



Sudden Infant Death Syndrome Continuing Education Program from Nurses to Pharmacists

AMCHP 2010



National Institutes of Health

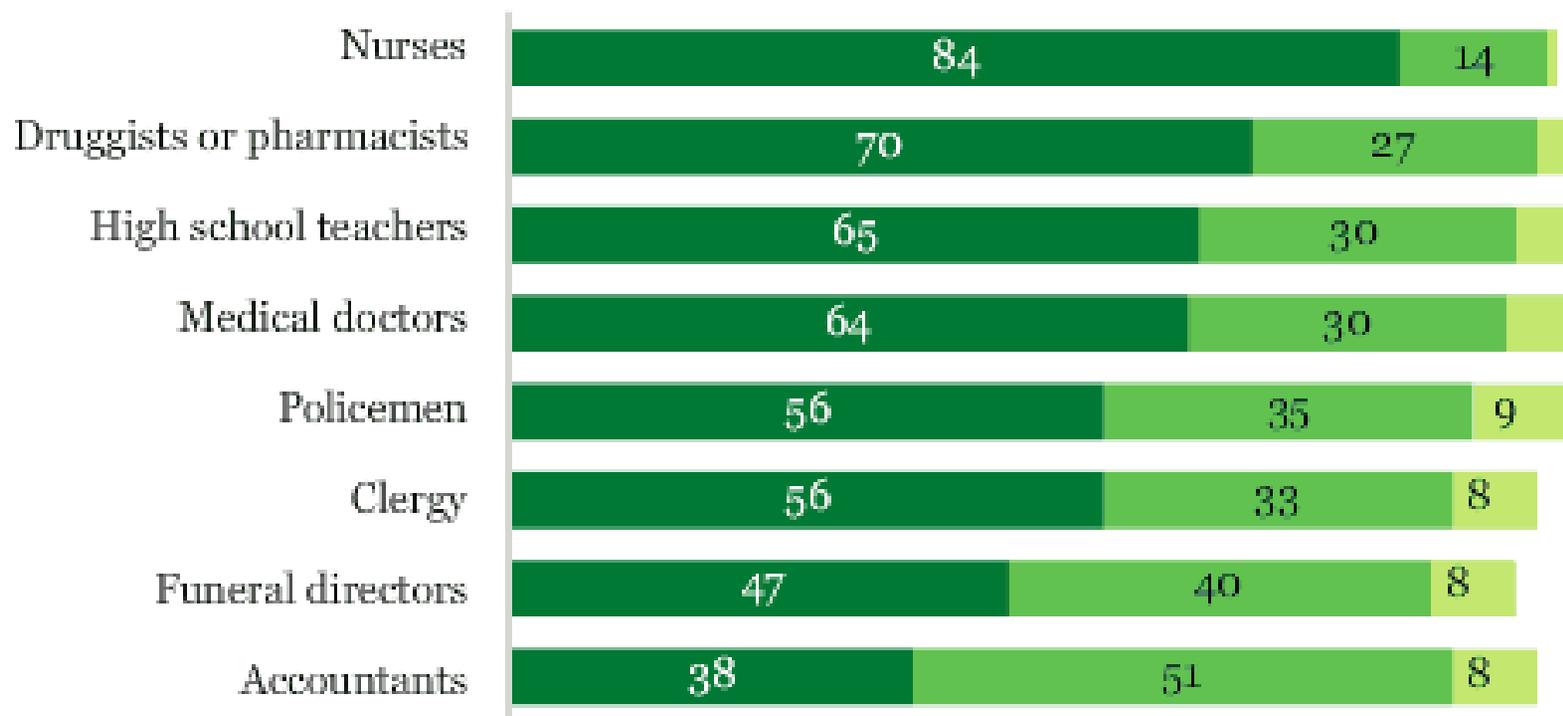
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 - Public Information & Communications Branch

NICHD Overview

Timeline	1994-2000	2001-2006	2006-2009
Theories	Social cognitive learning/ social marketing principals	Diffusion theory/ community organization	Community organization, media advocacy
Audiences	Mothers, fathers, grandparents, caregivers	Community health workers, leaders, African American orgs., American Indian, Alaska Native groups	Health professionals (nurses, pharmacists)
Themes	Place infants on their backs to sleep	Reach one, teach one - talk about safe sleep in your sphere of influence	All caregivers need to focus on all aspects of the sleep environment
Activities	Product development	Training, mini grants, contracts, "Summits"	Community forums, community participation
Outcomes	Increased awareness, reduction in SIDS, increase in back sleeping	Increased awareness, involvement of many national organizations	Organizational promotion of SIDS education and risk reduction activities. Organizational media promotion

Top-Rated Professions for Honesty and Ethics -- 2008

■ % Very high/High ■ % Average ■ % Low/Very low



Nov. 7-9, 2008

GALLUP POLL



Health Professionals Outreach Activities:

-  Launched a continuing nursing education curriculum 2006 to educate nurses on background information on risk-reduction strategies for SIDS and give them ways to communicate this information with parents & caregivers
- Released a booklet intended for health care providers and those with a medical background to answer some of the more common questions about sleep position, safe sleep environment, and SIDS
- Implemented a provider-led curriculum education module for pharmacists in 2008, which will be followed by an online and print module

Nurse Program

-  Research supported the need for a nursing CEU and provided direction
 - Synthesize -Develop the program initiative pieces, delegate: **Identify partners**
 - Implement- Provider led, learner led
 - Maintain – Learner led
 - Evaluate?

Collaborating Organizations-Nurses'

Academy of Neonatal Nursing

American College of Nurse-Midwives

Association of SIDS and Infant Mortality Programs

Association of Women's Health, Obstetric and Neonatal Nurses

March of Dimes

First Candle/SIDS Alliance

National Alaska Native/American Indian Nurses Association

National Association of Neonatal Nurses

National Association of Pediatric Nurse Practitioners

National Institute of Nursing Research, National Institutes of Health

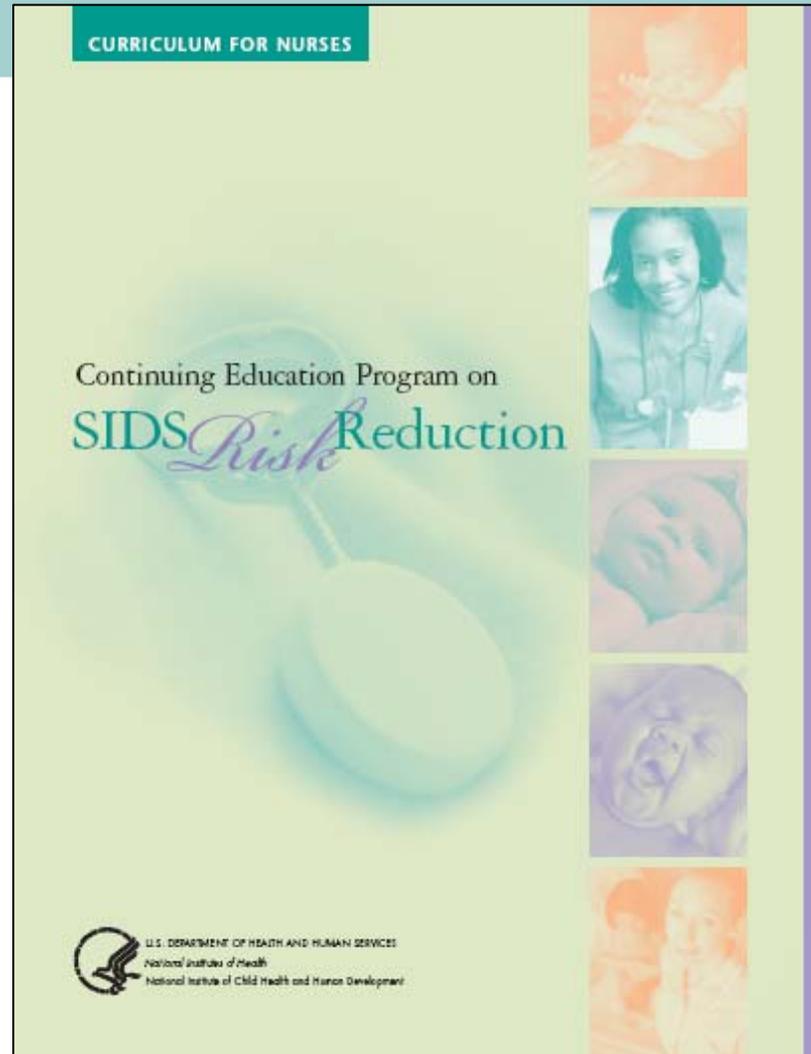
Society of Pediatric Nursing

Washington State Department of Health

Learning Objectives: Nurses

- Define SIDS
- List the critical SIDS risk-reduction messages for parents/caregivers
- List four barriers to back sleeping
- Describe your key role as educator to
 - parents/caregivers about SIDS
- Describe ways to effectively communicate SIDS risk-reduction messages to parents/caregivers

Nurse CEU



www.nichd.nih.gov/SIDS/sidsnursesce.cfm

Nurses

-  8,700 have received CE Credits
 - 2000 Provider led
- 45,424 Health Care Provider Booklets distributed in 2009
- Online CEU live Feb 26, 2010

Pharmacist Program

 Research supported the idea of CEU but little direction

- Pilot in DC
- Focus groups (Baltimore, MD, Jackson, MS)
- Synthesize- Identify partners
- Implement- Provider led, learner led
- Maintain – Learner led- all online

Partners

Academy of Managed Care Pharmacy

American College of Clinical Pharmacy

American Pharmacist Association

National Alliance of State Pharmacy

National Association of Boards of Pharmacy

National Association of Chain Drug Stores

IHS Pharmacy Program

Learning Objectives: Pharmacist



Define SIDS

- List the critical SIDS risk-reduction messages for expectant and future parents, grandparents, relatives, daycare providers, babysitters, and other caregivers
- List four barriers to back sleeping
- Discuss potential opportunities where pharmacists could serve as educators about SIDS
- Describe opportunities to effectively communicate SIDS risk-reduction messages to parents/caregivers

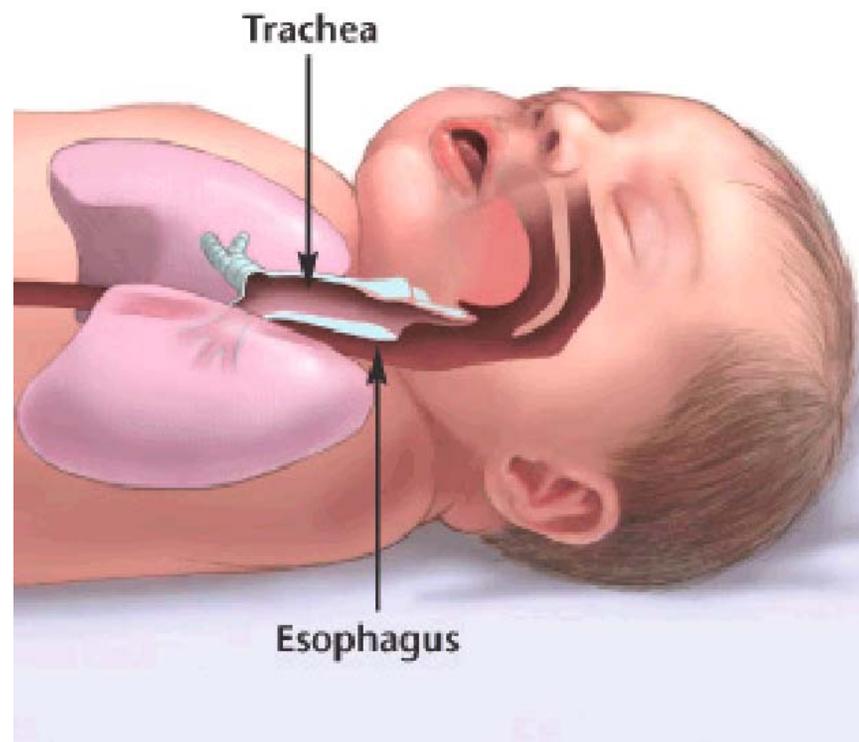
Cultural Challenges

-  Infant care often has its roots in tradition and experience
-  More than 21% of African American infants are placed to sleep on their stomachs*
 - Back sleeping may be most important and culturally appropriate message
-  Infants in American Indian/Alaska Native families are more likely to be overdressed for sleep**
 - Avoiding overheating may be most important and culturally appropriate message

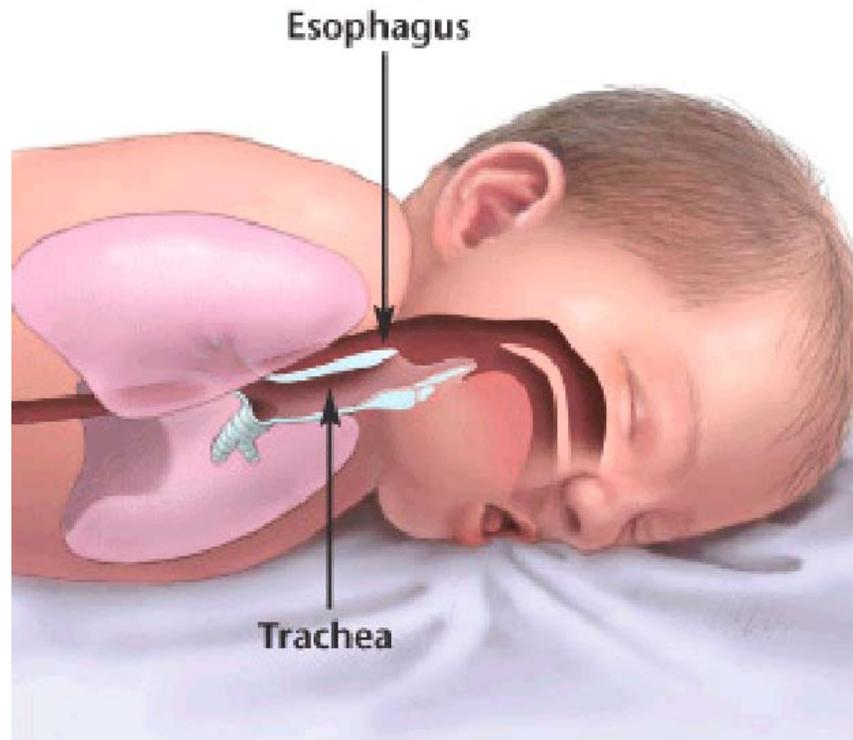
*Source: NICHD, NIH, DHHS. *National Infant Sleep Position Study data: Sleep position 1992-2009(black mothers)* [Electronic version]. Retrieved Nov. 4, 2009, from [http://dccwww.bumc.bu.edu/ChimeNisp/Tables_in_PDF/NISP%201992-2004%20The%20usual%20sleep%20position%20\(blacks\).pdf](http://dccwww.bumc.bu.edu/ChimeNisp/Tables_in_PDF/NISP%201992-2004%20The%20usual%20sleep%20position%20(blacks).pdf)

**Source: Isayu, S., Randall, L.L., Welty, T.K., Hsia, J., Kinney, H.C., Mandell, F., et al. (2002). Risk factors for sudden infant death syndrome among Northern Plains Indians. *Journal of the American Medical Association*, 288, 2717-2723.

Upper Respiratory Anatomy: Baby in Back Sleeping Position



Upper Respiratory Anatomy: Baby in Stomach Sleeping Position



What Role Might Pharmacists Play in Reducing SIDS?

Discussion



Would These Actions Represent Possible Roles You Could Play as Pharmacists?

- Asking an expectant mother, father, or a family member about how/where baby will be sleeping;
- Providing education to women during pregnancy about Sudden Infant Death Syndrome (SIDS);
- Providing a Safe Sleep brochure with prenatal vitamins, iron, folic acid, infant antibiotics, multivitamins, eye drops, or other prescription or non-prescription purchases;
- Placing Safe Sleep brochures near infant formula, baby food, diaper products, diapers, thermometers;
- Sharing Safe Sleep information with your families, community.

Pharmacist



- DC Pharmacy Association Meeting Dec 2007
- NIH Clinical Pharmacist Symposia April 2008
- Ohio Pharmacist Association Mid Year Meeting Nov 2009
 - 928 Pharmacists have received the provider-led CE module

Pharmacist



- 9 Abstracts/Proposals submitted
- 3 acceptances-
 - AMCHP,
 - American Pharmacist Association (the other APha),
 - American College of Clinical Pharmacist (ACCP)
- New York, Nevada, Arkansas, Florida, California

Pharmacist Challenges



Fewer national conferences

- Expensive registration fees
- Need to make it a priority for Pharmacists
- Less familiar with the profession and how they operate- paradigm breaker

SIDS Risk-Reduction Recommendations I



- Always place the baby on his or her back to sleep for naps and at night
- Place the baby to sleep on a firm sleep surface, such as on a safety-approved crib mattress, covered by a fitted sheet
- Keep soft objects, toys, and loose bedding out of the baby's sleep area
- Do not allow smoking around the baby

SIDS Risk-Reduction Recommendations II



- Keep the baby's sleep area close to, but separate from, where you and others sleep
- Think about using a clean, dry pacifier when placing the baby down to sleep
- Do not let the baby overheat during sleep
- Avoid products that claim to reduce the risk of SIDS

SIDS Risk-Reduction Recommendations III



- Do not use home monitors to reduce the risk of SIDS
- Reduce the chance that flat spots will develop on the baby's head ("Tummy Time")
- Talk about SIDS to child care providers, grandparents, babysitters, and **everyone** who cares for the baby

We want to work with you!



Ways to get Pharmacist in the Loop

- Can you contact your State Pharmacy Association to present at their next meeting?
- Do you work with someone from the state pharmacy Board?
- A community pharmacist in your area that is willing to put out brochures?

Questions?



Resources

 *Eunice Kennedy Shriver* National Institute of Child Health and Human Development

Back to Sleep Campaign

1-800-505-CRIB (2742)

www.nichd.nih.gov/SIDS

 First Candle/SIDS Alliance
NSUICDPL Program Support Center

1-800-221-7437

www.firstcandle.org