

National SIDS Awareness
Month *All Year Long*:
State and Federal Strategies to Reduce Risk for
Infant Death

September 20, 2005

Moderators:

Paul Rusinko, Director, SIDS/ID Program

Maternal and Child Health Bureau
Department of Health and Human Services

&

Lori Cooper, Executive Director

National SIDS & Infant Death Project IMPACT

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**Health Resources and Services Administration/
Maternal and Child Health Bureau**



Contact Information



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**National SIDS & Infant Death
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Project IMPACT Partnership with the Association of Clinicians for the Underserved



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State SIDS/ID Program Resources



State SIDS/ID Program Resources



SIDS Foundation of Washington



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SIDS Awareness Month Child Care Trainings

- Partner with our state Child Care Provider certification authority to offer providers credit hours for attendance
- 1-2 hour presentation covering SIDS rates, risk factors, requirements for child care providers re: sleep position
- Time for questions and scenarios, discussion of how to talk with parents

NYS Center for Sudden Infant Death



Contact Information

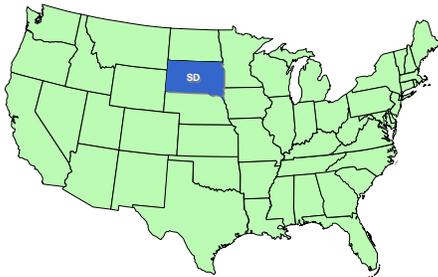
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State SIDS/ID Program Resources



Indian Health Service

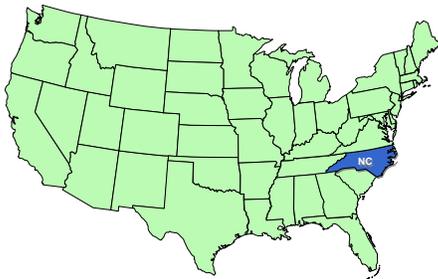


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N.C. Healthy Start Foundation



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Healthy Start Project/Inter-tribal Council of MI

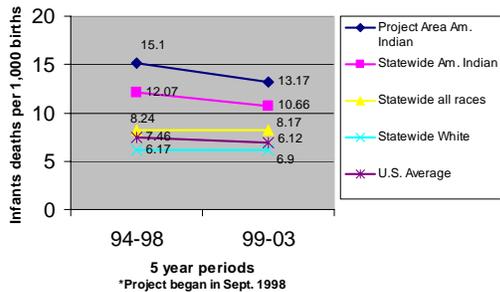


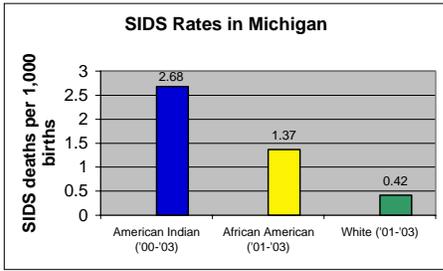
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Comparison of 5 Yr Average Infant Mortality Rates
in Michigan





The death rate due to SIDS is more than 6 times higher among American Indian infants than among White infants. The disparity in SIDS rates accounts for about 60% of the disparity in overall IM between AI and whites. It is clear that if we are going to close the infant mortality gap, we need to learn how to prevent SIDS, and to support and educate families on how to reduce their risk.

Challenges

- Lack of accurate reporting of true SIDS vs. accidents/other causes
- Community value and norms related to co-sleeping with absence of recognition of accidental deaths (aggravated by data limitations)
- Increasing priority on breastfeeding, behavioral link between co-sleeping and breastfeeding
- Smoking as a community norm 40% maternal prevalence, 70% family prevalence
- Unique cultural issues context of Indian Country

Strategies & Solutions

- Advocating for improved racial reporting and cause of death reporting
- FIMR review of statewide AI deaths, special focus on post neonatal deaths
- Development of culturally specific educational tools – NAMS/NICHD project
- Increased community level education on sleeping environments – from the inside

Strategies & Solutions

- Pairing breastfeeding promotion and support with safe sleep environment and SIDS prevention
- Addressing smoking epidemic head on:
 - Take it Outside campaign
 - Five A's and smoking cessation as distinct program component: MOD and Legacy funding
 - Culturally specific curriculum

Tomorrow's Child/Michigan SIDS



Contact Information

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Massachusetts Center for SIDS



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SIDS/Infant Mortality Program



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OHM Resource Center



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