

# SAFE SLEEP

## HEALTHY START PERFORMANCE MEASURE



### Healthy Start Benchmark:

Increase proportion of Healthy Start women participants who engage in safe sleep practices to 80%.

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### Rationale

Safe sleep behaviors are practices that reduce the risk of Sudden Unexpected Infant Death Syndrome (SUID) and sleep-related suffocation. In the United States, about 3,500 infant deaths are due to SUID each year. The American Academy of Pediatrics recommends that all babies be placed on their backs for every sleep time because this practice has been shown to reduce the incidence of Sudden Infant Death Syndrome (SIDS). Additional safe sleep strategies that can decrease the risk of infant death by asphyxia/suffocation include use of a firm sleep surface free of soft objects or loose bedding, room-sharing without bed-sharing, and sleeping in a smoke-free environment.

Healthy Start grantees can promote safe sleep practices by providing education and information resources to Healthy start participants and building awareness and capacity to reduce the risk for SIDS and other sleep-related causes of infant death among community partners and organizations that serve women, children and families.

This Resource Sheet provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in promoting safe infant sleep practices among the women and families they serve.



### Build Capacity to Promote Safe Sleep Practices

| Strategies   | Select Resources & Evidence-Based Practices   |
|--|---|
| <p>Educate all Healthy Start program staff on recommended safe sleep practices intended to reduce SIDS and other sleep-related infant deaths.</p> <p>Train providers and direct service staff to screen, educate and counsel Healthy Start participants and their family members on safe sleep practices for babies up to 1 year of age.</p> <p>Integrate infant sleep environment assessment into staff workforce training.</p> | <p><a href="#">AAP Safe Sleep Resources</a></p> <p><a href="#">Safe to Sleep Public Education Campaign</a></p> <p><a href="#">NICHD SIDS Risk-Reduction Curriculum for Nurses</a></p> <p><a href="#">Supporting Safe Infant Sleep and Optimal Breastfeeding Practices: An Organizational Self-Assessment</a></p> <p><a href="#">Cribs for Kids</a></p> <p><a href="#">Building on Campaigns with Conversations: An Individualized Approach to Helping Families Embrace Safe Sleep and Breastfeeding</a></p> |
| <p>Advocate for legislation that requires training for childcare providers, first responders and law enforcement officers in the prevention, recognition, treatment, or investigation protocols of SIDS/SUID.</p>  | <p><a href="#">Infant Safe Sleep Association of State and Territorial Health Officials</a></p>  |



## Individual & Family Level Strategies

### Assess Sleep Practices and Provide Education on Safe Sleep Practices

| Strategies   | Select Resources & Evidence-Based Practices   |
|--|---|
| <p>Asses sleeping practices during encounters with Healthy Start participants in postpartum visits and provide education on safe sleep.</p> <p>Provide information and education about safe sleep positions and safe sleep environment.</p>  | <p><a href="#">National Partnership to Promote Safe Sleep (NAPPSS)</a></p> <p><a href="#">Healthy Start Screening Tools</a></p> |
| <p>Provide Healthy Start participants with printed education materials on safe sleep practices.</p> <p>Educate Healthy Start participants and their partners about SIDS and steps that can be taken to reduce their baby's risk of SIDS.</p> | <p><a href="#">Safe to Sleep Public Education Campaign</a></p> <p><a href="#">Healthy Children.org</a></p>                      |
| <p>Encourage and assist families to sign up for Text4Baby, a free mobile information service that promotes maternal and child health through text messaging topics, including safe sleep.</p>  | <p><a href="#">Text4Baby</a></p>  |



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## Community Level Strategies

### Increase Awareness and Promotion of Safe Sleep Practices Among Community Organizations and Partners

| Strategies   | Select Resources & Evidence-Based Practices  |
|--|--|
| <p>Work with hospitals to develop safe sleep education for families during postpartum room education rather than at discharge.</p> <p>Work with hospitals to create standard safe sleep and SIDS risk reduction curricula for providers, including training on the AAP safe sleep guidelines.</p> <p>Create safe sleep bassinet cards for hospital nursery staff, child care providers and families.</p>                 | <p><a href="#">Safe to Sleep Public Education Campaign</a></p> <p><a href="#">NICHD SIDS Risk-Reduction Curriculum for Nurses</a></p> <p><a href="#">AMCHP: Forging a Comprehensive Initiative to Improve Birth Outcomes and Reduce Infant Mortality: Policy and Program Options for State Planning.</a><br/><u>Underlining is off</u></p> <p><a href="#">National Action Partnership to Promote Safe Sleep (NAPPSS)</a></p> <p><a href="#">Cribs for Kids</a></p> |
| <p>Partner with Cribs for Kids to provide portable cribs for Healthy Start participants who otherwise cannot afford a safe place for their babies to sleep.</p>  | <p><a href="#">Cribs for Kids</a></p>  |
| <p>Develop and disseminate culturally appropriate education materials on safe sleep (e.g., posters, flyers, postcards, brochures) to community partners and programs that serve women, children, and families.</p> <p>Align messaging on safe sleep practices across community partners and programs that serve women, children, and families.</p> <p>Partner with WIC to distribute safe sleep education materials.</p> | <p><a href="#">Healthy Native Babies Project Workbook Packet</a></p> <p><a href="#">Safe to Sleep Public Education Campaign</a></p> <p><a href="#">National Action Partnership to Promote Safe Sleep (NAPPSS)</a></p>  |



## Community Level Strategies

### Increase Awareness and Promotion of Safe Sleep Practices Among Community Organizations and Partners (continued)

| Strategies  | Select Resources & Evidence-Based Practices   |
|---|---|
| <p>Recruit health educators from churches to demonstrate safe sleep messages at church events and caregiver service centers.</p>  | <p><a href="#">National Action Partnership to Promote Safe Sleep (NAPPSS)</a></p> <p><a href="#">A Parent's Guide to Safe Sleep</a></p>   |
| <p>Provide education and outreach to child care providers.</p> <p>Provide training on safe sleep practices to partners and other community-based organizations or programs serving women, children and families. Target parents, child care providers, grandparents, home health care professionals and staff of obstetric and pediatric clinics.</p> | <p><a href="#">Healthy Child Care America Back to Sleep Campaign</a></p> <p><a href="#">Building on Campaigns with Conversations: An Individualized Approach to Helping Families Embrace Safe Sleep and Breastfeeding</a></p> <p><a href="#">National Center for Education in Maternal and Child Health</a></p> <p><a href="#">National Action Partnership to Promote Safe Sleep (NAPPSS)</a></p> <p><a href="#">AMCHP: Forging a Comprehensive Initiative to Improve Birth Outcomes and Reduce Infant Mortality: Policy and Program Options for State Planning. Underlining is off</a></p> |



### Healthy Start EPIC Center Webinar Resources:

[Ask the Expert: Safe Sleep Best Practices – What Healthy Start Grantees Need to Know](#)

[Ask the Expert: Parenting Children from Birth to Age 2](#)

This Resource Sheet can be accessed electronically: <http://healthystartepic.org/>