

Where should you put your baby *after* you're done feeding him?

- Crib, bassinet or pack and play – ideally one that's close to you.
- Put your baby to bed face up with a little onesie or sleep sack.
- Keep the bed clear of blankets, stuffed animals & bumpers - they might block the airway.
- Be sure the sheets are clean and tight.
- NOT on a couch, recliner, car seat, bed or infant swing.



Not like this!
Note how the baby's
airway is affected.



What Does a Safe Sleep Environment NOT Look Like?



What Does a Safe Sleep Environment Look Like?

Use a firm sleep surface, such as a mattress in a safety-approved* crib, covered by a fitted sheet.

Do not use pillows, blankets, sheepskins, or crib bumpers anywhere in your baby's sleep area.

Keep soft objects, toys, and loose bedding out of your baby's sleep area.

Do not smoke or let anyone smoke around your baby.



Make sure nothing covers the baby's head.

Always place your baby on his or her back to sleep, for naps and at night.

Dress your baby in sleep clothing, such as a one-piece sleeper, and do not use a blanket.

Baby's sleep area is next to where parents sleep.

Baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.

*For more information on crib safety guidelines, contact the Consumer Product Safety Commission at 1-800-638-2772 or <http://www.cpsc.gov>.



What else can you do to keep your baby breathing?

Make every effort to stop smoking and keep other people who smoke away from your baby.



What else can you do to keep your baby breathing?

If you've been drinking, find somebody else to take care of your baby.

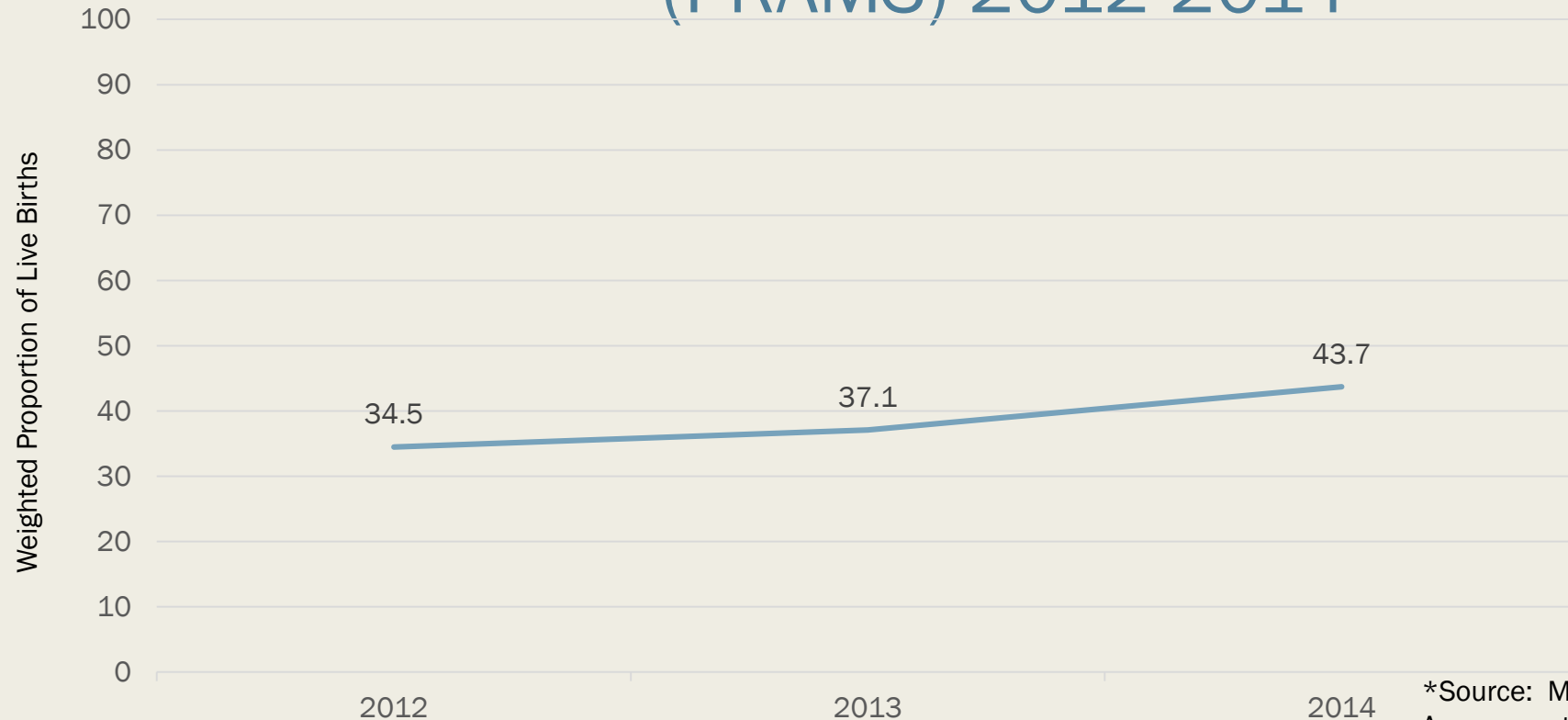


What else can you do to keep your baby breathing?

If you're taking pain medicine, it can affect how your body moves and your choices. Have somebody else take care of your baby or put them in a safe sleep environment until your brain is clear.



How many infants are being placed in an ideal sleep environment in Michigan? Pregnancy Risk Assessment Monitoring System (PRAMS) 2012-2014



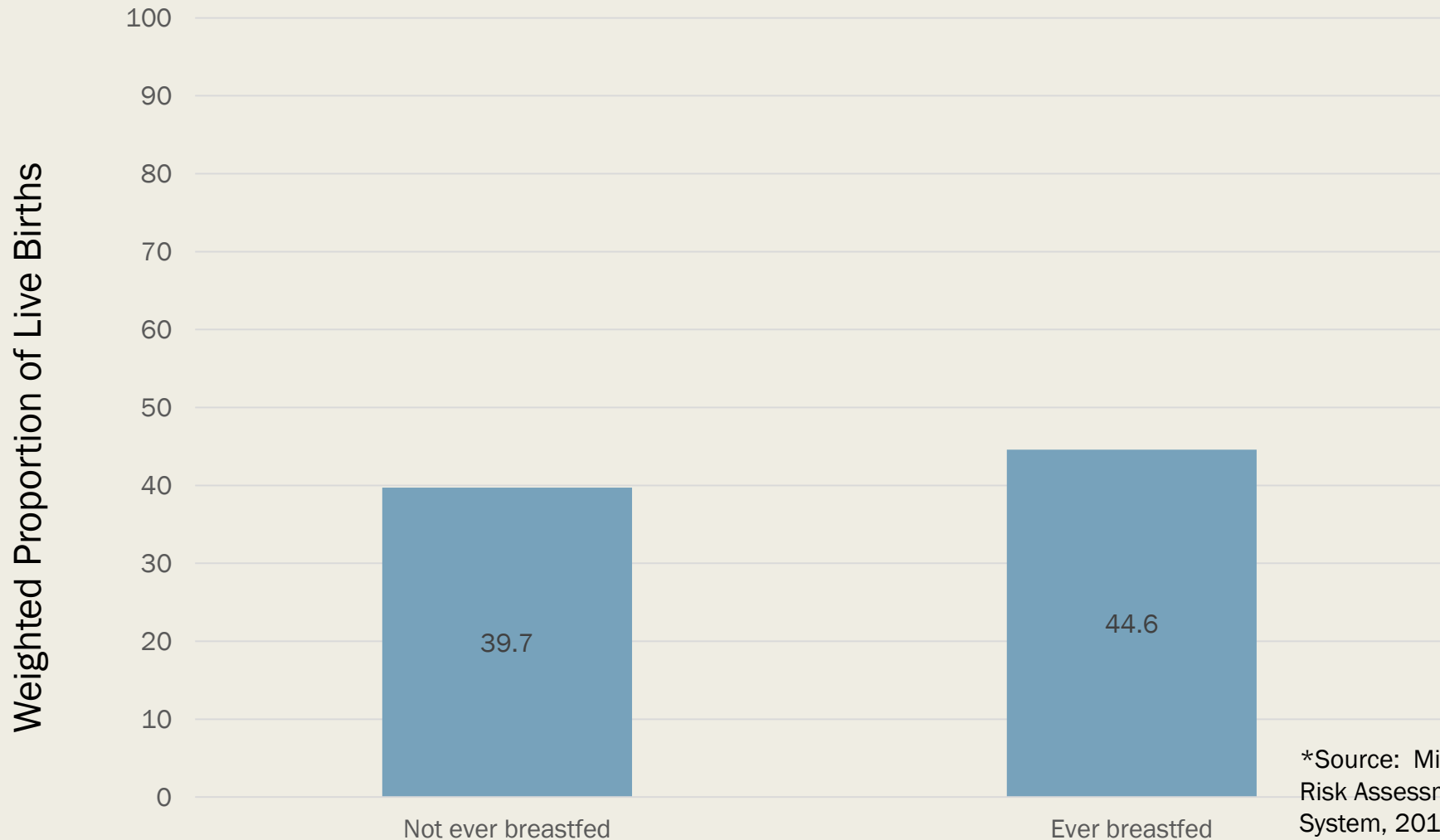
Source: Michigan Pregnancy Risk Assessment Monitoring System, 2012-2014.

Ideal environment = infant on back, in a crib or portable crib, on a firm mattress, without pillows, without bumpers, without plush blankets, without stuffed toys, without an infant positioner, and without mother or anyone else in the sleep area?

Do mothers who ever breastfed sleep their babies differently than mothers who do not?

PRAMS 2012-2014

Compliance with safe sleep recommendations



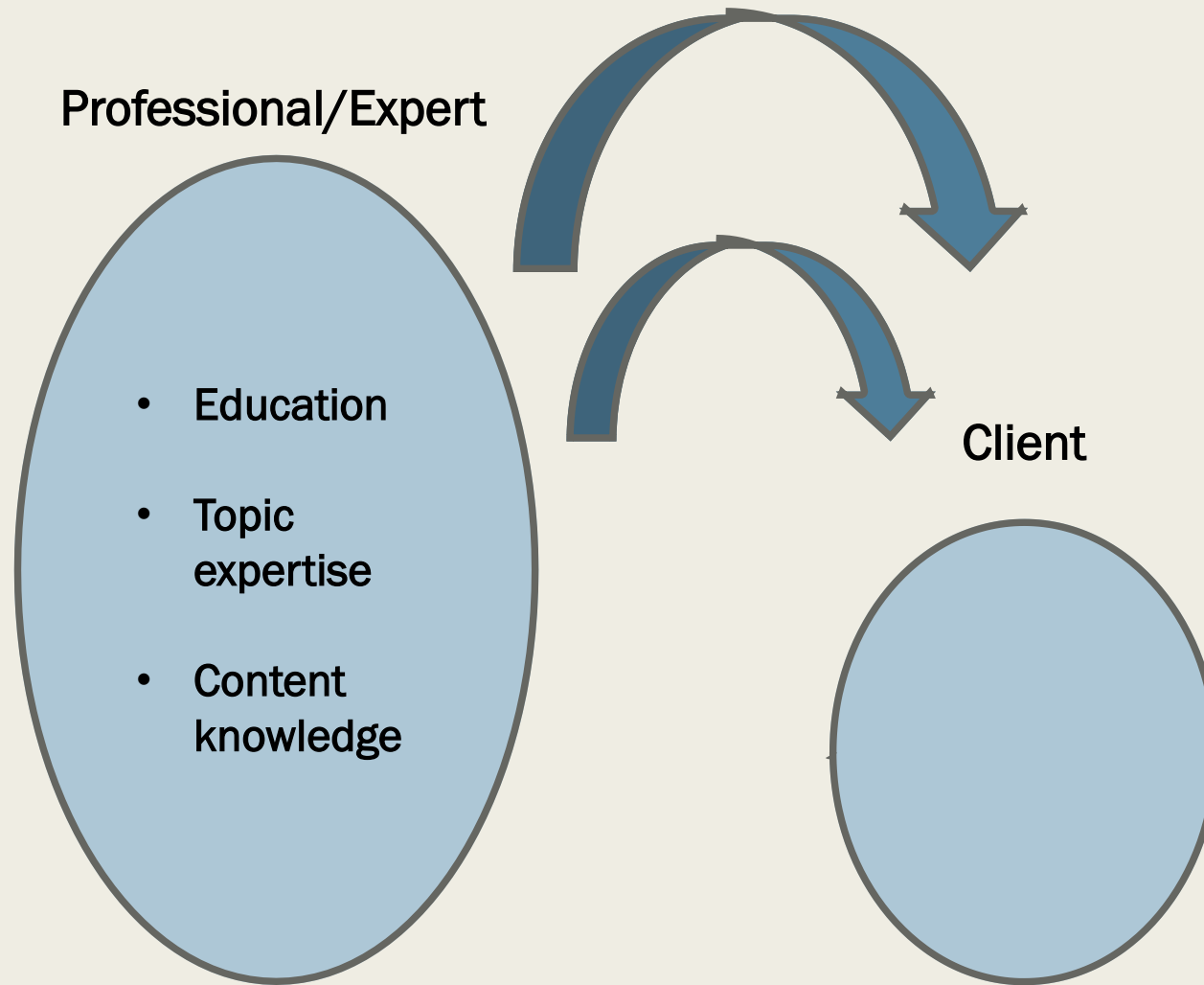
Source: Michigan Pregnancy Risk Assessment Monitoring System, 2012-2014.

What?

So What?

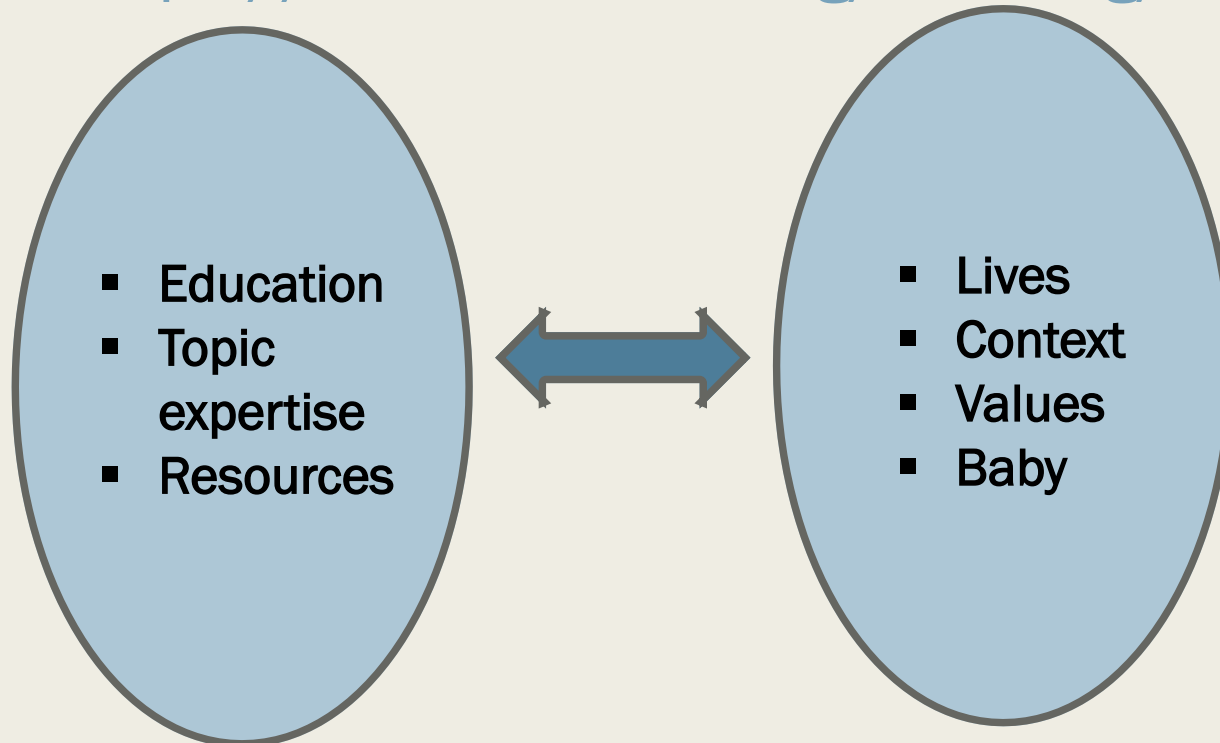
NOW WHAT?

Talking about sleep with families is *more* than providing education...



Movement from “campaign” to “conversations”

- What is the goal of a conversation?
- “partnership of experts”
- <https://www.ncemch.org/learning/building/>



Use a strength-based framework

Families feel valued, not judged

Try Motivational Interviewing techniques

- ❖ Start where client is at
- ❖ Clients are at different levels of readiness to change
- ❖ Client decides what & how



Tips for effective conversations

Be respectful and sensitive

Ask open-ended questions

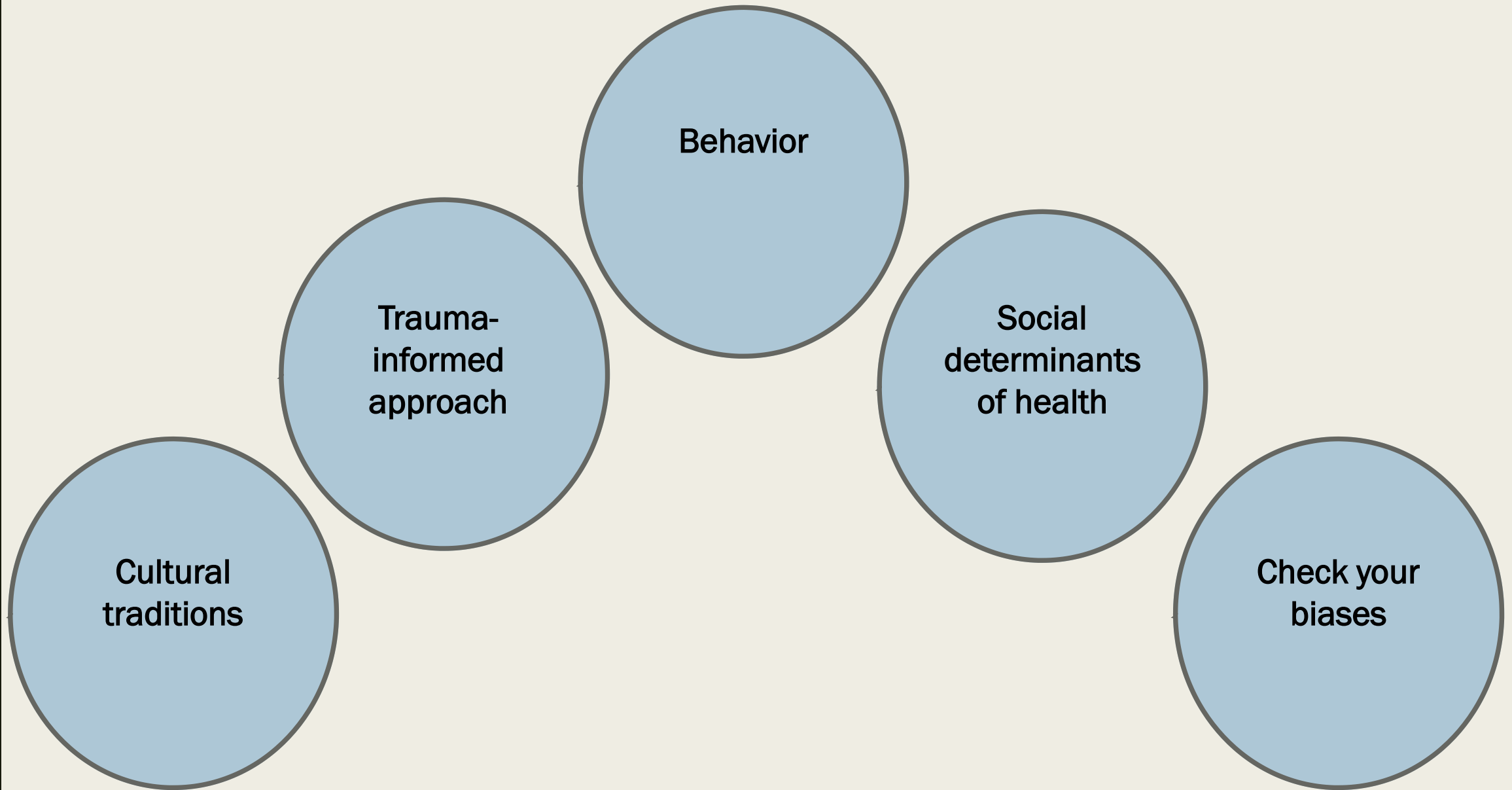
Ask for permission to share information

Ask for feedback afterward

Listen, listen, listen



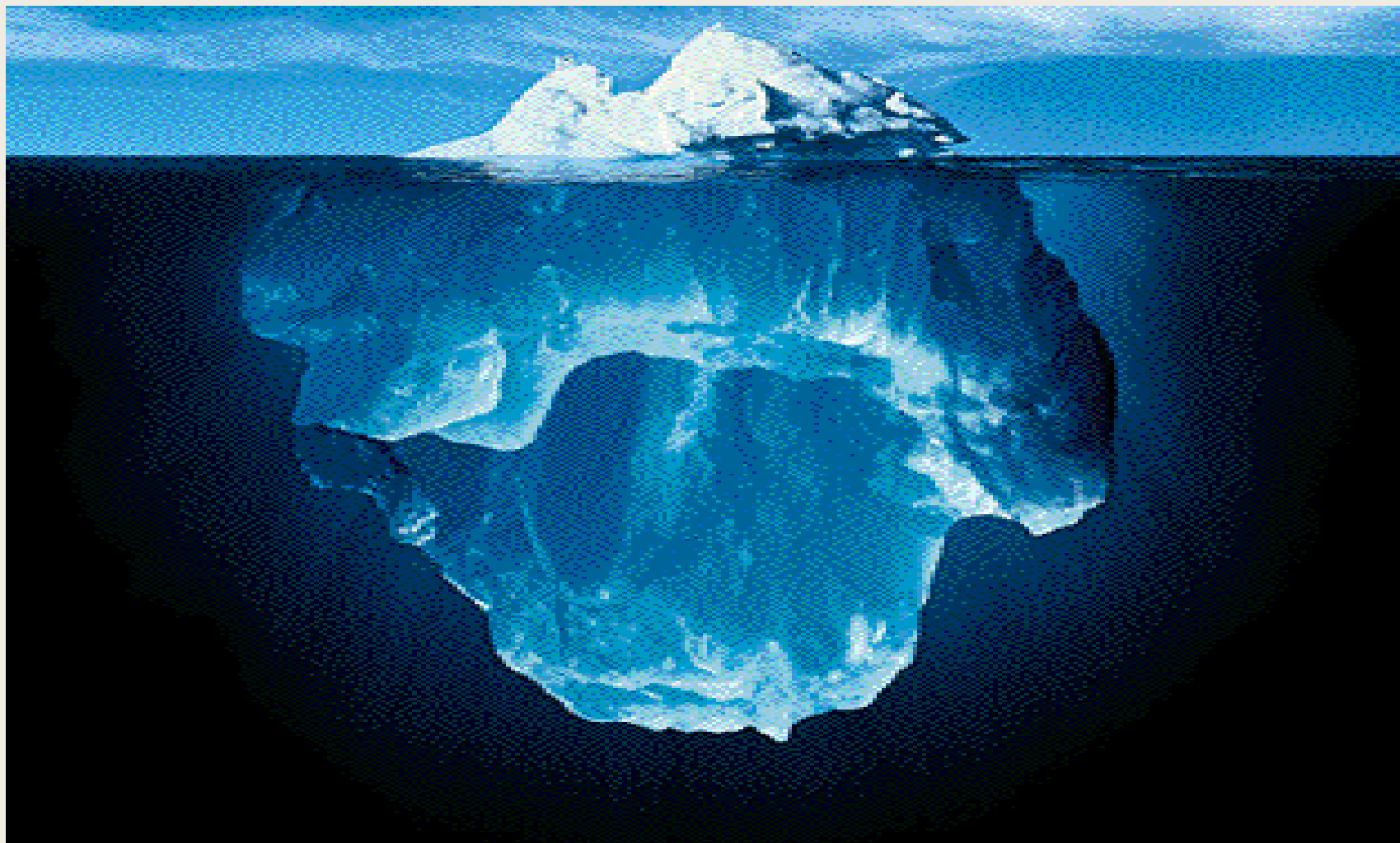
“Start where client is at”



What We See



What Is Underneath



Conversations

“Every time I lay my baby down in the bassinet she cries. I stopped using it.”



Now what?

- Identify strengths
- Reflect back & ask for more
- Ask for permission
- Share info, techniques, resources, etc.
- Support/involve all caregivers
- Plan
- Ask for feedback



Conversations

“I can’t stop falling asleep while I’m feeding him, I know I’m not supposed to, but I’m just so tired.”



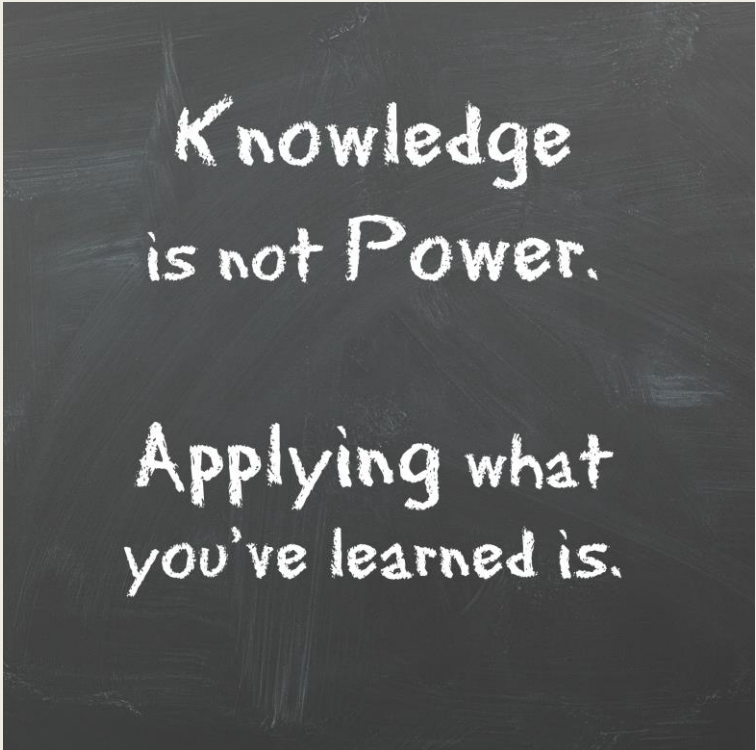
Now what?

- Identify strengths
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Take Home Message

- 1. Breastfeeding decreases the risk of SUIDS
- 2. Bed sharing has a risk
- 3. Families need support for breastfeeding and to keep their babies safe.

A dark grey rectangular area with a chalkboard-like texture. It contains two lines of white, hand-drawn text. The first line reads "Knowledge is not Power." and the second line reads "Applying what you've learned is."

Knowledge
is not Power.

Applying what
you've learned is.


Contact information:

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Resources

- MDHHS Clearinghouse is www.healthymichigan.com to order brochures



The screenshot displays the MDHHS Clearinghouse website. At the top left is the MDHHS logo with the text "Michigan Department of Health & Human Services" and "RICK SNYDER, GOVERNOR | NICK LYON, DIRECTOR". To the right of the logo is the word "Clearinghouse" in a large green font. Below the logo, there are navigation links: "A+ A-", "Return to All Categories", and "Infant Safe Sleep". On the right side, there is a "YOUR ORDER" section with a "Refresh" button, "Erase Cart", and "Checkout" links. A warning icon indicates that items are temporarily out of stock. The main content area lists three brochures:

Item ID	Item Name	Limit	Action
SS100	Safe Sleep for your Baby Brochure Rev 4/16	Limit 1000	ADD
SS100a	Safe Sleep Brochure - Arabic	Limit 500	ADD
SS100s	Safe Sleep Brochure - Spanish Rev 4/16	Limit 500	ADD

Resources

- MI safe sleep website is www.michigan.gov/safesleep

The screenshot displays the MDHHS website interface. At the top, the MDHHS logo is visible alongside a search bar and a navigation menu with categories like 'Assistance Programs', 'Adult & Children's Services', 'Safety & Injury Prevention', 'Keeping Michigan Healthy', 'Doing Business with MDHHS', and 'Inside MDHHS'. The main content area is titled 'Safe Sleep for Infants' and features a video player showing a baby in a crib. Below the video are two buttons: 'Information for Professionals' and 'Safe Sleep for Your Baby'. A footer link reads 'Get the Facts - Infant Sleep-Related Deaths by County'.

Resources

- MDHHS online training for health care providers – it goes in depth in to areas related to safe sleep (i.e. why back sleeping doesn't cause choking). It is free and offers CEs for nurses, social workers and certified health education specialists.

<https://courses.mihealth.org/PUBLIC/home.html>

The screenshot shows the user interface of the courses.mihealth.org website. At the top, there is a green navigation bar with the logo and user information for 'Marji Cyrul (Student)'. Below this is a search and filter section with input fields for Catalog ID, Title, and Description (containing 'safe sleep'). There are also dropdown menus for Tags and Locations, and date pickers for Start Date and End Date. A 'Search' button is present. Below the search section, a table lists two courses:

Enroll	Catalog ID	Title	Description
<input checked="" type="checkbox"/> Enrolled	I0200	<input checked="" type="checkbox"/> Infant Safe Sleep for Child Care Providers - Web Based	The Infant Safe Sleep for Child Care Providers online courses is intended to: 1) educate child care providers on the State of Michigan licensing rules for infant safe sleep which are based on the American Academy of Pediatrics' guidelines for infant safe sleep, 2) educate providers on the importance of their adherence to infant safe sleep requirements by presenting data on the number of infants who have died in child care settings (historically and recently) and exploring the impacts of having a death in their setting (i.e. revocation of license, loss of livelihood, emotional impacts); and 3) address the unique challenges that child care providers face in providing a safe sleep environment for infants due to the possible pressure from parents to not follow the infant safe sleep requirements, the number of children in care, etc., and to provide information to child care providers about available resources. Upon successful completion of the course and all other requirements, the following continuing education opportunities are available: 1.00 Clock Hours of training for child care providers.
<input checked="" type="checkbox"/> Enrolled	S0100-2016	<input checked="" type="checkbox"/> Infant Safe Sleep for Health Care Providers	The Infant Safe Sleep for Health Care Providers online course is intended to provide individuals caring for pregnant women and infants and their caregivers with education strategies and interventions to promote a consistent safe sleep environment. The training is available to anyone who is interested. Nurses and Social Workers who complete the requirements are eligible to receive continuing education credit as specified by their respective authorized accrediting professional organization. This course is a collaboration between Michigan State University's Institute for Health Care Studies, the Michigan Department of Health and Human Services, Tomorrow's Child, and the Michigan Public Health Institute. Upon successful completion of the course and all other requirements, the following continuing education opportunities are available: 1.50 Certified Health Education Specialists (CHES) Master Certified Health Education Specialists (MCHES) Category 1 Contact Hours, 1.50 Michigan Social Work Clock Hours, 1.50 Nursing Contact Hours.

Resources

- Georgetown University's National Center for Education in Maternal and Child Health website is: <https://www.ncemch.org/learning/building/>

BUILDING ON CAMPAIGNS WITH CONVERSATIONS

This series of learning modules is designed for a range of health professionals, human service providers, community health workers, home visitors, and peer supporters who interact with families on topics of safe sleep and breastfeeding.

REGISTER/LOGIN



Defining the Problem

Sleep-related sudden unexpected infant death (SUID) is the leading cause of post-neonatal mortality in the United States. According to the Centers for Disease Control and Prevention (CDC), approximately 3,700 infants die each year due to sleep-related deaths. Rates vary greatly by race and ethnicity. In addition, breastfeeding is a protective factor against sleep-related deaths and is important for the overall health and well being of infants throughout their life span. Yet, there is not universal adoption of safe sleep practices and breastfeeding, and adoption rates vary by race and ethnicity.

Addressing the Problem

Building on Campaigns with Conversations is a new approach to supporting caregivers to help overcome barriers to safe sleep and breastfeeding. It is part of a greater trend in public health promotion—utilizing an individualized approach that takes into account each family's needs, beliefs, and the context of their lives. This training on the Conversations Approach is based on Ajzen's Theory of Planned Behavior and follows current recommendations from the American Academy for Pediatrics (AAP) for safe sleep and optimal breastfeeding for healthy infants.

Core Modules

The modules are designed to help you understand the Conversations Approach and gain the knowledge and skills needed to implement it to promote breastfeeding and safe sleep practices.

- | A New Approach
- | How Babies Sleep and Eat
- | Understanding Current Recommendations
- | Anticipating Reluctance and Refusal
- | Respectful Dialogue and Structure of a Conversation
- | Creating Plans to Support Family Decisions
- | Putting It All Together to Make a Difference

Resources

- NICHHD website is www.nichd.nih.gov/sts for Safe to Sleep materials and training

The screenshot shows the homepage of the Safe to Sleep website. The header features the 'Safe to Sleep' logo, the NIH logo, and the text 'Public Education Campaign Led By Eunice Kennedy Shriver National Institute of Child Health and Human Development'. A search bar and a 'Sign up for e-updates' button are also present. The main navigation menu includes 'Home', 'About SIDS/Safe Infant Sleep', 'Campaign Materials', 'Explore the Campaign', 'News & Media', and 'Contact'. The central banner image shows a woman and a nurse smiling at a baby. The text on the banner reads: 'Nurses: A continuing education opportunity for you. Nurses are in a unique position to educate parents and caregivers about risk reduction of SIDS and other sleep-related causes of infant death. Make sure you are sharing the latest safe sleep recommendations by completing this [Continuing Education \(CE\) Activity for Nurses](#). [View All Slides](#)'. Below the banner are three columns of content: 'Learn About SIDS/Safe Infant Sleep' with a photo of a baby in a crib and text about SIDS; 'Get Information and Materials' with a photo of a baby and text about outreach materials; and 'Explore the Campaign' with a photo of people and text about the campaign's history.

Safe to Sleep®
Public Education Campaign Led By
NIH Eunice Kennedy Shriver National Institute of Child Health and Human Development
In collaboration with other organizations

SAFE TO SLEEP®

Enter Search Text Here **SEARCH**

Sign up for e-updates **En español**

Home About SIDS/Safe Infant Sleep Campaign Materials Explore the Campaign News & Media Contact

Nurses: A continuing education opportunity for you

Nurses are in a unique position to educate parents and caregivers about risk reduction of SIDS and other sleep-related causes of infant death. Make sure you are sharing the latest safe sleep recommendations by completing this [Continuing Education \(CE\) Activity for Nurses](#).

[View All Slides](#)

Learn About SIDS/Safe Infant Sleep

Sudden Infant Death Syndrome (SIDS) is not the cause of every infant death. [Find out how to reduce baby's risk of SIDS and other sleep-related causes of infant death.](#)

Get Information and Materials

We have information and materials for many audiences, including parents, grandparents, and health care providers. [Get Safe to Sleep® materials for outreach and sharing.](#)

Explore the Campaign

Safe to Sleep® started in 1994 as Back to Sleep to teach people about reducing the risk of SIDS. [Learn more about the Safe to Sleep® campaign.](#)

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