

## **Safe Sleep Initiatives**

*Objective 2.2— Promote and support safe sleep practices and cross-sector initiatives to reduce the SUID rate by 10% by 2030.*

**KIDS Network Infrastructure & Family Support:** To promote and support safe sleep practices and cross-sector initiatives to reduce the sudden unexpected infant death (SUID) rate, Title V will continue the strong partnership with the [Kansas Infant Death and SIDS \(KIDS\) Network](#) through organizational infrastructure support and to 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 FY26.

**KIDS Network-MCH-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, we are committed to continuing this work in FY26. 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 other settings and with disparity populations. Special focus will continue to be given to developing a version of these resources for low-literacy and English language learners through the BaM Curriculum Adaptation project. 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 continued focus of the Perinatal/Infant (P/I) Consultant workplan in FY2026. Safe sleep education and support will be a primary component of these efforts. In addition, support will be provided to local KPCC 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.

**Safe Sleep Community Baby Showers:** A Safe Sleep Community Baby Shower is an interactive event that invites new and expectant persons, their support people and community service providers to gather for an educational “baby shower”. It is different from a community fair in that it is based on Behavior Change Theory and involves data collection. During the Safe Sleep Instructor certification training, The KIDS Network trains instructors how to establish Safe Sleep Community Baby Showers from the very beginning: identification of priority population, collaborators, Baby Shower Committee (members and tasks), how to create welcoming

environment, event logistics, vendors, Safe Sleep Crib Demonstration, and data collection/evaluation. The primary outcomes of a Safe Sleep Community Baby Shower include knowledge and intention increase (safe sleep, breastfeeding, substance use prevention, and perinatal mental health) and access to safety approved tools (portable crib and wearable blanket).

*KIDS Network Infrastructure and 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. We 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.

- Provide training and support resources for KPCC/BaM to address barriers to safe sleep, as requested.
- Continue to assess behavior change from Community Baby Showers/Crib Clinics within frontier, rural and urban counties.
- Train Certified Safe Sleep Instructors to provide respectful, client-centered education, honoring cultural practices, and offering practical, judgment-free guidance. Empower families with solutions that fit their realities while promoting safe sleep.
- Oversee the development, execution, and ongoing management of social media campaigns focused on safe sleep, stillbirth, miscarriage, and Infant Loss Awareness Month, ensuring consistent and effective messaging across multiple platforms.