



**Straight Talk**  
for  
**Infant Safe Sleep**

A community provider training to promote maternal health and reduce infant mortality



1



## A Little About Us

- 40 year old national 501c(3) committed to eliminating Sudden Infant Death Syndrome and other sleep-related infant deaths.
- Instrumental in the delivery and success of the Back to Sleep Campaign in the early '90's.
- Only non-profit to work with the government on the development of the Safe to Sleep campaign
- 75% of our staff are SIDS parents
- Gold ranking on Guide Star and 3-star ranking on Charity Navigator.




2

## Poor maternal health = Poor birth outcomes

Studies show that early prenatal care contributes to improved maternal survival and fetal well-being. Lack of access to early prenatal care/education = higher rate of low birth weight, pre-term births and complications at birth.

Low birth weight and premature babies have up to a 4x greater risk for Sudden Infant Death Syndrome \*

Women of color are up to 50 percent more likely to give birth prematurely and their children can face a 130 percent higher infant death rate. \*\*

\* Malloy MH, Freeman DH.

\*\* March of Dimes



3

## Education = Healthy Mom & Baby

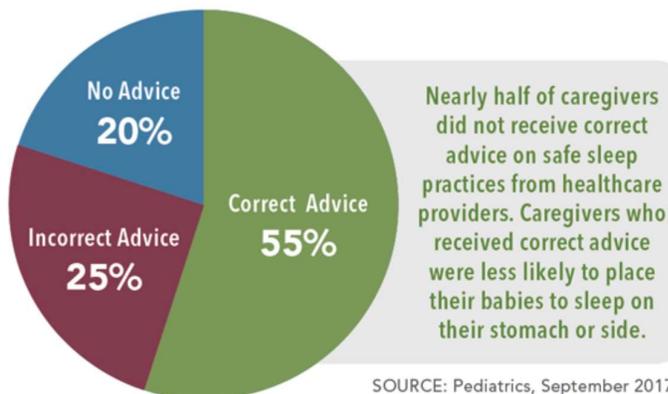
- Importance of keeping pre-natal appointments
- Hazards of 2<sup>nd</sup> and 3<sup>rd</sup> hand smoke
- Alcohol and drug use (including OTC)
- Breastfeeding education and support
- Creating a safe sleep environment
- Strategy on safe sleep plan

**Women must continue to receive care and support services postpartum for the first year.**



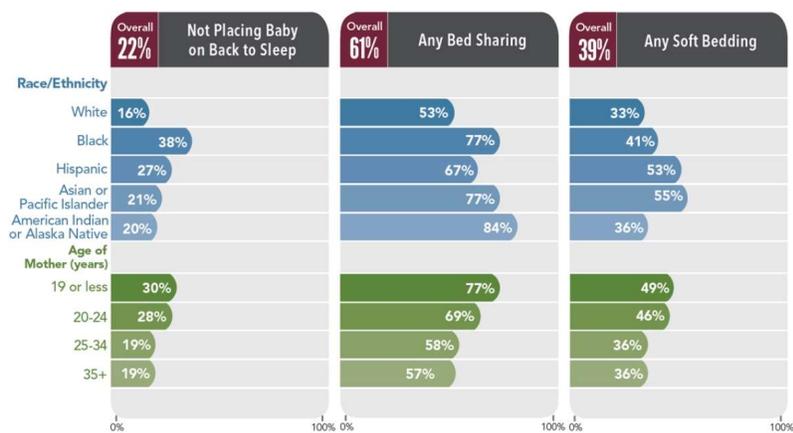
4

## Providers aren't equipped with the correct Safe Sleep information.



5

## Unsafe Sleep Practices are Common



6

## Safe Sleep Will Save Babies' Lives

79% of babies who died from accidental suffocation and SIDS were found somewhere other than their own crib or in a crib that was not bare. That's 2,844 babies. \*

1 – 3 mos. – leading cause was co-sleeping  
 4 – 6 mos. – leading cause was items in the baby's crib

**We could save over 2,800 babies just by getting parents to comply with baby sleeping in a crib/bassinet/play yard that is completely bare.**

For the first time, US News and World Report have added Safe Sleep practices as qualifications in the selection of Best Hospitals in the United States.

\* American Journal of Perinatology · July 2012



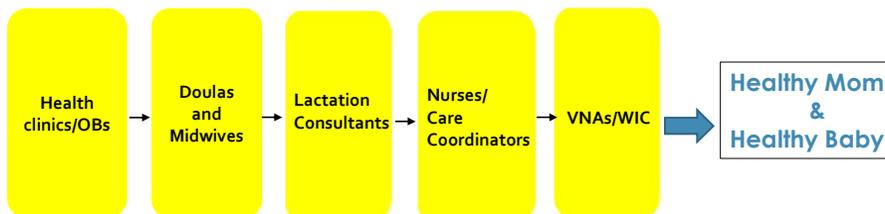
7

## Message must come from everyone

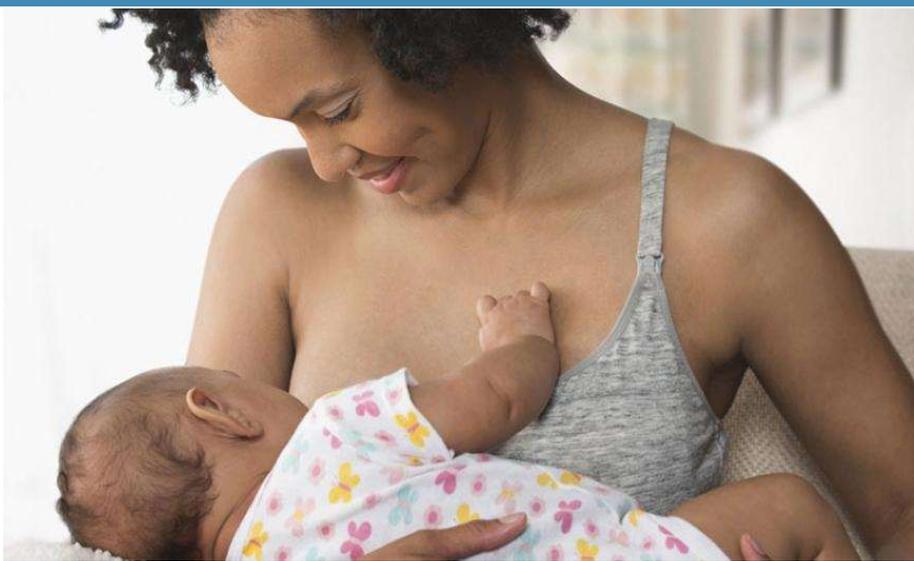
Health care and education needs to start the day a woman realizes she's pregnant.

At each point, care providers have the opportunity to discuss maternal health, breastfeeding and safe sleep practices.

**Changing from "It's not my job." to "It's my opportunity!"**



8



**Straight Talk**  
for  
Infant Safe Sleep

Saving Babies Lives in  
Every Community

**first  
candle**  
Saving babies. Supporting families.

9

## What is Straight Talk for Safe Sleep?



- A training program for community health care providers and social service agencies to learn and understand the American Academy of Pediatrics Safe Sleep recommendations while identifying personal biases that can impact delivery of messages to families.
- Based on training developed by the National Action Partnership to Promote Safe Sleep (NAPSS) Georgetown.

**first  
candle**  
Saving babies. Supporting families.

10



Straight Talk for Infant Safe Sleep addresses professional implementation of culturally sensitive dialogue, respectful listening, the “whys” behind the recommendations and support to adopt them.



11

## Straight Talk Train the Trainer



- Share the American Academy of Pediatrics (AAP) Guidelines.
- Discuss the “why” behind the safe sleep and breastfeeding.
- Self reflection on personal biases.
- Show respect for family practices and beliefs – “meeting families “where they are.”
- Understanding of how to create a two-way conversation.
- Role play for obstacles/objections.



12

## What Makes Our Program Different

Until now, Safe Sleep messaging has been delivered in a “one size fits all” manner, ignoring the health inequities and social determinants of vulnerable populations.

***Our program addresses the obstacles and objections to adhering to the Safe Sleep recommendations and delivers the information in a way that respects and acknowledges a family's beliefs and circumstances.***

While the core elements of the Straight Talk Program are consistent, the delivery is customized to focus on the issues unique to each community. We work with local care providers to develop the program and deliver it to families as they understand the dynamics of their own community.



13

## Straight Talk for Safe Sleep Results:

### Pre Training

- 75% talk to their clients/patients about Safe Sleep but only mention placing baby on his/her back
- Only 36% have read the AAP recommendations and can name more than 2
- 42% did not know that breast feeding provides a protective mechanism against SIDS



14

## Straight Talk for Safe Sleep Results:



### Post Training:

- 95% could state at least 5 of the AAP recommendations
- 98% either Agree or Strongly Agree the program is sensitive to cultural beliefs and practices
- 100% either Agree or Strongly Agree that they would share information they learned with patients/clients



15

## Who benefits from our training?

### Health Care Providers

- Consistency of message for everyone interacting with the family
- Modeling recommendations across disciplines
- Safe Sleep protocol now a part of US News and World Report ranking

### Social Service Agencies

- Empowered to have a dialogue with families early and often
- Delivery of message from multiple sources more effective
- Supports ongoing work from Healthy Start, WIC and other agencies

**Up to 5 contact hours earned through training**



16

## Thank you!

- E-mail: [alison@firstcandle.org](mailto:alison@firstcandle.org)
- Web site: [www.firstcandle.org](http://www.firstcandle.org)
- Facebook @FirstCandleforBabies
- Twitter @First\_Candle
- Instagram - @firstcandle

Main number: 203-966-1300  
Grief line: 1-800-221-7437

