

Issues and Strategies for State SIDS and Infant Mortality Programs

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What is SIDS?

- SIDS is the sudden death of an infant under one year of age which remains unexplained after a thorough case investigation, including performance of a complete autopsy, examination of the death scene, and review of the clinical history. (Willinger et al, 1991).

Translating Research Into Practice

- NICHD research confirmed that back sleeping is a safe and effective way to reduce the risk of SIDS



Back To Sleep Campaign Launched
National Institute of Child Health and Human Development

- Launch of Back to Sleep Campaign
 - Press conference, June 1994, Surgeon General
- BTS Campaign Partners
 - American Academy of Pediatrics
 - First Candle/SIDS Alliance
 - Association of SIDS and Infant Mortality Programs
 - Maternal and Child Health Bureau, HRSA
 - National Heart, Lung, and Blood Institute, NIH

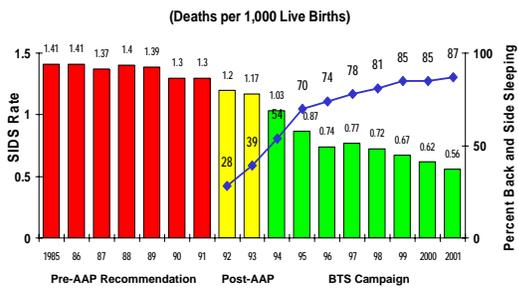


Impact of the Back to Sleep Campaign



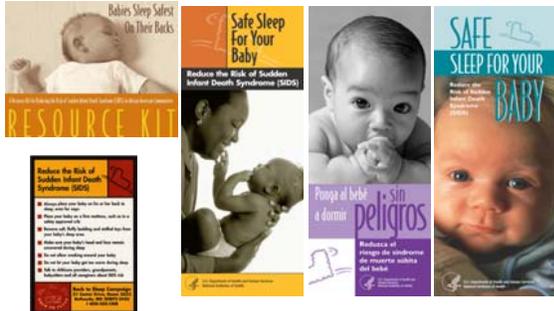
A public-private partnership to reduce the risk of Sudden Infant Death Syndrome.

SIDS Rate and Sleep Position, 1985-2001



Sleep Position Source: NICHD Household Survey
SIDS Rate Source: National Center for Health Statistics, CDC
Final data, 2001

Back-to-Sleep Campaign Literature



Transit/Bus Poster



SIDS and Infant Death Programs of the Federal Maternal and Child Health Bureau



DCAF
Division of Child, Adolescent and Family Health

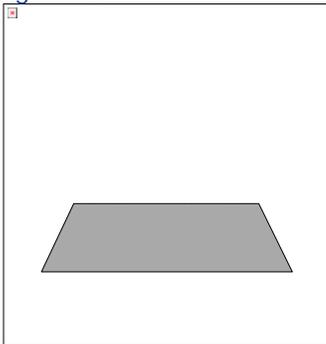
Federal Support for SIDS/ID Programs

- **1974--Sudden Infant Death Syndrome Act (Public Law 93-270)** authorized the Secretary of HEW to award grants and contracts for projects to provide information and counseling to families affected by a SIDS death and to collect, analyze, develop, and disseminate information relating to SIDS to health and human services professionals, public safety officials, and the general public.

Federal Support for SIDS/ID Programs

- **PL 93-270** authorized appropriation of funds for fiscal years 1975-1977. **PL 95-613** extended authorization through fiscal year 1981.
- **PL 96-142** in 1979--established the SIDS Program Office within the Office of Maternal and Child Health (later MCHB) and the clearinghouse (NSIDRC).
- **PL 97-35** in 1981--Maternal and Child Health Services Block Grant (Omnibus Budget Reconciliation Act)

Core Public Health Services Delivered by MCH Agencies

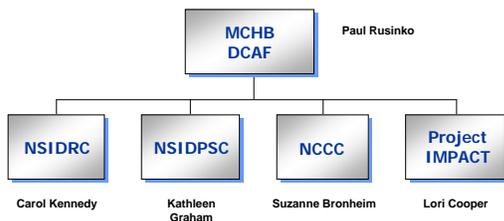


MCHB Block Grant Guidance

04 OUTCOME MEASURE The post-neonatal mortality rate per 1,000 live births.

GOAL	To reduce the number of post-neonatal deaths.
DEFINITION	Numerator: Number of deaths to infants 28 through 364 days of age. Denominator: Number of live births. Units: 1,000 Text: Rate per 1,000
HEALTHY PEOPLE 2010 OBJECTIVE	Objective 16-1e: Reduce all post-neonatal deaths (between 28 days and 1 year) to 1.5 per 1,000 live births. (Baseline: 2.4 in 1998)
DATA SOURCES and DATA ISSUES	Vital records collected by the State.
SIGNIFICANCE	This period of mortality reflects the environment and the care infants receive. SIDS deaths occur during this period and have been recently reduced due to new infant positioning in the U.S. Poverty and a lack of access to timely care are also related to late infant deaths.

SIDS/ID Programs of the MCHB



National SIDS and Infant Death Resource Center



- Produces and provides professional and consumer educational materials
- Disseminates publications to numerous entities
- Provides resources, technical assistance, and referrals
- Maintains a comprehensive reference collection and bibliographic database on SIDS and infant death
- Exhibits at national meetings and forums
- Provides information and links via the NSIDRC website

National SIDS/ID Resource Center



National SIDS/ID Resource Center



National SIDS and Infant Death Program Support Center (NSIDPSC)



A partnership between First Candle/SIDS Alliance and MCHB to:

Assist state and local programs and community service providers to best meet the needs of families and others who are or have the potential to be impacted by infant death through

- Education and training to health care professionals, decision-makers and targeted populations on risk reduction and bereavement support services for SIDS
- Technical assistance to programs regarding expanding program services to incorporate pregnancy losses and other sudden unexpected infant death
- Fostering collaborative partnerships between the federal/government, state/local programs, First Candle members and organizations that have not traditionally been involved in infant/health mortality issues

National Center for Cultural Competence (NCCC) SIDS/ID Project



- Provides training, technical assistance and consultation to increase the capacity of national regional, state and local SIDS/ID programs to design, implement, and evaluate culturally and linguistically competent service delivery.
- Produces and disseminates publications and other materials to support organizations in providing culturally and linguistically competent services to families affected by SIDS/ID.
- Promotes networking and information exchange on culturally and linguistically competent policies and practices among programs concerned with SIDS/ID at the local, state, and regional and national levels.

National SIDS & Infant Death Project IMPACT



A partnership between the Association of SIDS and Infant Mortality Programs and MCHB to:

- Support state and local infant death programs through sharing information, promoting policy and legislative changes, building upon resources and fostering partnerships and communication.
- Work closely with the NSIDRC, NSIDPSC and NCCC to promote SIDS/ID research and risk reduction messages to professionals and consumers to ensure quality care for infants.

MCHB partners with parent and professional members of the SIDS and Infant Mortality community





MCHB partners with a wide range of organizations in bereavement support





State SIDS/ID Program Resources



State SIDS/ID Program Resources



State SIDS/ID Program Resources



State SIDS/ID Program Resources



State SIDS/ID Program Resources



Resources from CPSC



Issues in Risk Reduction Education— Cosleeping and Bedsharing

“ We can agree to disagree, but I think it is very irresponsible to say that bed-sharing is a protective mechanism against SIDS. The data just don't support that statement. For parents to think that by bringing their baby to bed with them will reduce the risk of SIDS by half is irresponsible and incorrect. ”

– Deborah Robinson
Deputy Director, SIDS
Foundation of Washington

Issues in Risk Reduction Education— Cosleeping and Bedsharing

“ I argue that when it comes to bedsharing outcomes--there exists a risks-benefits continuum wherein any outcome is possible, ranging from it being potentially protective--to potentially dangerous or fatal (depending on circumstances), so any simply singular across the board recommendation... either for or against--is inappropriate. ”

– James J. McKenna, Ph.D., Director
Mother-Baby Behavioral Sleep Lab
University of Notre Dame

Resources from the Association of SIDS and Infant Mortality Programs (ASIP)



Resources for Professionals in Bereavement Support

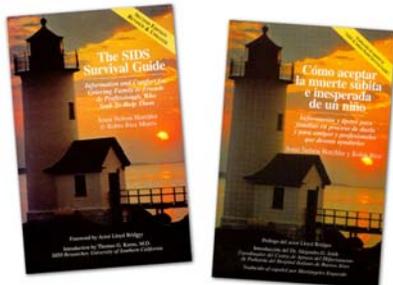


http://gucchd.georgetown.edu/hccc/documents/SIDS_ID_PB_Aug_03.pdf

Resources for Parents



Resources for Parents



Resources for Parents



<http://sids-network.org>

Resources for Parents



National SIDS/ID Resource Center Staff— “At Your Service”



Reducing Risk in Childcare

“ In our study, we found that the proportion of infants dying of SIDS in organized child care settings was disproportionately high (20.4%), considering the numbers of infants reportedly in child care. This is especially striking, because the demographic characteristics of this group (white, born to older, more educated parents, and without a history of smoke exposure) would typically place these infants in the lowest risk category for SIDS. ”

– Rachel Y. Moon, MD
Medical Director, Children's Health Center
Children's National Medical Center

Healthy Child Care America Campaign



www.aap.org/advocacy/hcca/backtosleep/index.htm

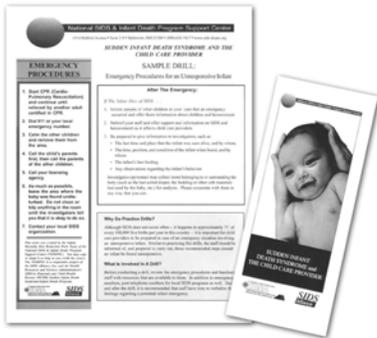
Healthy Child Care America Campaign



National Resource Center for Health and Safety in Child Care



Child Care Resources



Child Care Resources

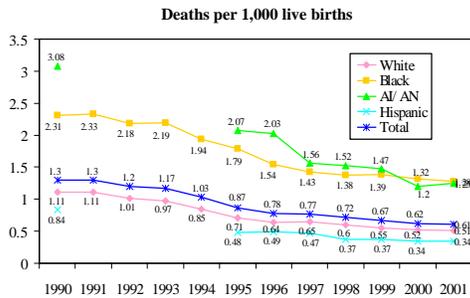


Child Care Train-the-Trainer Manual
from NSIDPSC



Getting Back to Sleep:
Reducing the Risk of SIDS
in Child Care Settings

United States SIDS Rates
by Ethnicity/Race



Source: National Center for Health Statistics, CDC
Final Data, 2002

Training Professionals and
Building New Partnerships



National SIDS/ID Program Support Center Nursing Education Project

- Partnering with NICHD on risk reduction continuing education for nurses
- Piloted nursing school seminars on risk reduction in Maryland (Spring 2004)
- Follow-up training planned for Maryland student nurses in SIDS/SUID bereavement
- Partnered with Mississippi State Health Department and the Mississippi SIDS Alliance for a 1-day training

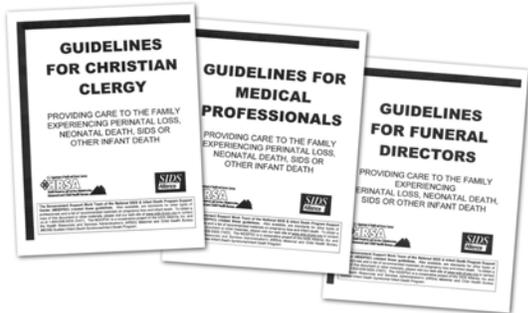


National SIDS/ID Resource Center Resources for First Responders





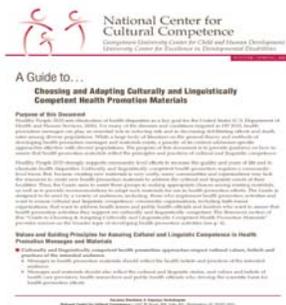
Professional Guidelines



Faith-Based Outreach



Technical Assistance



http://gucchd.georgetown.edu/nccc/documents/Materials_Guide.pdf

Technical Assistance

Coming soon... DVD on

Infusing Cultural and Linguistic Competence into Health Promotion Training



National Center for Cultural Competence
3307 M Street N.W., Suite 401
Washington, DC 20007-3935
Phone: (202) 687-5387 or (800) 788-2066
TTY: (202) 687-5503 Fax: (202) 687-8899
E-mail: cultural@georgetown.edu
URL: <http://gucchd.georgetown.edu/nccc>

Technical Assistance



<http://gucchd.georgetown.edu/nccc/consultant.html>

NSIDRC Outreach at National Conferences



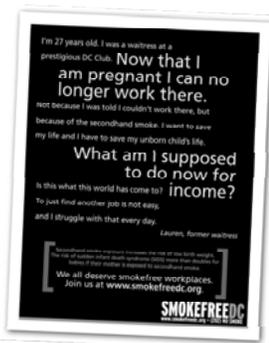
Project IMPACT Partnership with the Association of Clinicians for the Underserved



Project IMPACT Partnership with the Association of Clinicians for the Underserved



Partnerships with Anti-Tobacco Organizations



State Partnerships to Strengthen Outreach



Partnerships to Strengthen Outreach



Partnerships to Strengthen Outreach



Other Infant Death



Other Infant Death



Other Infant Death



Death Scene Investigation



Death Scene Investigation



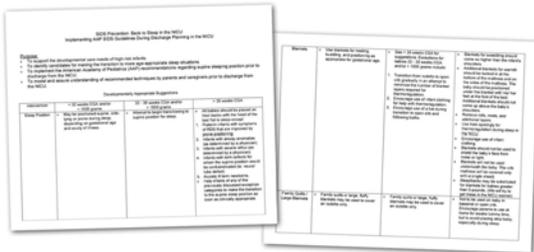
National SIDS & Infant Death Project IMPACT State-to-State Listserv



State-to-State Listserv Topics "A – Z"

Asphyxia	Hemoglobin
American Indians/Alaska Natives	International Research
Back to Sleep	MCADD/Newborn Screening
Billboards	Medical Advisors
Breastfeeding	Nursery Protocols
Calls for Abstracts	Other Infant Death
Childcare Licensing	Patient Education
Conferences	Prematurity
Cosleeping	Racism
Cribs for Kids	Resource Center Acquisitions
Cultural Competency	Stillbirth
Death Scene Investigation	Swaddling
EMS Training	Tobacco
FIMR	Twins
Flu	Vital Statistics
Health Disparities	WIC Clinics

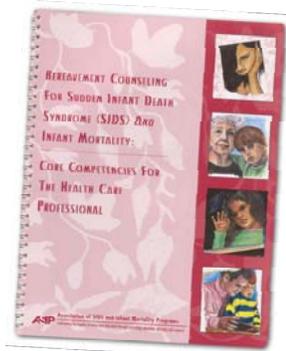
State-to-State Listserv Resources



State-to-State Listserv Resources



Professional Standards from ASIP



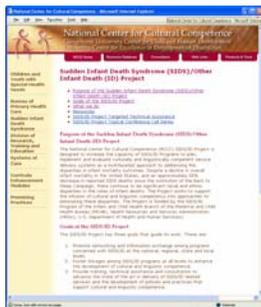
Program Development Manual

The SIDS and Infant Death Program Staff Manual

- ❖ Guidance and review provided by a diverse Expert Panel
- ❖ Comprehensive information on risk reduction and bereavement support services
- ❖ The manual will consist of a trainer's guide, and interactive CD-Rom, including 6 customized PowerPoint presentations for targeted audiences

*Anticipated availability January 2005
from NSIDPSC*

Technical Assistance



<http://gucchd.georgetown.edu/nccc/nccc5.html>

Contact Information



National SIDS/Infant Death Resource Center (NSIDRC)

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McLean, VA 22102
(866) 866-7437
(703) 821-8955 phone
(703) 921-2098 fax
www.sidscenter.org
sids@circlesolutions.com

Contact Information



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Baltimore, MD 21208
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(410) 415-6628 phone
(410) 415-5093 fax
http://firstcandle.org/health/health_human.html
kgrahamsids@yahoo.com

Contact Information



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