Working together to reduce the infant mortality rate in Cincinnati and Hamilton County

September 2014
Our three areas of focus:

<table>
<thead>
<tr>
<th>SPACING</th>
<th>SMOKING</th>
<th>SLEEP</th>
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<tbody>
<tr>
<td>Increasing time between pregnancies</td>
<td>Reducing drug, alcohol and tobacco abuse</td>
<td>Improving safe sleep practices</td>
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Evidence shows that preterm birth is more likely if Mom gets pregnant less than 18 months after giving birth to her last child.

Evidence shows that smoking and substance abuse increases the likelihood of premature birth.

Evidence shows that babies sleep safest when they sleep Alone, on their Backs and in a Crib.

**Our Approach**

Provide holistic support from the entire community that empowers women to manage their stress and make healthy choices.

Provide support across the health care system, improving access to prenatal care that is centered around the needs of women.
Empowering women to make healthy choices

Women need to hear consistent messages from:

Their medical providers. We need quality improvement initiatives that address the ways in which health care providers talk about spacing, maternal smoking and safe sleep.

The media. We need simple, actionable public health messaging that addresses these issues.

Their community. We need to change the culture of pregnancy in Cincinnati, one block at a time.
<table>
<thead>
<tr>
<th>Communications:</th>
<th>Medical:</th>
<th>Community:</th>
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<tr>
<td>Has the community been given simple, actionable steps to improve their own outcomes?</td>
<td>Is the medical community working in cooperation toward a system that works better for women?</td>
<td>Do women feel that they and their baby are valued and prioritized by their community?</td>
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<tr>
<td>Are they using that information?</td>
<td></td>
<td>Has the entire community been given the chance to offer support?</td>
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Medical Providers and Health Systems

Integrating safe sleep within medical settings:

Prenatal providers. Standardizing practices within the doctor’s office through a core care pathway.
• Includes modules to be completed by an Advanced Practice Nurse, Physician Assistant, or Physician – and – Nurse Case Manager or Registered Nurse

Hospitals. Exchanging information across hospitals and health systems to identify best practices.
• Bethesda North Hospital
• Christ Hospital
• Cincinnati Children’s Hospital Medical Center
• Good Samaritan Hospital
• Mercy Health – Anderson Hospital
• University of Cincinnati Medical Center
Media and Communications

Utilizing media and mass communications to get the word out:

- Bus Ads
- Billboards
- Website – Provides resources on safe sleep
  - Blog
  - Social media – Twitter and Facebook

In development:
- Radio campaigns – directing
- Video – Testimonials from families who have experienced loss
Engaging neighborhoods and community members:

Partnering with local businesses and organizations, including Kroger, the library system, recreation centers, the Center for Closing the Health Gap, and more.

Community fairs. Maintaining a presence at community health fairs, both neighborhood-specific and countywide.

Neighborhood councils. Bringing safe sleep messaging directly to community groups.
“BAD SLEEP HABITS ARE A LEARNED BEHAVIOR. SO ARE GOOD ONES.”

ANTOINE DOW
FATHER OF THREE | WITH ANTOINE J.L.

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**Does your baby SLEEP SAFE?**

**GWEN SHELTON**
MOTHER OF TWO
GRANDMOTHER OF TEN

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**SLEEP SAFE**

**Alone.**
Most sleep-related deaths occur when babies sleep with an adult or another child, or in an adult bed or on a sofa. Share your room with your baby, but not your bed.

**Back.**
The safest position for a baby to sleep is on his or her back. Babies are not more likely to choke while laying on their backs. In fact, when a baby is on its stomach, anything spit up can block the air pipe and cause choking or breathing problems.

**Crib.**
Your baby’s sleeping place should be clean and clear. No blankets, pillows, fluffy toys, stuffed animals or crib bumpers. Just a tight-fitting sheet on a firm mattress.

**No Exceptions.**
Your baby should ALWAYS sleep safe. Alone. On his or her back. In a crib. Every night. Every nap. It’s just not worth the risk of your baby dying.

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**B’More for Healthy Babies**

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“Every baby counts on you.”

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**Follow the @HealthyBabiesBaltimore on Twitter**

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**Healthy Babies Baltimore.**
B’More for Healthy Babies

Dearea
Mother of Charlie
www.cradlecincinnati.org
Jessica Seeberger
Jessica.seeberger@cradlecincinnati.org
@CradleCincy
facebook.com/cradlecincinnati
Cincinnati Health Department Cribs for Kids® Program

Corinn Taylor, MSN, RN
Fetal and Infant Mortality Review and Home Health Program Director
Introduction

Overview of Cincinnati Health Department

- Fetal and Infant Mortality Review Program
- Home Health
  - Maternal Child Division
  - Adult Home Health
  - Community Health Workers (Home Visitation/Pregnancy Pathways)
Historical Overview of Program Creation

The Center for Clinical and Translational Science and Training (CCTST) was established by the UC College of Medicine in October 2005.

- Research Consultation
- Education/Career Development
- Pilot Funding
- **Community Engagement – Community Leadership Institute (CLI)**
- Private Donations
- Child and Family Health Services (CFHS)
  - Infant Mortality Grant
  - Ohio Infant Mortality Reduction Initiative
Community Partnerships

- Cradle Cincinnati
- Transforming Early Community Childhood Systems (TECCS) (Cincinnati Children’s)
- Primary Pediatric Care (PPC) Fairfield - Cincinnati Children’s
- United Way
- Cincinnati Health Department Brochures (community outreach)
Successful Community Outreach Strategies for Safe Sleep from Mercy Health – Cincinnati’s Three Family Birthing Centers
The Issue

Infant mortality rates in Hamilton County are unacceptably high. Here’s how we compare against Ohio and the nation:

<table>
<thead>
<tr>
<th>Year</th>
<th>Hamilton County</th>
<th>Ohio</th>
<th>United States</th>
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<tbody>
<tr>
<td>2010</td>
<td>10.5/1,000</td>
<td>7.68/1,000</td>
<td>6.15/1,000</td>
</tr>
<tr>
<td>2011</td>
<td>10.8/1,000</td>
<td>7.9/1,000</td>
<td>6.05/1,000</td>
</tr>
<tr>
<td>2012</td>
<td>9.2/1,000</td>
<td>7.6/1,000</td>
<td>7.1/1,000</td>
</tr>
<tr>
<td>2013</td>
<td>8.9/1,000</td>
<td></td>
<td>5.2/1,000 (estimate)</td>
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Annually, 16-18 infants die from recorded sleep-related deaths in Hamilton County.

*Numbers from different sources, including CIA World Fact Book, Save the Children, Ohio Department of Health*
Our Scope and Approach

- Deliver many of the region’s infants
- Use local resources to drive consistent education and outreach to other caregivers
- Multi-channel communication strategies to promote safe sleep

Mercy Health – Cincinnati Demonstrates Safe Sleep Leadership

Mercy Health – Fairfield Hospital
Mercy Health – Anderson Hospital
Mercy Health – West Hospital

Unique opportunity for Safe Sleep community education

Difficult to over-communicate important messages. It might take months of hearing the same message before it registers with an individual.
Working Directly with Families for Safe Sleep Education

- Prenatal Baby Kind Class called “Baby Basics”

  BabyKind Baby Basics Class

  Fairfield Hospital Family Birthing Center
  Tuesday - October 14, 2014 - 7:00 PM to 9:30 PM
  This popular class is designed to answer your questions about basic baby care. Bathing, diapering, feeding, safety issues, when to call the doctor, no...

  LEARN MORE

- Informational parent binder includes:
  - Education for her and her infant’s care.
  - Information on safe sleep
  - Flyer from Cradle Cincinnati with the “A-Alone B-Back C-Crib” statement.

Photos courtesy of Cradle Cincinnati
Working Directly with Families for Safe Sleep Education, continued

- Viewing the Newborn Channel Safe Sleep videos in English and Spanish
- The Newborn Channel Website is available free of charge after discharge to view any available videos
- Infant crib cards in English and Spanish bear information on simple Safe Sleep practices to help remind families what’s best for their infant

Photos from Mercy Health – Cincinnati and Newborn Channel
Staff Education/Role Modeling

We educate staff on Safe Sleep practices and role modeling using:

- The Newborn Channel Videos on Safe Sleep
- An education module that was part of this year’s competency session

Staff had to name the five things wrong with this picture: Baby on tummy, tied bib, loose blanket, mattress raised and stuffed animal in crib.
Staff Education/Role Modeling, continued

In turn, the staff educates families and role models for parents safe sleep practices including but not limited to:

- Back to sleep
- Placing infant in crib for sleep
- No extra bedding or stuffed animals in crib with infant

Safe sleep examples that staff role model for families.
Baby-Friendly Designation

• Our hospitals hold baby-friendly designation (new West Hospital pursuing this in 2015) for our emphasis on breastfeeding.

• We know that breastfeeding and breast milk improve infant outcomes, including reducing instances of sudden infant death syndrome.
Baby-Friendly Designation, continued

• We have Lactation Consultants on site to help new mothers

• We educate our Family Birthing Center employees on the importance of breastfeeding and techniques to assist mothers so that mothers will be more inclined to breastfeed their babies.
Policy/Guidelines

• We are working with Cradle Cincinnati to develop a “Safe Sleep” policy or guideline to increase consistency of practices and education of nurses and families.

• As part of this initiative, area Cincinnati hospitals are collaborating to provide the best Safe Sleep services and education possible for all the infants in the area.
Special Care Nursery Initiatives

Transition Back to Sleep when medically stable

Safe Sleep Practices/Education

Utilize Halo Sleep Saks once out from heat source

Family Education via the Newborn Channel

Photo from Halo Sleep Sak
Mercy Health - Cincinnati Recognizes Safe Sleep/SIDS Awareness Month

<table>
<thead>
<tr>
<th>Visible Safe Sleep Displays</th>
<th>Handouts</th>
<th>Orange Bracelets</th>
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<tbody>
<tr>
<td>• Poster</td>
<td>• Cradle Cincinnati “ABC” Flyer</td>
<td>• Say SAFE SLEEP: A-Alone B-Back C-Crib</td>
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<tr>
<td>• Floor Decals</td>
<td>• Safe Sleep Brochures from Safe to Sleep</td>
<td>• Given to each Family Birthing Center employee</td>
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<td></td>
<td><em>(<a href="http://www.nichd.nih.gov/sts/Pages/default.aspx">http://www.nichd.nih.gov/sts/Pages/default.aspx</a>)</em></td>
<td>• Given to each mother upon delivery during the month of October</td>
</tr>
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<td>• Handed out to visitors and staff who come to view the poster</td>
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Photos from Cradle Cincinnati, Safe to Sleep and Google Images
Local Resources

• Based on locally available resources, two FBCs incentivize new parents to learn about safe sleep methods by offering them Pack’n’Plays upon completion of safe sleep education courses.
Local Resources, continued

• One provides parents of infants requiring a stay in the Special Care Nursery with HALO Innovations SleepSak wearable blankets to replace loose blankets that can interfere with a baby’s breathing.

• Family Birthing Centers are partnering with the OHA in the ABC program to provide bags, books, and onesies that say “This Side Up.”
Thank you