

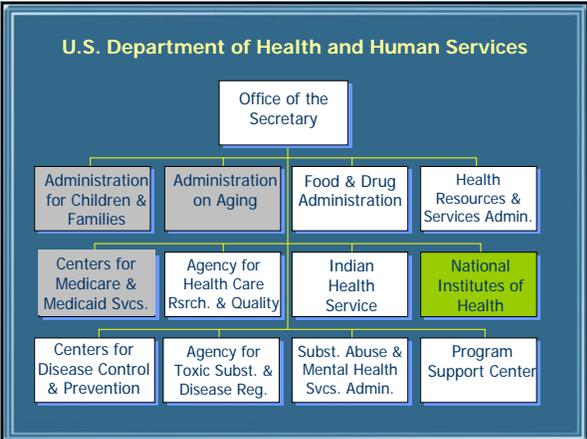
**MCHB/DHSPS Partnerships
to Reduce the Risk of Sudden
Infant Death Syndrome (SIDS)**

 Webcast

 Wednesday, October 20, 2004

**Partnerships to Reduce the Risk
of Sudden Infant Death
Syndrome (SIDS)**

 Yvonne T. Maddox, Ph.D.
 Deputy Director
 National Institute of Child Health and Human Development (NICHD)
U.S. Department of Health and Human Services National Institutes of Health

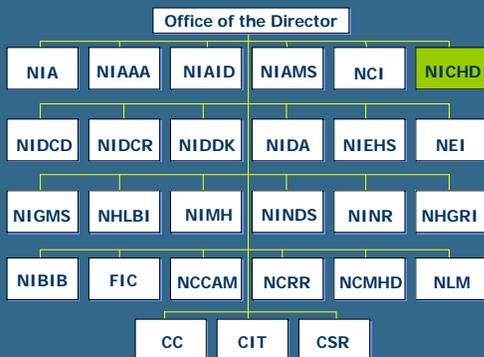


National Institutes of Health (NIH) Mission



To improve the health of the people of the United States

NIH Organization



The National Institute of Child Health and Human Development (NICHD)



Public Law 87-838 (1962)

"...an institute for the conduct and support of research and research training related to maternal health, child health, and human development, including...the special health problems of mothers and children..."

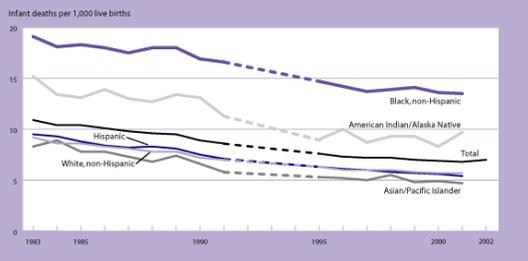
NICHD Mission



- To help people have healthy babies when they want them
- To avoid harm to women from the reproductive process
- To help all children reach adulthood able to achieve their full potential
- To optimize rehabilitation and achieve minimal disability

Infant Mortality Rate

(By Race and Hispanic Origin, Selected Years 1983-2002)



NOTE: Data are available for 1983-91 and 1995-2002. Infant deaths are deaths before a child's first birthday.
SOURCE: Centers for Disease Control and Prevention, National Center for Health Statistics

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).

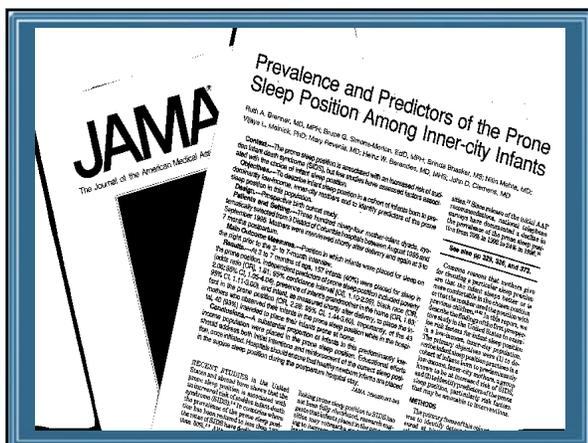
NICHD Research on SIDS

- Physiologic Studies
- Pathologic Studies
- Epidemiologic Studies
 - Risk factors for SIDS
 - Sex
 - Race
 - Birthweight
 - Prenatal care
 - Seasonal effects
 - Smoking
 - Age of mother
 - Preterm birth

International SIDS Research

- Netherlands
- Australia
- New Zealand
- Britain

All research began reporting that back sleeping reduces the risk of SIDS.



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



Impact of the *Back to Sleep* Campaign

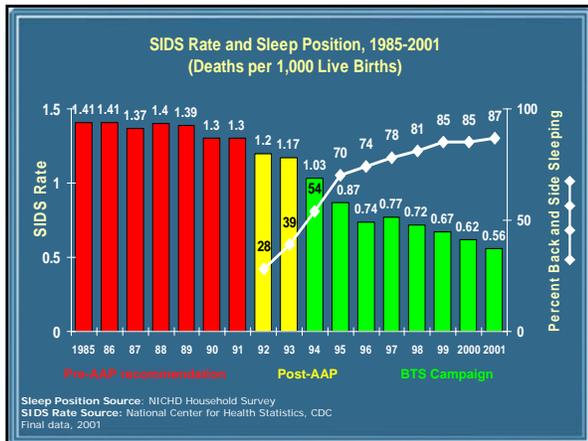


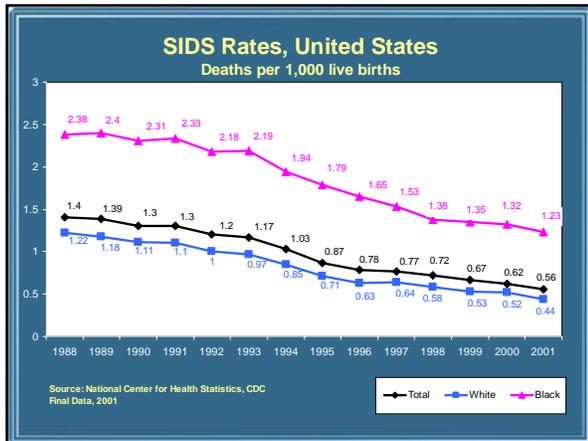
A public-private partnership to reduce the risk of Sudden Infant Death Syndrome.

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







Back to Sleep Focus on African American Communities

- SIDS rate is 2.2 times higher in the black population than it is in the white population
- Black mothers are twice as likely as white mothers to place their babies on their stomachs to sleep
- Success of the *Back to Sleep* campaign demonstrates that a focused campaign can increase back sleeping and reduce the risk of SIDS

African American Outreach Initiative

- 1999 - Strategy Meeting –NICHHD, SIDS Alliance and National Black Child Development Institute
- 2000 - Based on suggestions from working group, NICHHD to develop Culturally appropriate Resource Kit
- 2001 - Implementation –leaders of three national organizations commit their organizations to making SIDS risk reduction a national priority
- 2002 - Summits planning meeting on SIDS risk reduction with our Partners
- 2003 - Partner organizations hold summits with NICHHD
- 2004 – Partners expand their efforts

Community Support and Outreach

Three major national African American organizations commit to reducing SIDS in African American communities



National Coalition of 100 Black Women,
Alpha Kappa Alpha Sorority, Inc.,
NICHHD, Women in the NAACP

Community Participation

- African American Campaign strategy
 - “ Input from the people”
 - Provide the resource materials for health fairs and community events
 - Give progress reports on results
 - Ask each one to tell one about back sleeping

Public Trust

- Reflect a more accurate picture of NIH
 - proactive and direct participation in community outreach
- Empower citizens to contribute to success of NIH
 - Working together to make the most of our resources and to see the results more quickly
- Inform the American people, about what we do, how we do it, why we do it, and how well we do it

Newest Campaign Literature



Implementing the Outreach Resource Kit

Each kit includes:



- Information on SIDS and back sleeping
- Guide on how to use the kit to conduct information sessions
- Materials for easy duplication, including brochures, order forms, and fact sheets
- Suggestions on how to work with the media, including sample TV, print, and radio Public Service Announcements, sample press releases, sample transit ad
- Video, magnets, brochures, and other items

Transit/Bus Poster



New Initiatives and Partnerships

- National Children's Study
- Special Solicitations (RFPs) and Request for Applications (RFAs)
- Research Teams of the Future

Our Babies: We can do better!



Babies Sleep Safest on Their Backs!



National Institute of Child Health & Human Development

www.nichd.nih.gov
