulting in positive change. During the pandemic, many communities began offering local Safe Sleep Crib Clinics virtually. KIDS network has provided support and technical assistance to local SSIs on adapting this model to a virtual format. [Review of evaluation results](#) from this format was completed to determine its effectiveness and practicality for continuation beyond the pandemic. In both event formats most participants reported being more confident regarding safe sleep practices, avoiding secondhand smoke, breastfeeding, their ability to follow safe sleep recommendations even when receiving conflicting advice, and recognizing the signs and symptoms of perinatal depression or anxiety. However, the data showed less post-test response from those attending virtual crib clinics. Further interpretation of results indicate that virtual events may also further marginalize groups who are at high risk for poor birth outcomes due to access to technology. Strategies to increase technology access, recruit priority populations, and ensure disparities are not exacerbated have been addressed through increased home visits for delivery of the safety-approved crib and wearable blanket. QR codes have also been designed to improve the completion of both pre- and post-tests.

The SSI training is also being evaluated using the RE-AIM framework. Reach, effectiveness (R-E) and maintenance (M) are evaluated at SSI certification trainings and recertification webinars. Outcomes related to adoption and implementation (A-I) are assessed following safe sleep trainings. To enhance the success of future SSI Trainings, the following action steps have been implemented:

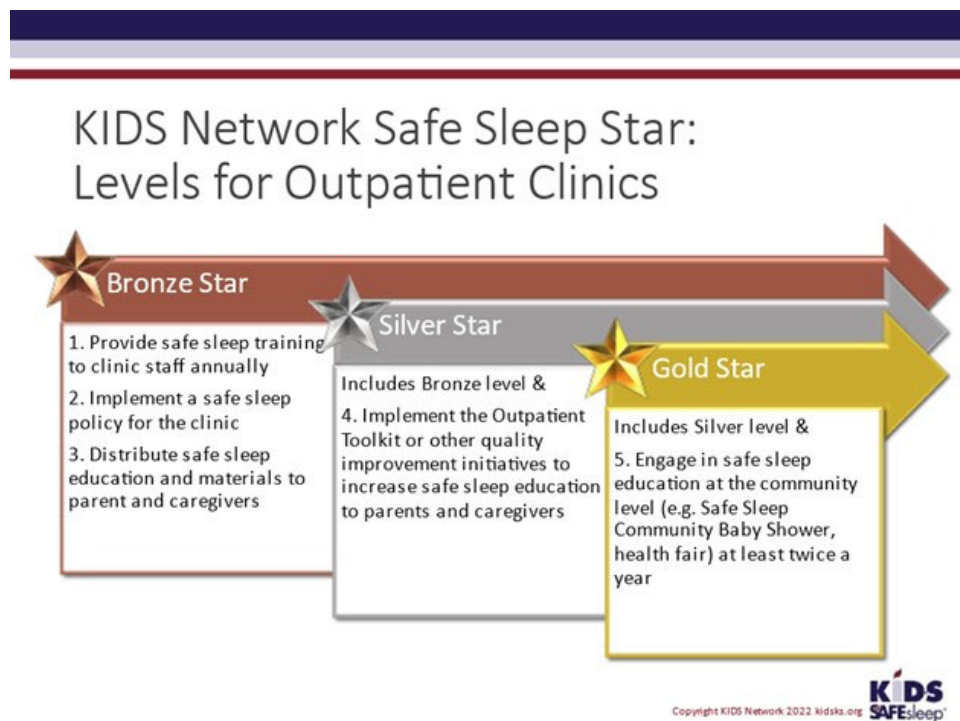
REACH
Continue to promote the training at conferences and meetings
Continue to engage in targeted outreach by identifying and connecting with early childhood education, other home visiting programs, and child protective services
EFFECTIVENESS
Based on feedback from the new SSI trainees, the SSI certification pre- and post-tests have been modified to address language that was unclear or confusing.
ADOPTION
The number of SSIs who complete the post-certification requirements has decreased since COVID-19 and those facilitating hospital or outpatient clinic certifications remain low. We have restructured to provide increased support. The executive director oversees the outpatient clinic certifications, which increases the amount of support the program director provides to SSIs related to professional trainings, caregiver trainings, Safe Sleep CBS/Crib Clinics and hospital certifications.
Develop and disseminate an SSI Newsletter with SSI spotlight in each issue.
SSIs are being asked to co-present with SSI faculty of the SSI Program at state conferences.
The SSI faculty are working to link SSIs with funding opportunities (e.g., injury prevention grants, MCH Title V funding, early childhood grants and families first funding).
The SSI director works with SSIs on promotion, reorganization, and incentives.
An awards program to highlight and recognize SSIs will be included in the KIDS Network's 25th Anniversary celebration in 2023.
SSI Director coordinates English/Spanish Safe Sleep Virtual Crib Clinics for SSIs to facilitate. This assists SSIs in meeting recertification requirements.
IMPLEMENTATION
Historically the same pre- and post-tests have been used for the SSI certification training and the SSI-led professional trainings. New SSI trainees noted some groups may struggle with the high readability and complexity of the questions. So, the evaluation team modified the assessment tools to be simpler and at a lower readability level.

Hospital Safe Sleep Certification Program: The Safe Sleep Hospital Certification initiative was developed by Cribs for Kids to identify and recognize hospitals that demonstrate a commitment to community leadership for best practices and education on infant sleep safety. SSIs who complete all training requirements can participate in Safe Sleep Hospital Certification Program to promote safe sleep education in hospitals and hospital systems.



Safe Sleep Star Outpatient Toolkit – SSIs who complete all training requirements can participate in the Safe Sleep Star Program to promote safe sleep education in outpatient clinics (e.g., obstetrics, pediatrics, family medicine).

The Safe Sleep Star Outpatient Toolkit was launched in FY18 to address infant mortality by providing implementation strategies to help outpatient perinatal and infant healthcare providers improve safe sleep promotion utilizing evidence-based/informed practices, including the [Safe Sleep Toolkit](#). To maintain the earned stars, practices must continue to report compliance on an annual basis. Practices may upgrade their status at any time a higher level is reached. The clinic certification program identifies three designations: bronze, silver, and gold. These are explained in the following image.



Limitations associated with the pandemic slowed progress with the certification program. Many clinics halted or slowed the process due to restrictions on visitors being allowed to present non-mandatory trainings. These barriers have been assessed and contact has been made with 19 clinics in 13 counties. The executive director is working with a pediatric consultant and local SSIs to increase implementation across the state.

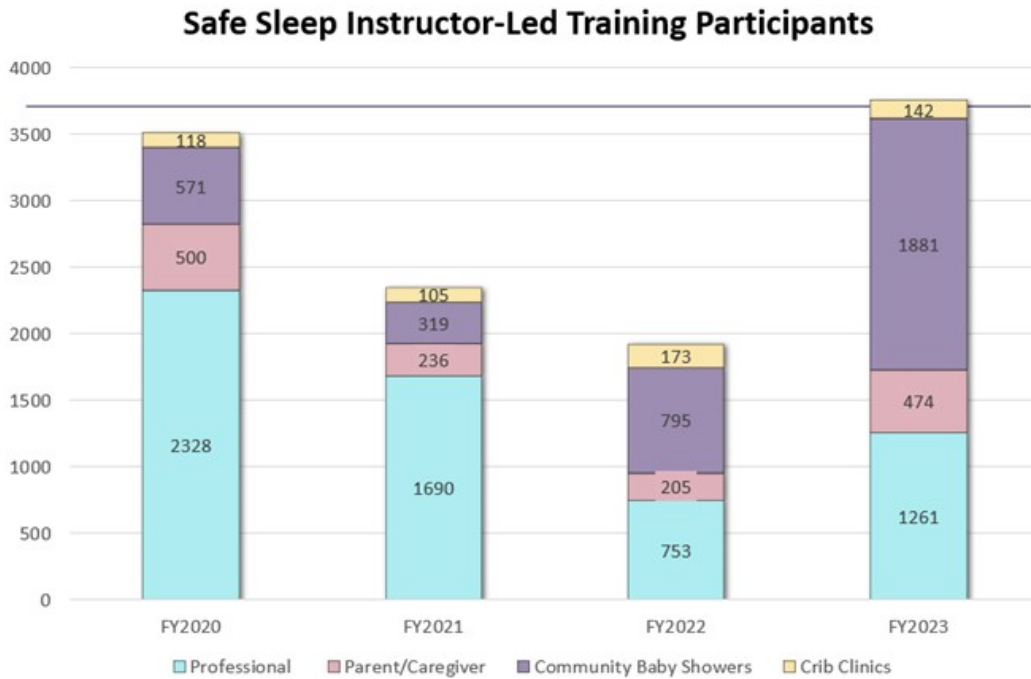
Examples of impact of the above strategies and initiatives, from the FFY23 Instructor-Led Training Annual Report (published July 2023) produced by the Center for Research for Infant Birth and Survival (CRIBS), KIDS Network evaluator, highlight that Safe Sleep Instructors can increase parent/caregiver knowledge of safe sleep through the SSI training module.

Parent/Caregiver Training: Results

	PRE	POST
Back only*	80%	99%
Safe surface only*	78%	98%
Safe items only*	57%	95%
Non inclined*	76%	97%
Same room/separate bed	80%	91%
Discuss safe sleep with others*	48%	94%

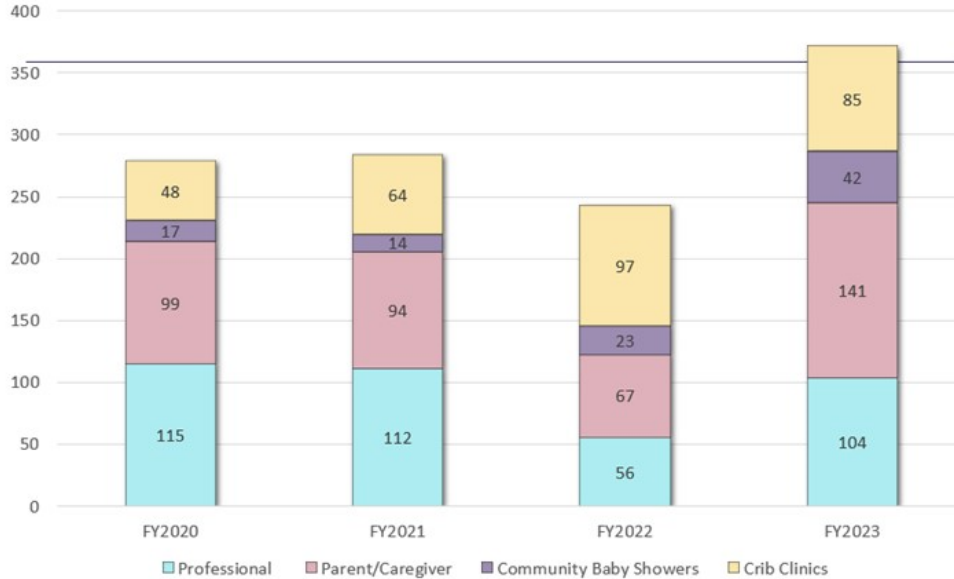
*Statistically significant at p<0.001

Additionally, the following increases in trainings participants were noted from FFY20-FFY23:



And from the FFY23 Safe Sleep Community Baby Shower and Crib Clinic Report (published July 2023) produced by the Center for Research for Infant Birth and Survival (CRIBS), KIDS Network evaluator, highlight the following increases in educational events from FFY20-FFY23:

Safe Sleep Instructor-Led Training Events



The above data is exciting because with the increased numbers of professionals and caregivers trained, we are pushing towards the tipping point. We have to educate a critical mass before we have a paradigm shift. The KIDS Network is also keenly aware that those still practicing unsafe sleep may have extenuating circumstances that make safe sleep more difficult to practice; thus, we are working with SSIs to address barriers using an ecological perspective.

The KIDS Network has also learned that an unintended outcome of the Safe Sleep Community Baby Showers has been that it is a point of entry for new and expectant parents into local MCH programs. With this, SSIs are able to meet families where they are and provide warm referrals to coordinating services to improve birth outcomes and adverse childhood outcomes. Post-pandemic SSIs have been able to host trainings and events across the state.

May 2023 newly certified Safe Sleep Instructors.



Sumner County Safe Sleep Community Baby Shower with focus on tobacco cessation, immunizations, reading, nutrition, etc.



Leavenworth County Safe Sleep Community Baby Shower provided safety-approved portable cribs to new and expectant families.



Butler County Safe Sleep Community Baby Shower.



Neosho County Safe Sleep Community Baby Shower provided safety approved giveaways for shower participants.



Miami County Safe Sleep Community Baby Shower collaborates with local organizations to address social determinants of health.



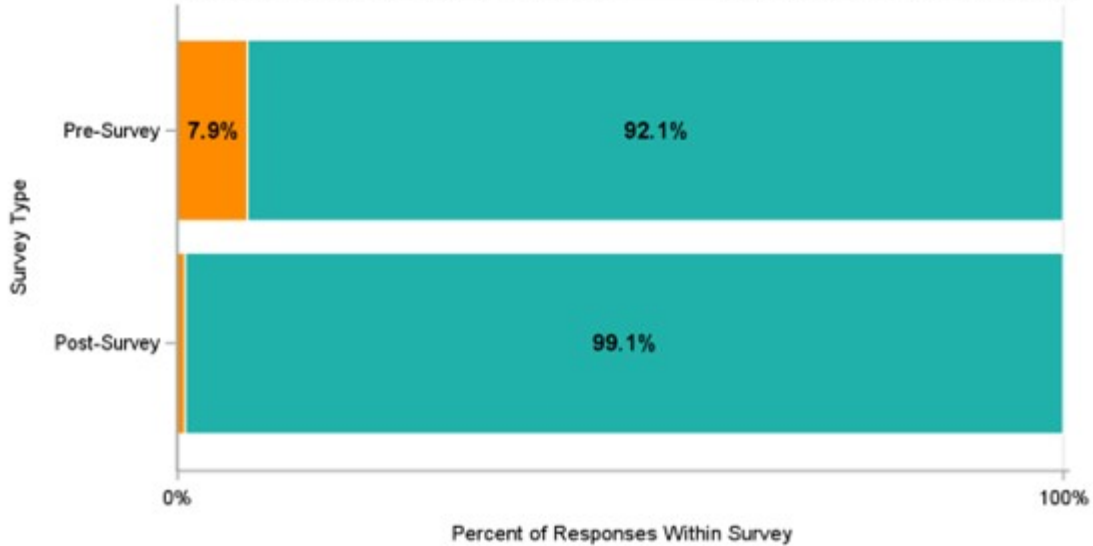
Sedgwick County Café con Leche host a Safe Sleep Community Baby Shower for Spanish speaking new and expecting parents.



The KIDS Network with the University of Kansas Department of Pediatrics was selected in FFY23 to present the Safe Sleep Instructor Certification Program at the International Conference on Stillbirth, SIDS and SUID in Florence, Italy.

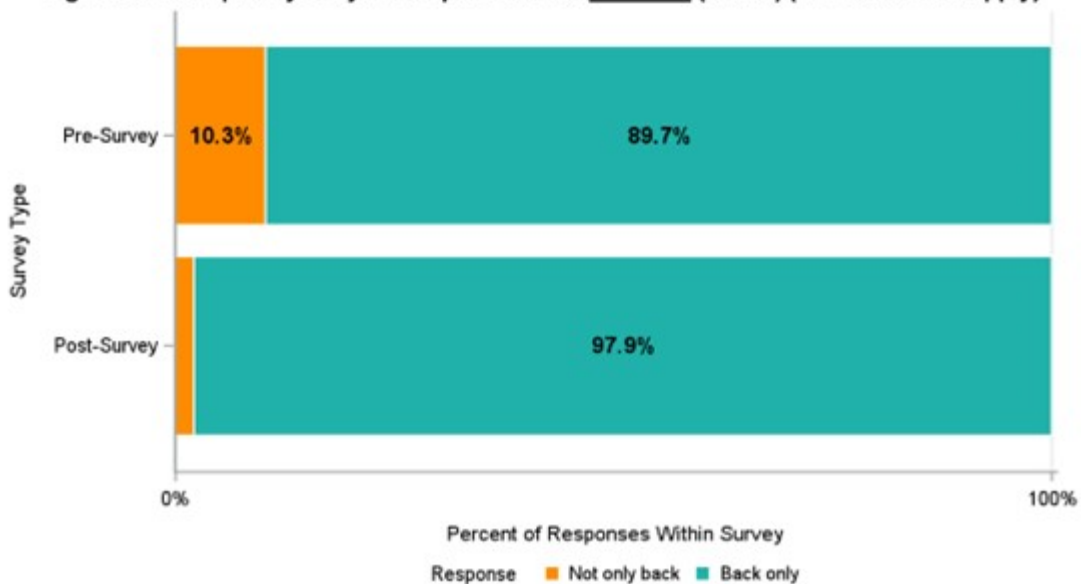
Safe Sleep Integration through Kansas Perinatal Community Collaboratives / Becoming a Mom®: Training on the SIDS/Safe Sleep integration component is recorded and available online for new KPCCs preparing to implement the BaM curriculum, as well as new BaM facilitators. Annual review and updates to the safe sleep content in the BaM curriculum and associated implementation resources are made in partnership with the KIDS Network. Updates during this reporting period focused on updated guidance from the AAP, more information on the updates can be found in the Safe Sleep Instructor (SSI) Program section above. Updates to Safe Sleep posters and magnets were completed, as well as translation and creation of equivalent resources in Spanish. Printing was completed by the end of calendar year 2022, and materials have been distributed to KPCC sites, local Title V supported programs and partnering WIC, Title X, MIECHV, TPTCM and PMI programs throughout 2023. To support messaging within the BaM curriculum, program incentives align with recommendations and guidelines. Every site includes the pack-n-play crib distribution as part of the incentive-based program, which provides a safety-approved crib for expectant mothers with limited resources. 2022 BaM outcome data showed significant improvement in knowledge and intentions for safe sleep position from 89.7% “On his/her back ONLY” to 97.9% and 92.1% on location “In a crib/basinet or portable crib ONLY” to 99.1% following the provided education (Figures 38 and 39).

Figure 39. At home, my baby will sleep: _____ (N=568) (Check All That Apply)



Response ■ Not only in a crib / bassinet or portable crib ■ In a crib / bassinet or portable crib only
 Excludes those who reported not attending this session of the course.
 Source: KDHE Bureau of Family Health, BaM/Cb Program Data, 2022 Post-Survey Data Linked to Pre-Survey Data

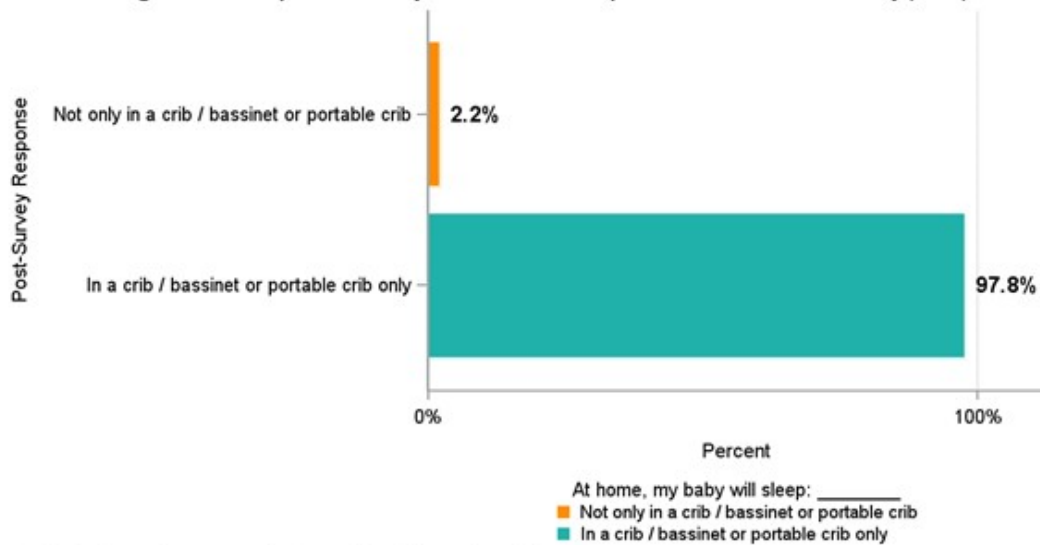
In



Excludes those who reported not attending this session of the course.
 Source: KDHE Bureau of Family Health, BaM/Cb Program Data, 2022 Post-Survey Data Linked to Pre-Survey Data

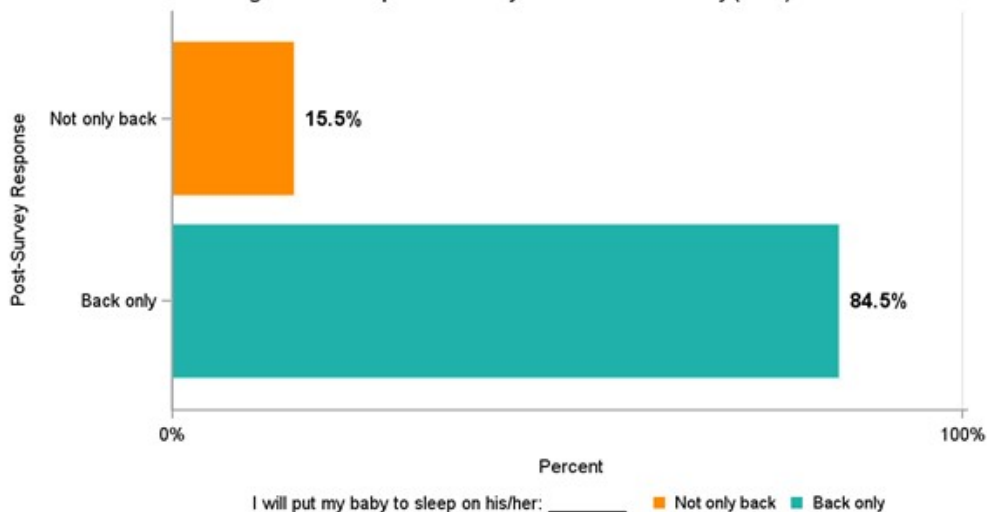
2020, in an effort to determine if parents/caregivers were following through with intentions expressed during their pregnancy, KDHE began gathering data on actual sleep position through participant feedback following their infant's birth via the BaM Birth Outcome Card. This evaluation data, included in the 2022 BaM State Aggregate Report, showed even greater improvement in knowledge and intended behavior among those who initially reported an intended sleep position and location that was not recommended as safe (Figures 40-1 and 41).

Figure 41. At home, my baby will sleep: _____ (Check All That Apply)
Among those who reported not only crib or bassinet or portable crib in the Pre-Survey (N=45):



Excludes those who reported not attending this session of the course.
 Source: KDHE Bureau of Family Health, BaM/Cb Program Data, 2022 Post-Survey Data Linked to Pre-Survey Data

Figure 40. I will put my baby to sleep on his/her: _____ (Check All That Apply)
Among those who reported not only back in the Pre-Survey (N=58):



Excludes those who reported not attending this session of the course.
 Source: KDHE Bureau of Family Health, BaM/Cb Program Data, 2022 Post-Survey Data Linked to Pre-Survey Data

Local MCH Agencies:

The following are examples of how some of the local MCH grantee agencies have made progress toward objective 2.2 during the reporting period.

- Barton County Health Department held their third annual community baby shower which was attended by 30 pregnant and 28 postpartum women who completed safe sleep education. When accounting for additional family members, children, and vendors, the total attendance was near 200. They also provided one-on-one safe sleep education in the clinic and during BaM classes. The challenge will be training all new staff due to turnover.

- Seward County Health Department doubled the instances of one-on-one safe sleep education provided as documented in DAISEY. From 2022 to 2023 education increased from 218 to 556. Clients that reported not having a crib were provided a portable crib along with a demonstration of how to put one together.
- Southeast Kansas Multi-County Health Department met their goal to increase the proportion of their clients receiving safe sleep education. According to DAISEY reports, they saw 224 prenatal/pregnant and post-partum clients and provided 228 instances of safe sleep education. Their home visitor conducted seven safe sleep clinics which included information on where and how a baby should sleep, how they should be harnessed in their carriers/swings and time spent in them, and when it is appropriate to use blankets.
- Stafford County Health Department provided one-on-one safe sleep education to six families during home visits. They also provided crib clinic education to clinicians, daycare workers, and Parents as Teachers staff in their community to assure best practices are being taught consistently.

Plans for Federal Fiscal Year 2025

KIDS Network Infrastructure & Family Support: KDHE will continue to contract with the Kansas Infant Death and SIDS (KIDS) Network using Children's Cabinet and Trust Fund - Children's Initiative dollars to promote and provide a statewide support system to help families, relatives, friends, caregivers and all others who are affected by the sudden death of an infant based on the individual or family needs. They will conduct safe sleep education and bereavement services statewide. The KIDS Network serves individuals or organizations who strive to reduce the risk of infant death or sudden infant death syndrome (SIDS) by providing supportive services, community education, professional training and supporting associated research.

The KIDS Network will ensure outreach, education, and ongoing support for pregnant women (especially underserved populations) and promote public-private partnerships. Title V will work with the KIDS Network to promote safe sleep and reduce infant death by providing culturally tailored safe sleep resources, toolkits, educational materials, and trainings for home visitors, health care providers and childcare providers with focus on a consistent messaging.

To promote and support safe sleep practices and cross-sector initiatives to reduce the sudden unexpected infant death (SUID) rate, Title V will continue to fund the strong partnership with the [Kansas Infant Death and SIDS \(KIDS\) Network](#) through organizational infrastructure support and strengthen/enhance the KIDS [Network Safe Sleep Certification Project](#) which includes: Safe Sleep Instructor (SSI) Train-the-Trainer, Safe Sleep training for professionals and caregivers; Safe Sleep Community Baby Showers and Crib Clinics; Cribs for KIDS Safe Sleep Hospital Certification Program; and Safe Sleep Star Outpatient Certification Program. Program components use implementation science strategies that include didactics, PowerPoint presentations, hands-on demonstrations, a workbook with safe sleep educational activities, a World Café format is used in small group settings to address myths, barriers, infant products and best practices, Q&A sessions and pre/post-test evaluations as well as other

resources originally developed by the KIDS Network to promote a consistent safe sleep message. Materials are updated and customized to meet the needs of diverse populations, including those with disparate backgrounds, low literacy levels, and visual impairments.

The Network will accomplish the above by providing semi-annual train-the-trainer classes, quarterly technical assistance Webinars, bi-monthly virtual office hours, advanced training opportunities for seasoned certified SSIs, and annual reporting requirements for recertification of all program models. During the COVID-19 pandemic and recovery period, little traction was made in expanding the Cribs for KIDS Safe Sleep Hospital Certification Program and Safe Sleep Star Outpatient Certification Program models throughout the state. Reenergizing these efforts will be an ongoing focus during FY25.

MCH-KIDS Network-BaM-KPCC Collaboration: While our efforts to provide training opportunities, curriculum content and other resources across programs to ensure message consistency have been very successful over the past several years, Title V is committed to continuing this work in FY25. Safe sleep curriculum, presentations, lesson and activity plans, as well as other resources originally developed for the BaM group prenatal education program, will continue to be adapted and shared for implementation in a variety of settings and with diverse populations. Special focus will be given to developing a version of these resources for low-literacy and immigrant populations. Integration efforts between BaM and MCH programs such as home visiting, Teen Pregnancy Targeted Case Management (TPTCM) and Pregnancy Maintenance Initiative (PMI) will be a focus of the Perinatal/Infant (P/I) Health Consultant workplan in FY2025. Safe sleep education and support will be a primary component of these efforts. Additionally, support will be provided to local KPCCs to strengthen provider and birth facility partnerships aimed at engaging these entities in safe sleep initiatives such as the Safe Sleep Hospital Certification Program and Safe Sleep Star Certification Program.

Local MCH Agencies: The following are examples are local MCH grantee agencies plans toward Objective 2.2 during the plan period.

- Marshall County Health Department will continue to enhance this education in collaboration with WIC through our visualization of safe sleep posters and handouts as well as discussions with prenatal and postnatal families. BAM and Universal Home Visitor are also integral in the education opportunities in which discuss the infant anatomy and rationales behind safe sleep by putting babies on their "Back to Sleep". We provide sleep sacks after completion of BAM, as well as distribution with UHV visits to promote safe sleeping habits. Educational tool from NIH is also distributed as a visual and discussed.
- Pottawatomie County Health Department will continue to conduct two Community Baby Showers with Safe Sleep demonstrations following the Kansas Infant Death and SIDS (KIDS) Network Safe Sleep Program.
- Seward County Health Department will provide safe sleep to all women in the MCH program. When new clients come in for a pregnancy test and the results are positive, they are immediately referred to a home visitor where they will

receive their initial education of the importance of Safe Sleep. To enhance their knowledge, they are offered Becoming a Mom (BaM) prenatal classes where they will be taught in depth information on safe sleep. A demonstration of how a Pak and Play should be set up and the importance of having a clutter free Pak and Play is provided. Discussion among the instructors and participants will improve the understanding of those attending the classes. Pak and Plays are kept on hand to provide to underserved families voicing they don't have the funds to purchase a crib or Pak and Play.

- Sheridan County Health Department will continue to highlight safe sleep through social media post each week during October which is the safe sleep awareness month, but we will increase the number of posts throughout the rest of the year to at least one safe sleep post per month. The health department will continue to offer safe sleep training through the health department, as well as offer safe sleep training at community baby showers, health fairs, and other similar events. The Safe Sleep Instructor will also train first responders on safe sleep practices so that they are better equipped to identify concerns as they respond to other emergencies. Having a consistent message from multiple sources is important to reinforce the safe sleep message.