

# SAY YES TO SAFE SLEEP

Jim McKay  
Our Babies: Safe & Sound  
Prevent Child Abuse WV

Our Babies:  
**safe&sound**  
.....

**SLIDES AVAILABLE AT**  
**[HTTP://WWW.SLIDESHARE.NET/PCAWV](http://www.slideshare.net/PCAWV)**

# OUR BABIES: SAFE & SOUND CAMPAIGN THEMES

## Say YES to Safe Sleep

**Say YES to Safe Sleep**  
**MOST** (99%) of West Virginia parents agree the safety of their babies is most important when thinking about where their babies sleep.

- YES** Baby always sleeps alone, on her back and in her crib.
- YES** Crib is clear of toys, heavy or loose blankets, bumper pads & pillows.
- YES** It's safest for baby to sleep in the room where you sleep, but not in your bed.
- YES** Dress your baby in light sleep clothing and keep the room at a comfortable temperature.
- YES** Mattress is firm & fits close to the sides.
- YES** Baby sleeps in a smoke-free room.

**Did you know?**  
 One baby dies every 10 days in West Virginia as a result of unsafe sleeping.

**MOST** (99%) of West Virginia parents agree they want to do what's best for their children. What's best for infants is saying **YES** to safe sleep.

For video + more information visit:  
[SafeSoundBabies.com](http://SafeSoundBabies.com)

Data from West Virginia Positive Community Norms Parent Survey Key Findings Report, March 2014.

This program is being presented with financial assistance as a grant to the TEAM for West Virginia Children from the WV Department of Health and Human Resources.

## Keep Your Cool

Here's how cool dads **KEEP THEIR COOL**



### Meet Jeff.

He loves music, fishing and the baby in his life. When the baby cries, he knows how to chill.

- Make sure the baby is safe — Alone, on his Back, in his Crib.
- Make sure the baby is OK and not hungry, sick or needing a diaper change.
- Then, step away for a few minutes and do something to relax. Or call someone for help.

Never, ever shake a baby.

### **KEEP YOUR COOL**

**MOST** (93%) of West Virginia parents agree it is never OK to shake a baby — even if they are very frustrated and the baby will not stop crying.

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# SUDDEN INFANT DEATH SYNDROME (SIDS)

“... 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 M., James L.S., Catz C., Pediatr Pathol 1991*

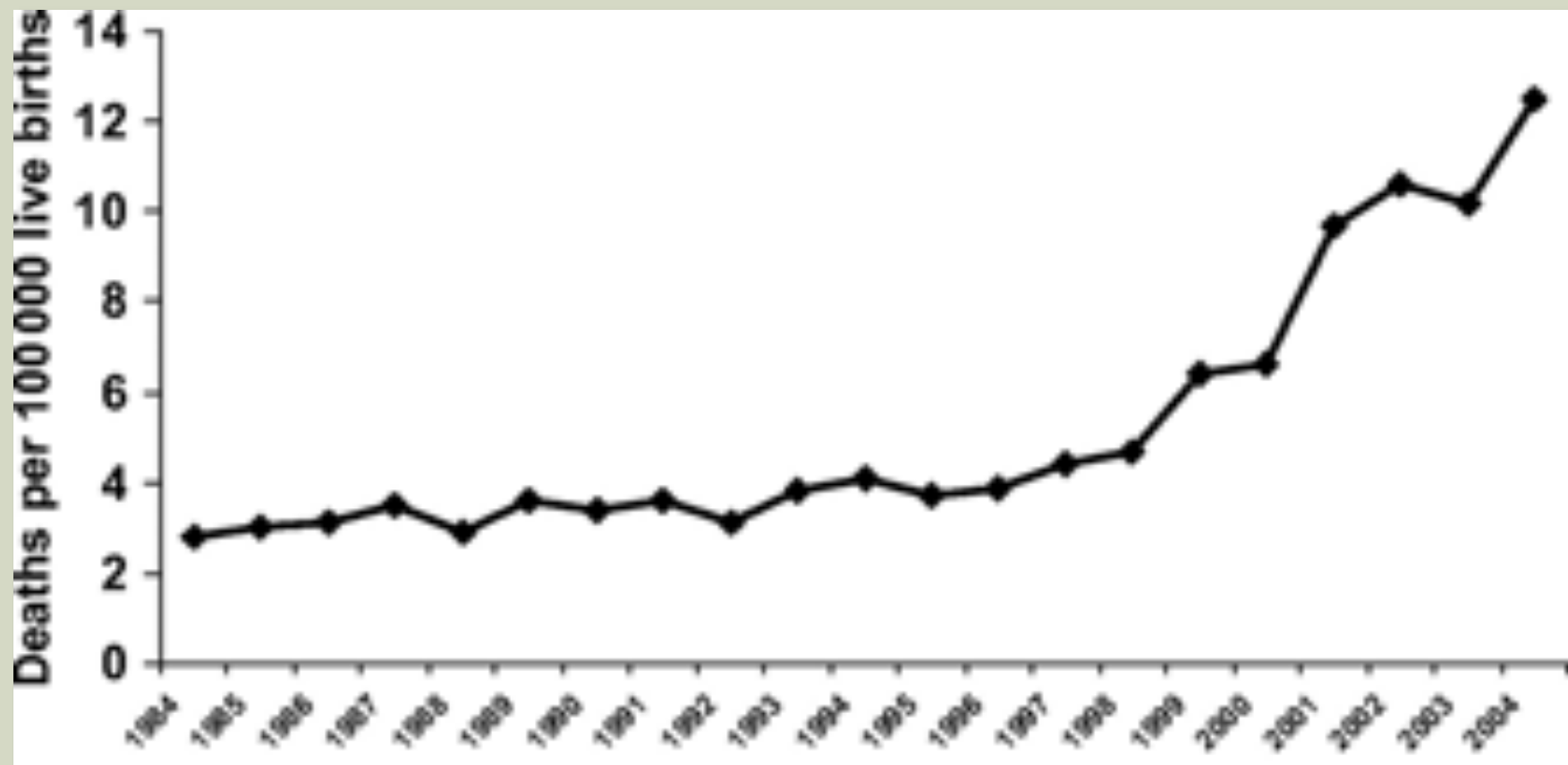
# SUDDEN, UNEXPECTED INFANT DEATH (SUID)

An umbrella term for infant deaths that:

- Includes SIDS, suffocation, or other unknown causes
- Occur suddenly and unexpectedly in previously healthy infants
- Can be explained after a case investigation. Investigations may reveal head injury, infection or overdose
- Exclude deaths with an obvious cause such as motor vehicle accidents

## SUDDEN, UNEXPECTED INFANT DEATH (SUID)

While rate of SIDS has decreased, other causes of SUID that occur during infant sleep (suffocation, asphyxia, entrapment) have increased.



## Accidental Suffocation & Strangulation in Bed Rates United States, 1984 – 2004

\* CDC, Wonder 2013

# NATIONAL INCIDENCE DATA

- According to CDC, approx. **4,600 SUID cases yearly**
- 383 babies are dying each month in US
- 1 death every 2 hours
- Rates comparable to birth defects mortality
- Accidental Suffocation & Strangulation in Bed (ASSB) rates **more than tripled** in the last decade
- 3.7 to 12.5 deaths per 100,000 live-births from 1995 to 2005
- Potentially preventable infant mortality

# WEST VIRGINIA INCIDENCE DATA

- Suffocation & strangulation in an adult bed or other unsafe sleeping surface is the leading cause of injury-related death for WV infants under age 1
- Risk of sleeping-related infant death is 40 times higher for babies who sleep in adult beds compared to babies who sleep in their own cribs

# WEST VIRGINIA INCIDENCE DATA

- 37 deaths attributed to sudden unexpected infant death in 2013
- Bed sharing, strangulation and hazardous bedding were key factors
- One of the leading causes of death age 1-12 months in WV

*\* WV Child Fatality Review Team Data*

# **“BACK TO SLEEP” IS AN INADEQUATE MESSAGE**



# NATIONAL OVERVIEW

**1992:** American Academy of Pediatrics (AAP) released its first recommendations that infants be placed for sleep in non-prone position

**1994:** Back to Sleep Campaign began to educate parents, caregivers, health providers about SIDS & placement of infants on their back to sleep; reduced incidence of rate of SIDS by 50%

State child care regulations also revised, with over 50% requiring babies to be put to sleep on their backs & soft bedding not be used in cribs

# NATIONAL OVERVIEW

## In response to increasing rates of SUIDs:

- **2006:** CDC began standardized reporting, data collection, training of professionals for SIDS & SUIDS.
- **July 2011:** National crib safety regulations were strengthened and a federal ban on drop-down side cribs was issued.
- Several local jurisdictions have also banned the sale of bumper pads.
- State-led awareness campaigns implemented in at least 37 states.

# CLARIFYING COMMON TERMS

## **Bed sharing**

An infant shares a sleep surface with one or more adults or other children. In past years, this was referred to as co-sleeping.

## **Room sharing**

An infant sleeps near the parent or caregivers in their own crib, bassinet or portable crib.











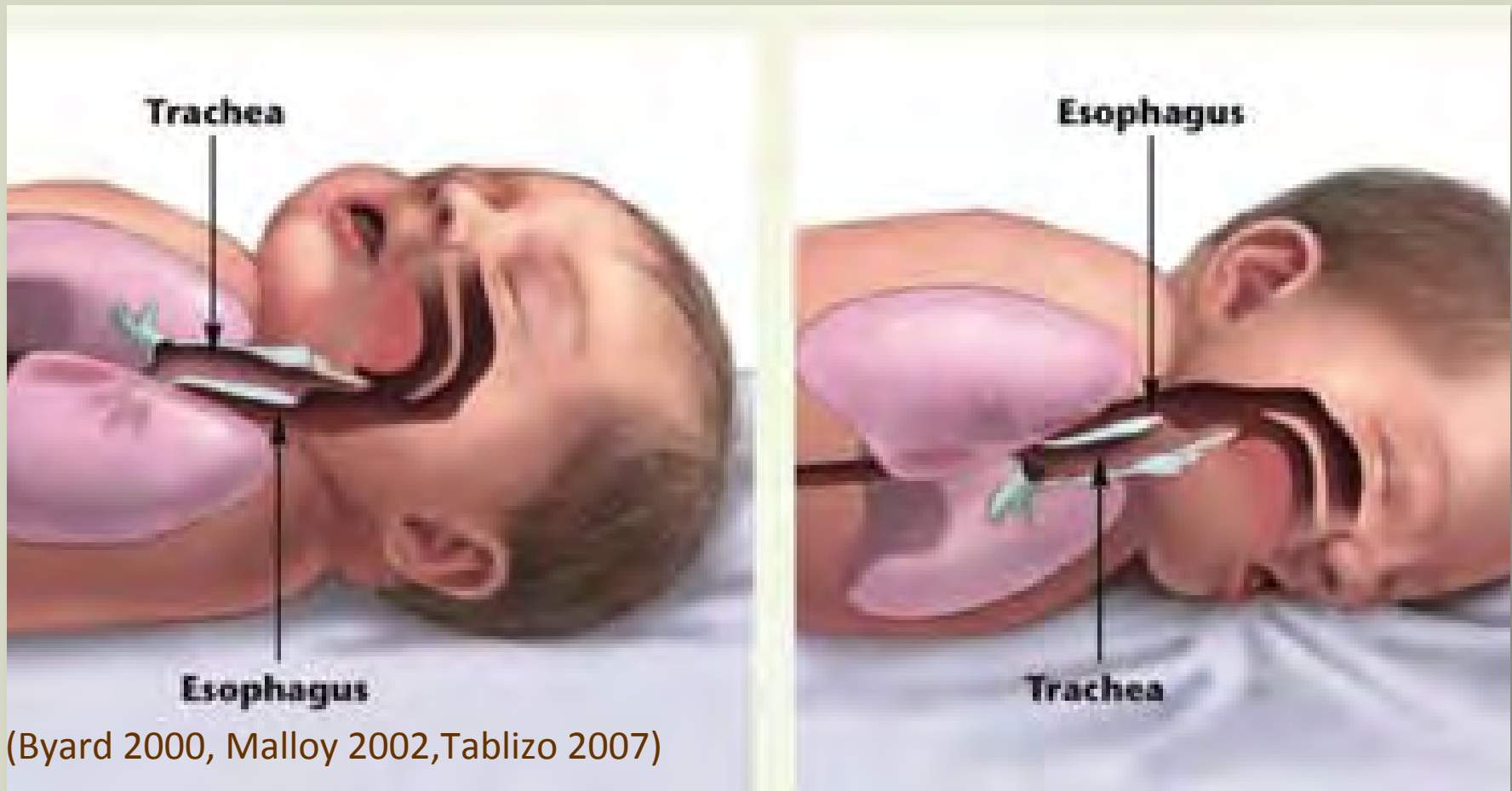
**Room Sharing**  
**Infant sleeps near the parent or caregivers in**  
**their own crib, bassinet or portable crib.**



# THE COMPETITION WE'RE UP AGAINST



# NO INCREASED INCIDENCE OF ASPIRATION SINCE THE CHANGE TO SUPINE SLEEPING



# SAY YES TO SAFE SLEEP TOOLS



- Brochures
- Posters
- 30 and 60 second Public Service Announcements
- 5 minute video on Say YES to Safe Sleep

# Safe Sleep **is** Simple

The **ONLY** place a baby should sleep is in a crib or bassinet

**YES**

Baby always sleeps in a smoke-free room

**YES**

Baby always sleeps alone, on her back and in her crib

**YES**

Baby has on only diaper, sleeper, & light blanket

**YES**

Crib is clear of toys, heavy blankets, bumper pads & pillows

**YES**

Mattress is firm & fits close to the sides

Babies who sleep in an adult bed are 40 times more likely to die from accidental suffocation.

**TEAM**  
for West Virginia  
Children

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Our Babies:  
**safe&sound**

# SAY YES TO SAFE SLEEP PSA (2011)



# SAY YES TO SAFE SLEEP PSA (2015)



# KEEP YOUR COOL PSA (2011)



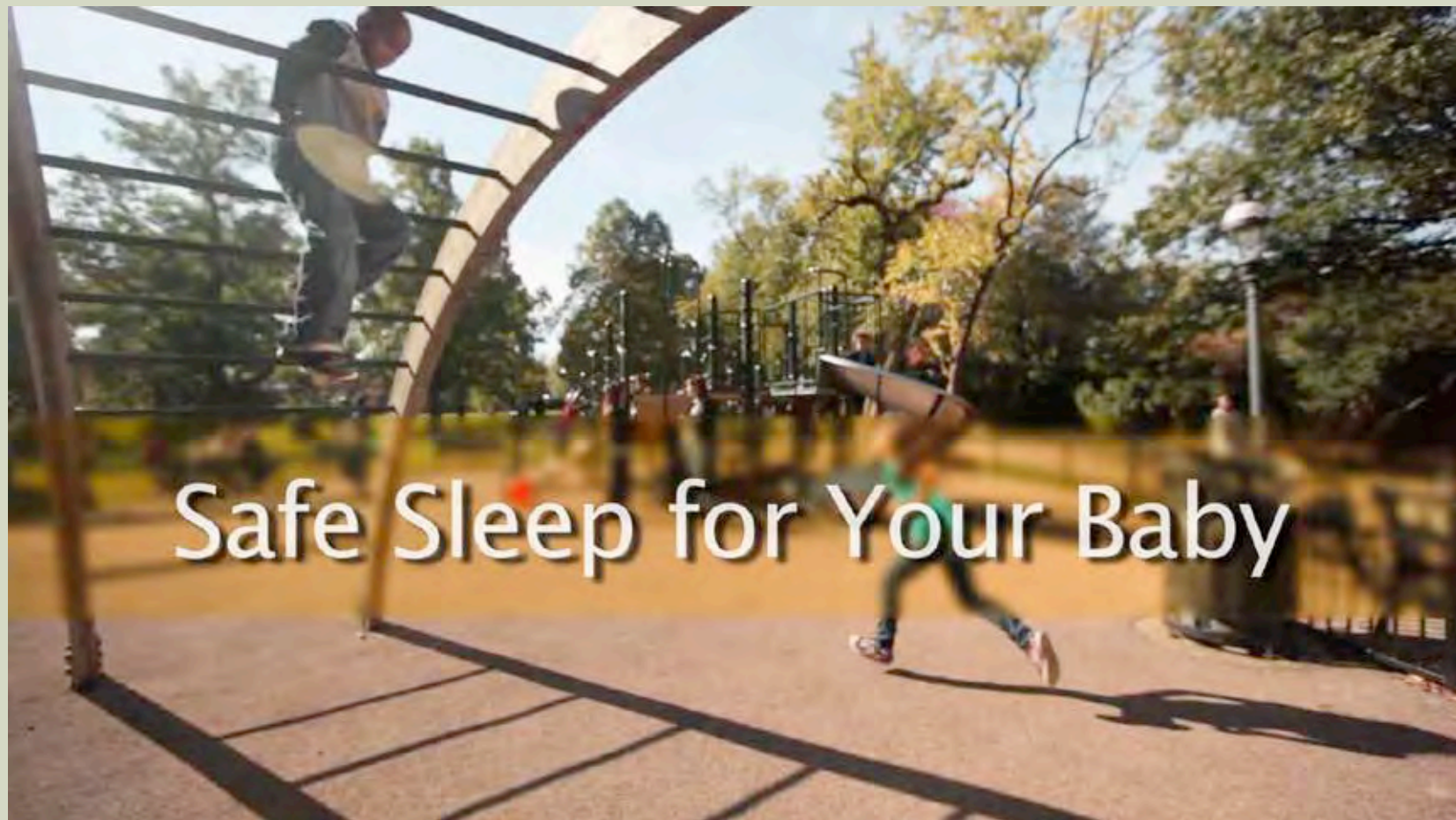
# KEEP YOUR COOL PSA (2015)



# SAY YES TO SAFE SLEEP 5 MINUTE VIDEO



# NIH SAFE SLEEP VIDEO (10 MINS)



<https://www.youtube.com/watch?v=29sLucYtvpA>

# West Virginia Positive Community Norms Initiative

- Partnership with Center for Health and Safety Culture at Montana State.
- Provide communication tools to prevent child maltreatment and promote positive outcomes for children in West Virginia by:
  - growing positive parenting norms supporting safe, stable nurturing relationships (broadly),
  - creating safe sleeping environments and behaviors, and
  - reducing shaken-baby syndrome.

# Norms Theories

## The Actual Norm

The actual behavior or attitude of the majority of a population; what **most people** do or believe.

“How often do you smoke?”

## The GAP

## The Perceived Norm

The perceived behavior or perceived attitude of most people; what we think **most people** do or believe.

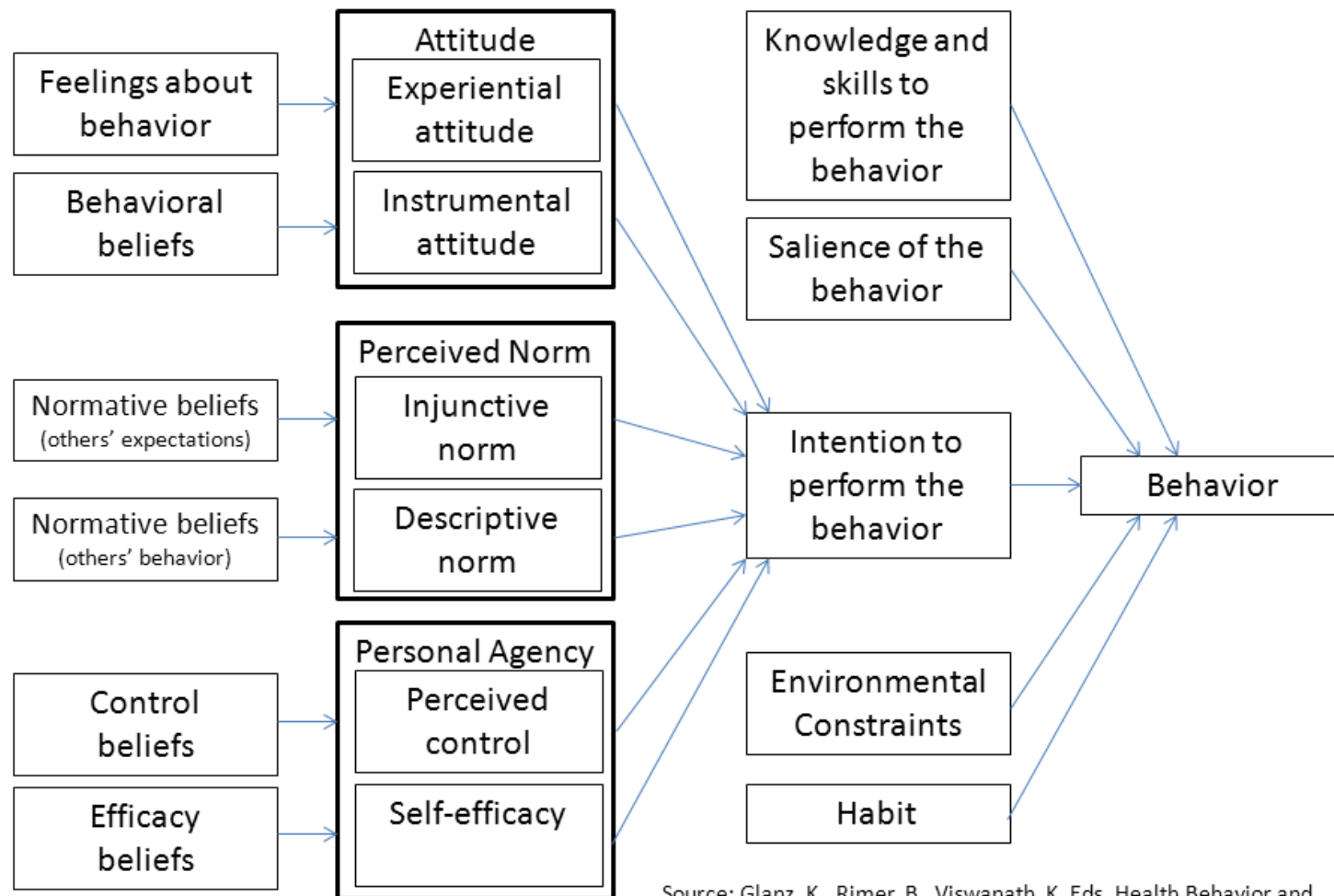
“How often do most students in your school smoke?”

# West Virginia Parent Survey Overview

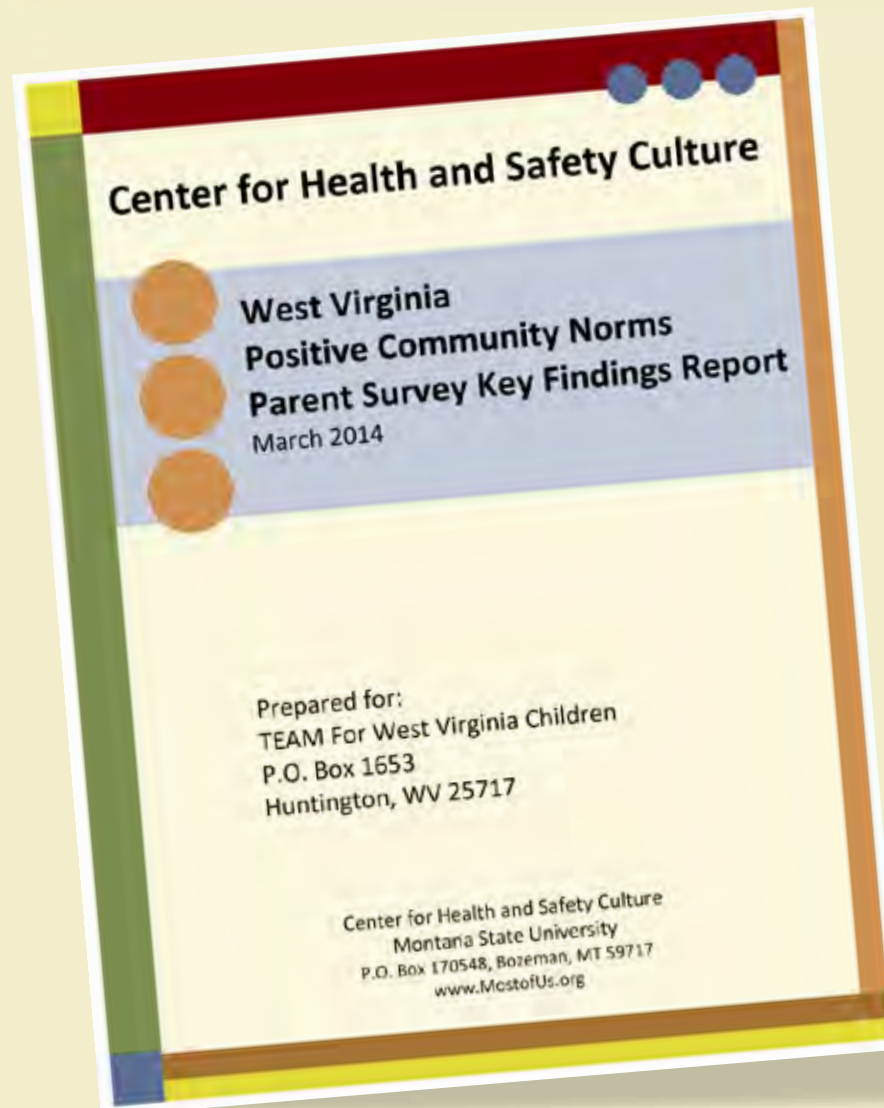
## Methodology

- Random sample of 3,000 parents of children born in 2011, 2012 or 2013 from across West Virginia
- Mailed paper-based survey (4 contacts) with a \$2 incentive
- 663 responses (25% response rate,  $\pm 4\%$  confidence interval at a 95% confidence level)
- Respondents: 90% female, average age was 30 years

## Integrated Behavior Model



Source: Glanz, K., Rimer, B., Viswanath, K. Eds, Health Behavior and Health Education, page 77, John Wiley & Sons, Inc., 2008.



# Safe Sleeping

Most parents, 88% **strongly agree**: “I believe the safety of my baby is most important when thinking about where my baby sleeps.”

- However, 83% of parents did **not** think most parents would strongly agree.
- And, 97% of HV service providers did **not** think most parents would strongly agree. (Q23)

# Safe Sleeping

Most parents, 70% strongly agree: “Babies should only sleep or nap in safety-approved cribs, bassinets or ‘pack and play’ with a firm mattress that fits close to the sides.”

- However, 83% of parents did not think most parents would strongly agree.
- And, 97% of HV service providers did not think most parents would strongly agree. (Q27)

# Safe Sleeping

Most parents, 72% reported that their baby sleeps in a separate place (or sleeping surface) like a crib, bassinet, or “pack and play” more than half the time.

- However, 76% of parents thought most babies slept in a separate place half the time or less.
- And, 67% of HV service providers thought most babies slept in a separate place half the time or less.  
(Q20)

# SAY YES TO SAFE SLEEP BROCHURE

## MOST West Virginia Parents are Saying **YES** to Safe Sleep

**MOST** West Virginia parents agree...

- 96%** It is safest for baby to sleep alone instead of in a bed with an adult or other child.
- 96%** Toys, heavy or loose blankets, comforters and bumper pads can cause suffocation and should be removed from the crib, bassinet or 'pack and play'.
- 92%** Babies should only sleep in safety-approved cribs, bassinets or 'pack and plays' with a firm mattress that fits close to the sides.
- 98%** Babies should always sleep in rooms and homes that are smoke-free.

Data from: West Virginia Positive Community Norms Parent Survey Key Findings Report, March 2014.

## Say **YES** to Safe Sleep For Babies

**MOST (99%)** of West Virginia parents want to do what's best for their children. What's best for infants is saying **YES** to safe sleep.

For video + more information visit:  
**SafeSoundBabies.com**

Our Babies **SafeSound**

**TEAM** for West Virginia Children

By West Virginia Children's Trust Fund

Clayton Worthington Foundation

This program is being presented with financial assistance as a grant to the TEAM for West Virginia Children from the WV Department of Health and Human Resources.

**A quick guide to keeping your new baby safe & sound**



## Say **YES** to Safe Sleep

**MOST (99%)** of West Virginia parents agree the safety of their babies is most important when thinking about where their babies sleep.

**Did you know?**  
One baby dies every 10 days in West Virginia as a result of unsafe sleeping.

**SafeSoundBabies.com**



- YES** Baby always sleeps alone, on her back and in her crib.
- YES** Crib is clear of toys, heavy or loose blankets, bumper pads & pillows.
- YES** It's safest for baby to sleep in the room where you sleep, but not in your bed.
- YES** Baby sleeps in a smoke-free room.
- YES** Mattress is firm & fits close to the sides.
- YES** Dress your baby in light sleep clothing and keep the room at a comfortable temperature.

# Say **YES** to Safe Sleep

**MOST** (99%) of West Virginia parents agree the safety of their babies is most important when thinking about where their babies sleep.

**YES**

Baby always sleeps alone, on her back and in her crib

**YES**

Crib is clear of toys, heavy or loose blankets, bumper pads & pillows

**YES**

Dress your baby in light sleep clothing and keep the room at a comfortable temperature

**YES**

It's safest for baby to sleep in the room where you sleep, but not in your bed.

**YES**

Mattress is firm & fits close to the sides

**YES**

Baby sleeps in a smoke-free room

Data from West Virginia  
Positive Community  
Norms Parent Survey  
Key Findings Report  
March 2014

## Did you know?

One baby dies every 10 days in West Virginia as a result of unsafe sleeping.

**MOST** (99%) of West Virginia parents agree they want to do what's best for their children.

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## SAY YES TO SAFE SLEEP

Poster

# SAY YES TO SAFE SLEEP PLEDGE CARD

**Our Babies:**  
**safe&sound**

**Say *Yes* to Safe Sleep Pledge**

My Say *Yes* to Safe Sleep Pledge to: \_\_\_\_\_  
Name of baby

I love you and promise to:

- Make sure that you always sleep alone, and on your back, in your crib, bassinet or pack and play, even during naptimes.
- Check to make sure your crib is safety approved, and the mattress is firm and fits close to the sides of the crib, bassinet or pack and play.
- Remove toys, heavy blankets, comforters and bumper pads from your crib, bassinet or pack and play.
- Keep you away from places where people smoke.
- Teach anyone who takes care of you about keeping you safe when you sleep.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SafeSoundBabies.com**

# OUR BABIES: SAFE & SOUND DVD

**A Resource DVD for Keeping Babies Safe**

## **FIND OUT**

how to put an infant  
down to sleep safely,  
how to cope with  
crying, and how  
to help others.

**Safe Sleep  
is Simple**

**KEEP YOUR  
COOL**

**SafeSoundBabies.com**

# KEEP YOUR COOL POSTER

Here's how cool dads **KEEP THEIR COOL**



## Meet Jeff.

He loves music, fishing and the baby in his life.  
When the baby cries, he knows how to chill.

- Make sure the baby is safe — Alone, on his Back, in his Crib.
- Make sure the baby is OK and not hungry, sick or needing a diaper change.
- Then, step away for a few minutes and do something to relax.  
Or call someone for help.

**Never, ever shake a baby.**

## **KEEP YOUR COOL**

**MOST (93%) of West Virginia parents agree it is never OK to shake a baby – even if they are very frustrated and the baby will not stop crying.**

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**The**  
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# KEEP YOUR COOL BROCHURE

## It's NEVER ok to shake a baby.

- Shaken Baby Syndrome usually happens when a baby's caregiver doesn't cope with long periods of crying and shakes the baby.
- Shaking a baby or hitting a baby's head can cause serious injury, even death.
- Symptoms of head injury may include fussiness, difficulty staying awake, trembling, vomiting, seizures, difficulty breathing and coma.
- If a baby has been shaken, early treatment can make a big difference. Call 911 or go to the hospital immediately.

Never, ever shake a baby

You can  
**KEEP YOUR COOL**

## MOST (99%) of West Virginia parents agree they want to do what's best for their children.

What's best for babies is keeping them safe by keeping your cool when they cry.

For more  
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## KEEP YOUR COOL when baby cries



## Meet Sean.

He loves basketball, cars and the baby in his life. Like MOST West Virginians, Sean knows how to chill when the baby cries.

MOST (93%) of West Virginia parents agree it is never OK to shake a baby – even if they are very frustrated and the baby will not stop crying.

**A quick guide to keeping your cool when the new baby cries.**

# KEEP YOUR COOL MOM BROCHURE

## It's NEVER ok to shake a baby.

- Shaken Baby Syndrome is most often triggered when a baby's caregiver can't cope with long periods of crying.
- Shaking a baby or hitting a baby's head can cause serious injury, even death.
- Symptoms of head injury may include fussiness, difficulty staying awake, trembling, vomiting, seizures, difficulty breathing and coma.
- If a baby has been shaken, early treatment can make a big difference. Call 911 or go to the hospital immediately if you think a baby has been shaken.

Never, ever shake a baby

You can  
**KEEP YOUR COOL**

## MOST (99%) of West Virginia parents agree they want to do what's best for their children.

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Cool moms **KEEP THEIR COOL**  
when baby cries



## Meet Kate.

She loves being outdoors, cooking and especially, the new baby in her life. Like MOST West Virginia parents, Kate knows exactly what to do when her baby cries.

MOST (93%) of West Virginia parents agree it is never OK to shake a baby – even if they are very frustrated and the baby will not stop crying.

**A quick guide to keeping your cool when the new baby cries.**

# SAY YES TO SAFE SLEEP TOOLS

- Say YES to Safe Sleep web-based Training Module with key talking points for providers delivering materials
- TV and radio spots for public education
- Website: [safesoundbabies.com](http://safesoundbabies.com) for professionals & public

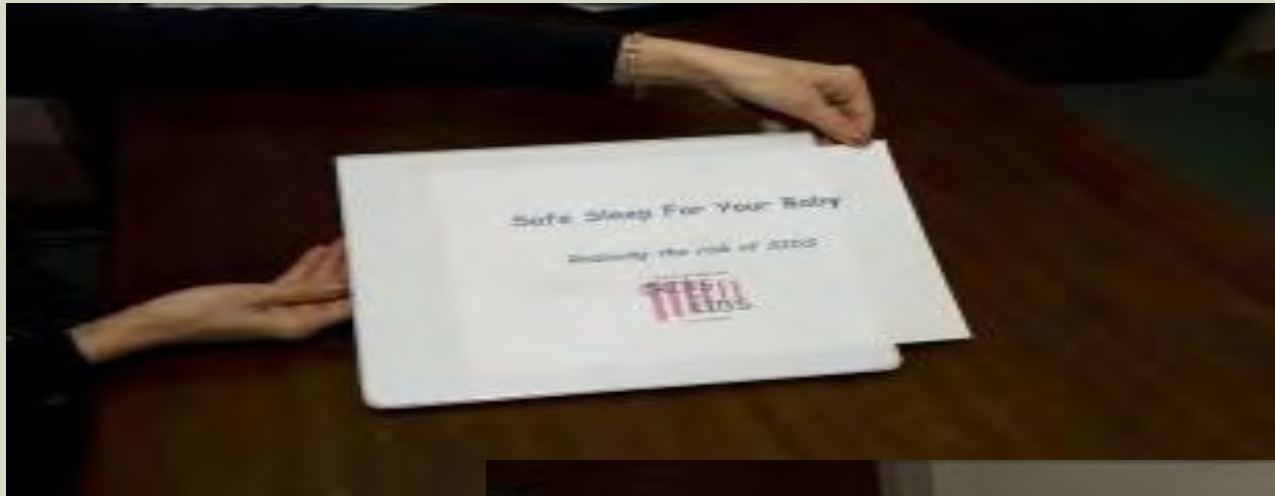


# Safe Sleep For Your Baby

*Reducing the risk of SIDS*



# NURSES / HOME VISITORS FLIP BOOK



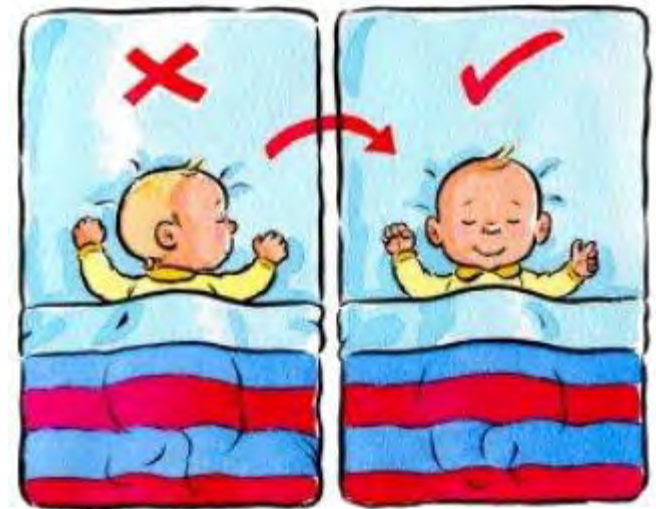
# What is SIDS?



- SIDS stands for sudden infant death syndrome. This term describes the sudden, unexplained death of an infant younger than 1 year of age.
- SIDS is the leading cause of death in infants between 1 month and 1 year of age.
- The peak incidence of SIDS is 2-4 months.

# SIDS Facts

- Babies sleep safer on their backs.
- Sleep surface matters.
- Every sleep time counts!



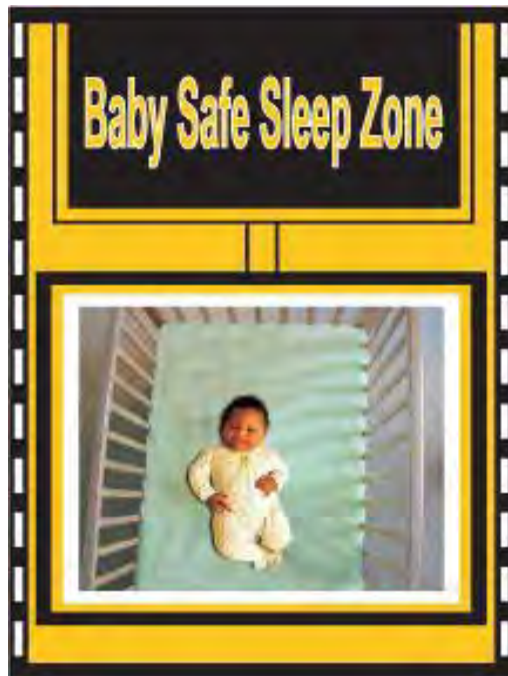
# Talking points

- Babies who sleep on their stomachs are much more likely to die of SIDS than babies who sleep on their backs.
- Babies who sleep on soft bedding are more likely to die of SIDS.
- Babies who usually sleep on their backs but who are placed on their stomachs, like for a nap, are at very high risk for SIDS.

# Top 10 ways to reduce SIDS!

1

- **ALWAYS** place your baby on his or her back to sleep, for naps and at night!



# Talking points

- The back sleep position is the safest, and EVERY sleep time counts!
- Stomach sleeping **DOUBLES** the risk of SIDS!
- Once your baby can roll over it is not necessary to go in and reposition him or her. Just remember to *start* any sleep time on the back.

## 2

- Place your baby on a firm sleep surface, such as a safety-approved mattress, covered by a fitted sheet.



# 3

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



Unsafe

SAFE



Unsafe

# 4

- Do not allow smoking around your baby.



# 5

- Keep your baby's sleep area close to, but separate from where you and others sleep.



# 6

- Think about using a clean, dry pacifier when placing your infant down to sleep.



# 7

- Do not let your baby overheat during sleep.



**SAFE**



**NOT  
SAFE**



**SAFE**



**NOT  
SAFE**

# 8

- Avoid products that claim to reduce the risk of SIDS.



# 9

- Do not use home monitors to reduce the risk of SIDS.



# 10

- Reduce the chance that flat spots & bald spots will develop on your baby's head.



**Your baby needs Tummy Time!**  
Place babies on their stomachs when they are awake and someone is watching. Tummy time helps your baby's head and neck muscles get stronger and helps to prevent flat spots on the head.

**Q. Does Back Sleeping really work?**

**YES!!!**

**1992**

**Before**

**8,000 babies died.**



**After**

**4,000 babies died.**

**30,000 babies' lives have been saved!**

Q. Is there anything else I can do to keep my baby safe?



# Answer

- About 1 in 5 infant SIDS deaths occur while the infant is in the care of someone else. Many times this occurs because the caregiver places the baby to sleep on his/her tummy. This is called "unaccustomed tummy sleeping" and these babies are **18 times** more likely to die from SIDS!
- **TALK** about the SIDS risk to child care providers, grandparents, babysitters, friends, and everyone who cares for your baby!!!

# WEST VIRGINIA SAY YES TO SAFE SLEEP HOSPITAL BASED PILOT PROJECT

SafeSoundBabies.com

# Say **YES** to Safe Sleep For **BABIES**



## A GUIDE AND TOOLKIT

for Continuation and Expansion of West Virginia's  
Hospital and Home Visitation Educational Program

# HOSPITAL & COMMUNITY-BASED IMPORTANCE

- Reach parents early
- Nurses are important role models
  - More than 90% of parents follow sleep recommendations from MD/RN
  - 93% of parents who see infant placed prone by hospital personnel use prone (Brenner, 1998)
- Home Visitors also viewed as important role models
- Cost-effectiveness
- Prevention is part of quality

# WV PILOT DESIGN

- Based on York Hospital in PA
  - Replicated in Baltimore and East Tennessee
- Modeled after AHT Program/Period of PURPLE Crying Program®/Dias Model
- Three Doses
  - Hospital
  - Home Visitors / Office Visits
  - Public Awareness

# WV PILOT DESIGN

- Provide consistent, accurate, safe sleep messages to expectant parents, parents, and caregivers of infants under one year of age, ideally within first few weeks of baby's life
- Trained providers working with parents and babies deliver & reinforce *Say YES to Safe Sleep* materials

# WV PILOT DESIGN

- Each family receives its own set of materials - *Say YES to Safe Sleep* Brochure, DVD, Safe Sleep Pledge - distributed as one package
- Person delivering materials reviews content with parents and encourages them to share information with others

# STEPS IN DELIVERING SAY YES TO SAFE SLEEP MESSAGES

- Review materials one-on-one with parents by watching DVD & reviewing brochure using provided teaching points
- Answer any questions
- Confirm there is a safe place for their baby to sleep
- Encourage parents to share materials with others
- Ask parents to sign voluntary sleep pledge promising safe sleep practices for their baby
- Reinforce messages at follow-up visits

# ADDITIONAL STRATEGIES

- Wear *Say YES to Safe Sleep* buttons/use floor talkers
- Display posters at appropriate locations
- Add messages to call-waiting/use screen savers
- Show the *Say YES to Safe Sleep* DVD via closed circuit TVs in waiting rooms, hospital rooms, community events, etc.
- Set up a model nursery/safe sleep center with materials
- Continue to model safe sleep practices!

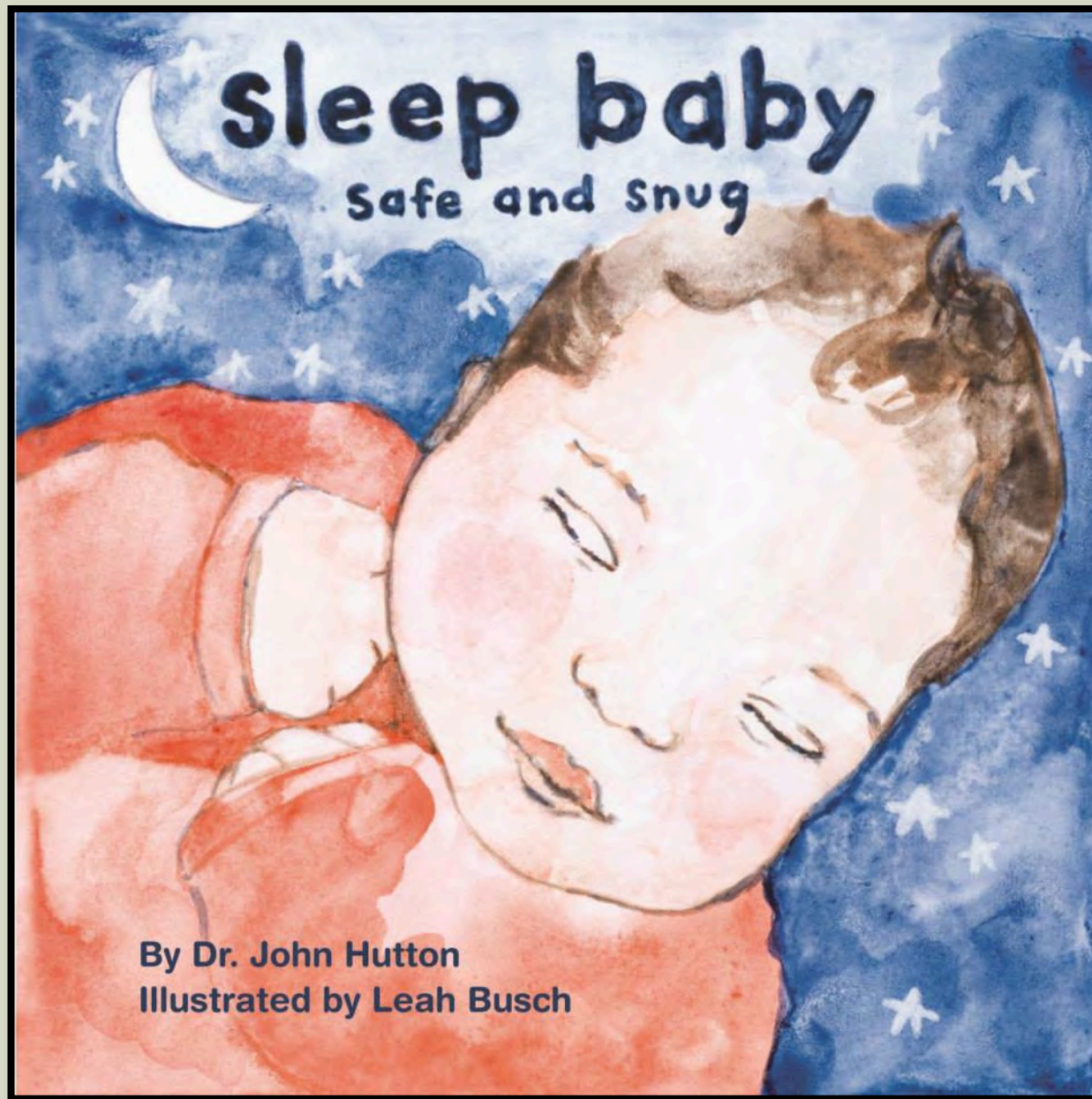
# RESOURCES AND MATERIALS

- All materials are free – based on AAP – focus on the positive!
- Parent *Say YES to Safe Sleep* Kits
- *Say Yes to Safe Sleep* Online Training Course
- Script and Teaching Points
- Flipchart Q&A
- Sample Hospital Policies
- Sample Hospital Readiness Tool
- Community Resource Guide
- Baby Safe and Snug Book (Dose II)
- Website: [www.safesoundbabies.com](http://www.safesoundbabies.com)



WV First Lady, Joanne Tomblin

<http://safesoundbabies.com/hospitals.html>





# NAPPPSS

National Action Partnership to Promote Safe Sleep  
*A Wake-Up Call to Safeguard Sleeping Infants*

The National Action Partnership to Promote Safe Sleep (NAPPPSS) is part of the Maternal and Child Health Bureau's efforts to measurably reduce infant mortality.



# Our Integrated Approach— Breastfeeding and Safe Sleep

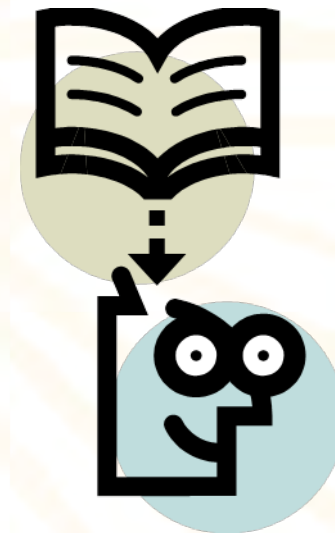
- Breastfeeding is protective.
- The field has addressed feeding and sleeping separately — families don't.
- Need to bring together the power of these important behaviors.



# A Theory-Driven Approach

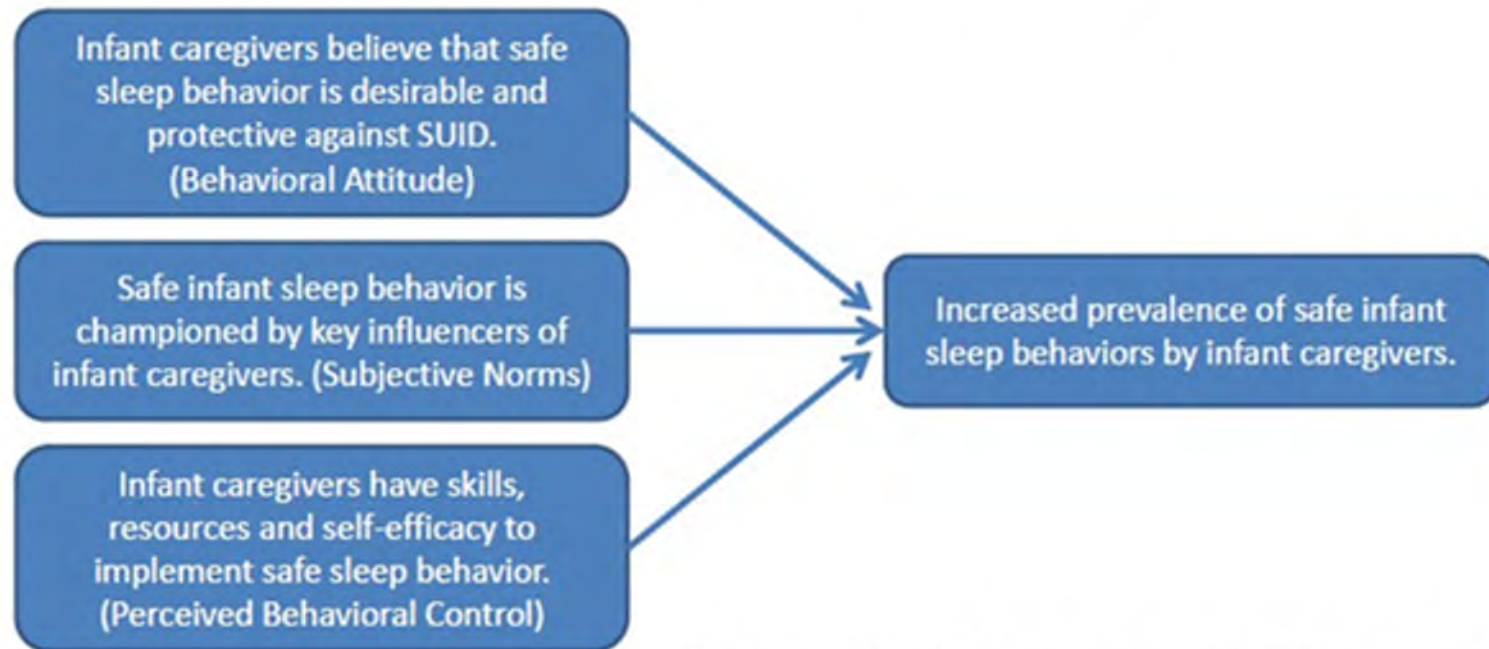
- Ajzen's Theory of Behavior Change
- Social-ecological Model
- Diffusion of Innovation

Read more about the approach at  
<http://nappss.org/conceptual-model.php>



# Ajzen's Theory of Planned Behavior

## Conceptual Framework for Increasing Adoption of Safe Sleep Behaviors by Infant Caregivers

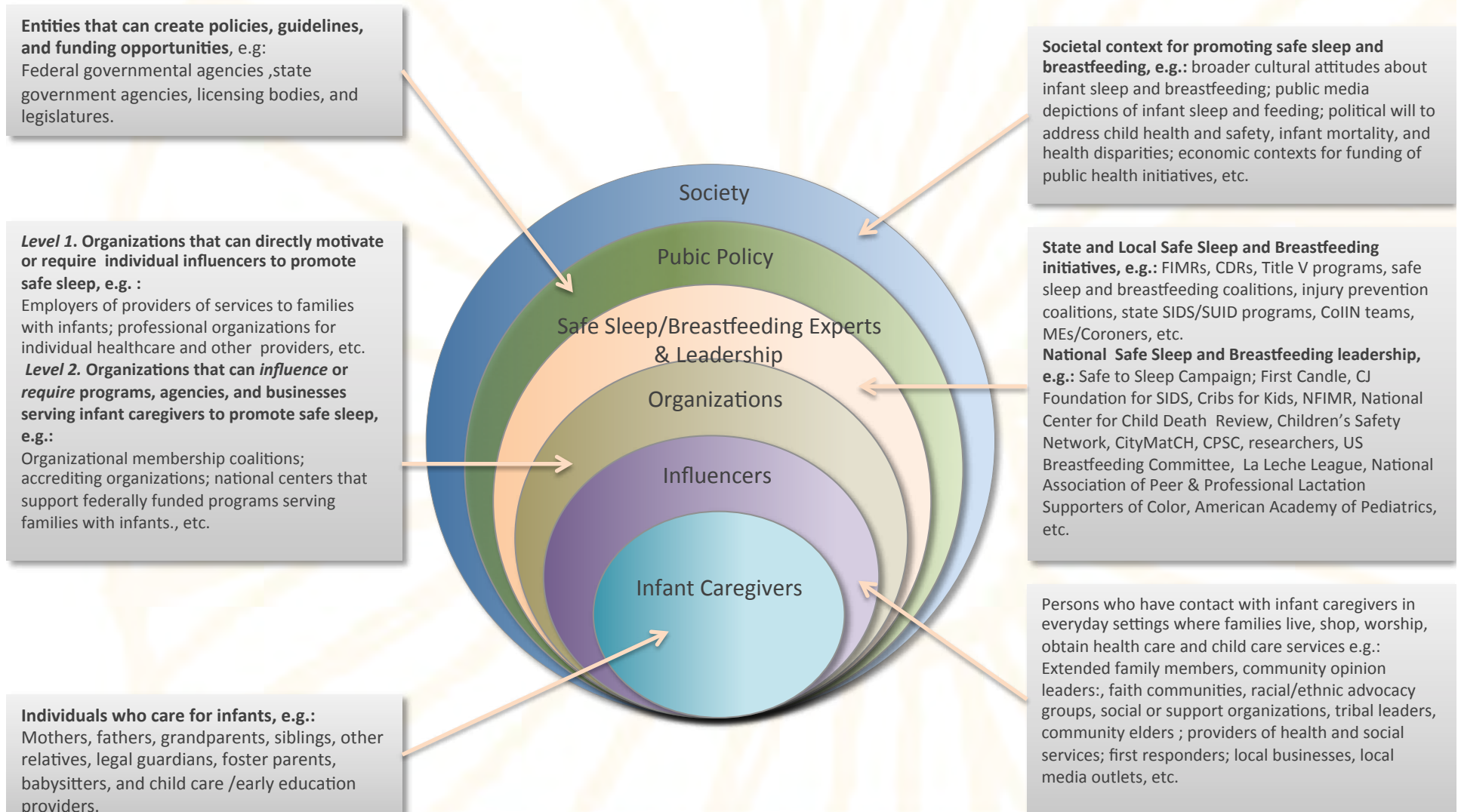


*Model derived from the Theory of Planned Behavior (Ajzen, 1985)*

# Social Ecological Model

**We need safe sleep to be  
everybody's business.**

# NAPPSS Social-Ecological Model to Address Safe Sleep and Breastfeeding



# NAPPSS Actions


- Engage a strategic national coalition to create a national plan and support its implementation
- Create a national action plan
- Create Action Teams to implement key components of the plan on a national level
- Move from campaigns to conversations
- Host an interactive website to share progress, engage new partners and track the plan

# Interactive Website -

[www.nappss.org](http://www.nappss.org)

GEORGETOWN UNIVERSITY

NCEMCH




**NAPPSS**  
National Action Partnership to Promote Safe Sleep  
*A Wake-Up Call to Safeguard Sleeping Infants*

Making Safe Sleep a National Norm  
Funded by the U.S. Maternal and Child Health Bureau

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**It's time for a wake-up call.** The NAPPSS project marks a new opportunity to safeguard the lives of infants at a time when understanding and reducing the risks of sleep-related infant deaths is advancing on multiple fronts. Key components are in place, including expanded professional safe sleep guidelines and a reinvigorated national campaign that has moved the needle from Back To Sleep to Safe To Sleep. But until now there has been no national coordinated strategy to engage the full set of partners to make safe sleep a national norm. [Read More](#)



**Stay Connected: Safe Sleep Is Everyone's Business**

**We want to connect with you.** Every person who represents a group that interacts with families and infants can play a role in making safe sleep a national norm. **Please sign up for our mailing list** to keep in communication about NAPPSS activities and resources.

**NAPPSS is pleased to announce the official release of the National Action Plan to Increase Safe Infant Sleep.**

**Join us** for a webinar hosted by HRSA's Maternal and Child Health Bureau to learn how your work on promoting safe sleep practices and breastfeeding fits into this national framework.

**Date/Time:** Wednesday, October 21, 2015 2:00-3:00 p.m. EDT

[Register Now](#)

**Safe Sleep Resources**

Here are resources that you, as a NAPPSS Coalition Member, can share with your constituents to move forward the safe sleep agenda:

# ADDITIONAL RESOURCES

Our Babies: Safe & Sound –  
<http://safesoundbabies.com>

National Institutes of Health Safe Sleep Campaign -  
<https://www.nichd.nih.gov/sts/>

Cribs for Kids - <http://www.cribsforkids.org/>

First Candle - <http://www.firstcandle.org/>

NAPPS - [www.napps.org](http://www.napps.org)

# CONTACT INFORMATION

**Jim McKay**

**Our Babies: Safe & Sound**

**[JimMcKayWV@gmail.com](mailto:JimMcKayWV@gmail.com)**

**304.617.0099**

**[www.safesoundbabies.org](http://www.safesoundbabies.org)**

**Slides available at:**

**<http://www.slideshare.net/pcawv>**

