

MCH EPI Conference

WORKSHOP - IMPACT AND VALUE TELLING YOUR PROGRAM'S STORY

December 8 – 11, 2008

ANN PRICE: Good afternoon, everyone. Hope you're ready for the afternoon. This is really meant to be a working workshop. Our goal is that when you walk out the door this afternoon you're actually going to have the start of your own success story.

So that's our goal. So just to let you know, I do tend to move around the audience. I'll be asking you questions and asking you to participate. And it's just a lot more fun that way and a lot more dynamic, I think you'll find you'll get a lot out of it.

If you all could work together, that would be helpful. If at any time you have questions wave your hand. I'm being blinded by the light here. I'll do my best to see you and acknowledge you.

What I first want to do, though, is kind of split you up into groups. In your packet you should find something called the group exercise. Don't you love group exercises? I know you do.

It says group one, group two, group three, group four. I'm going to name my groups here. So to my far right, this column of tables will be group one. So you are all a group of state legislators. The second column, you all can be the hospital administrators. Very popular these days. And column three you all are my favorite, child advocacy. And the fourth column, you all can be the ever-loved media.

And the fifth column over here, let's just do table by table. One, two, three, four, and one. So take a second. Read your role. You'll find a description. Should be in your packet. Everybody know what I'm talking about? If you're lost, ask your neighbor.

On the back you should find a rating sheet. We're going to have two presentations this afternoon. I'm going to do the first one. Hollie's going to do the second one. It's not a popularity contest. We just simply want you to rate how you feel about the story, according to this very simple scale.

Okay? Everybody understand what we're doing here?

Okay. I'll do the first one. Sudden infant death syndrome, SIDS, is defined as the sudden death of an infant less than one year of age that cannot be explained after a thorough investigation is conducted.

Including a complete autopsy, examination of the death scene, and review of the clinical history, according to the Centers For Disease Control and Prevention.

More than 4500 infants die suddenly each year in the United States. Approximately half of these unexplained deaths are due to SIDS.

SIDS is the leading cause of death in infants between one and 12 months old. And it's the third leading cause of infant mortality overall. Most SIDS deaths occur when a baby is between two and four months of age.

90 percent of SIDS victims die before six months, and the risk of SID diminishes during the first year of life.

There is mounting evidence that suggests some SIDS babies are born with brain abnormalities that make them more vulnerable to sudden death during infancy. Studies of

SIDS victims reveal that many SIDS infants have abnormalities in the arcuate nucleus, a portion of the brain that's involved in the controlling breathing and waking during sleep. Babies born with defects in other portions of the brain or body may also be prone to sudden death.

These abnormalities may stem from prenatal exposure to toxic substance or lack of a vital compound in the prenatal environment. Such as sufficient oxygen.

In recent years, parents have been advised to place their infants on their back for sleep. Evidence does show that sleep position is effective. Babies placed on their stomach are 19 times more likely to die of SIDS.

High infant mortality in Georgia is more than a health problem. It is an important indicator of the overall health status of the state's women and children and the quality of life in communities. For the past decade, Georgia has had one of the highest infant mortality rates in the nation, even though the state's rate of infant death has been decreasing steadily during this time. The most recent data report in 2009 places Georgia as the highest in infant mortality among all states.

SIDS remains the leading cause of death for Georgia infants under one year of age. Despite overall improvement in SIDS rates, a serious concern about racial disparity in infant mortality remains. The infant death rate for Georgia's African-American babies is approximately twice as high as the death rate for white children. The wide gap in rates is the main contributor to Georgia's poor national ranking and infant mortality, although the racial disparity exists in other states as well. We need to do more to prevent SIDS and especially reduce the significant health disparities among African-American infants.

Okay. I'd like you to stop now. Look at your rating scale, and rate that presentation, please.