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Summary of Say YES To
Safe Sleep For Babies

Our Babies:
safe&sound
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2013 and 2014 Pilot Phase

Say YES To Safe Sleep For Babies was initiated in the fall of 2013 as an expansion of the original Our Babies: Safe and Sound campaign. It targeted hospitals and home visitation programs in West Virginia as a pilot initiative. The 12 hospitals active during the 2014 pilot phase accounted for approximately 8,000 or 38% of the 21,000 annual West Virginia births. The goal was and continues to be zero deaths of infants due to unsafe sleep.

Planning

Planning for the pilot phase of the initiative included activities such as:

- A review of literature and research about infant safe sleep, including SUIDs in West Virginia and nationally
- Birth data for all birthing hospitals in WV
- Consultation from Michael H. Goodstein, MD, FAAP, Attending Neonatologist, Clinical Associate Professor of Pediatrics Penn State University, and Director, York County Cribs for Kids Program, York Hospital Office of Newborn Medicine
- Guidance from an advisory panel of experts in West Virginia
- Input from a planning team, specifically convened to design the initiative
- Development of new and revised educational tools and materials for families – based on recommendations of the American Academy of Pediatrics and Positive Community Norms research in WV
- Development of administrative tools, such as a participation agreement and internal safe sleep policies for the pilot organizations
- Establishment of staff training tools and opportunities, including an orientation conference call, a one-hour online training module, a PowerPoint presentation, a train-the-trainer workshop and peer sharing calls
- Recruitment of hospitals and home visitation programs
- Evaluation design
- Implementation of a recognition and awareness campaign with WV First Lady Joanne Jaeger Tomblin
- Proposed plan for expansion and sustainability

↳ **Evaluation of the Pilot Phase**

The professional help of an experienced independent evaluator was enlisted to design and carry out process and outcomes evaluations of the pilot phase.

The pilot process evaluation focused on participating staff of 6 selected hospitals and their corresponding Right From The Start Program staff as well as documentation of training sessions, peer calls and meeting summaries to address key questions:

- Is training sufficient to assure consistent and accurate safe sleep education?
- Are the safe sleep teachings delivered to the target population in an effective manner?
- Does the target population understand and agree with the program teachings?
- Is delivery of program content supported through materials, resources, and statewide coordination and support?
- Do birthing hospitals and local home visitation programs work together well to deliver dose 1 and dose 2 education?

The report of the process evaluation in January 2015 showed successful implementation strategies and a recommendation to continue and expand the initiative. As a result of the findings, changes were made to more explicitly define program guidelines to increase consistency across sites and fidelity to the model.

The *Say Yes to Safe Sleep for Babies Pilot Process Evaluation Report* is available at www.safesoundbabies.com.

The pilot outcomes evaluation focused on families whose babies were born at six of the pilot hospitals through (1) a survey of 82 parents who were discharged from the birthing hospitals during the two-week period September 22 to October 5, 2014 and (2) a survey to capture information about safe sleep practices in the home by families enrolled in the Right From the Start (RFTS) program at approximately 2 months post-partum during the months of November and December, 2014 and January, 2015.

The outcomes evaluation was designed to answer three key questions:

1. Do families exposed to the safe sleep program teachings understand and demonstrate knowledge of the Say YES To Safe Sleep For Babies program content?
2. Do the families exposed to the safe sleep program teachings agree with and intend to adhere to the safe sleep practices when they leave the birthing hospital?
3. Do families exposed to the safe sleep program teachings actually adhere to safe sleep practices in the home at approximately two months after birth?

The evaluation findings concluded that the program is an effective means to educate parents/caregivers and to influence practices. As a result, a process for ongoing benchmark data collection was instituted. Also, a need to establish reliable baseline data regarding unsafe sleep deaths in West Virginia was reinforced so future comparison tracking can be conducted to show what change is occurring.

The *Say Yes to Safe Sleep for Babies Outcomes Evaluation* is available at www.safesoundbabies.com.

2015-2017 Expansion Phase

The number of hospital and home visitation programs voluntarily participating in the initiative continues to grow:

Pilot Phase Partners

Bluefield Regional Medical Center
Cabell Huntington Hospital
Charleston Area Medical Center
Women and Children's Hospital,
Neonatal Intensive Care Unit
Garrett County Memorial Hospital
Greenbrier Valley Medical Center
Ohio Valley Medical Center Princeton
Community Hospital
St. Joseph's Hospital of Buckhannon, Inc. St.
Mary's Medical Center
Stonewall Jackson Memorial Hospital
United Hospital Center
Wheeling Hospital

Pilot Phase Partners

ABLE Families, Inc., MIHOW
Children's Home Society of WV, Parents As Teachers Program
Cornerstone Family Interventions, Parents As Teachers Program
Doddridge County Starting Points Family Resource Center,
Parents As Teachers Program
Marshall County Starting Points Family Resource Center, Parents As
Teachers Program
Monroe County Head Start/Early Head Start, Parents As Teachers
Program
Mountain State Healthy Families, Healthy Families America Program
Northern Panhandle Head Start, MIHOW
Preston County Caring Council, Inc./Taylor County Starting Points Family
Resource Center, Parents As Teachers Program
REACCH Family Resource Center, Parents As Teachers Program Right
From The Start, Regions I-VIII
The Community Crossing, Parents As Teachers Program
Tucker County Family Resource Network, Parents As Teachers
Program
Regional Family Resource Network, Parents As Teachers Program,

2015 Expansion Partners

Berkeley Medical Center
CAMC Women and Children's Hospital Camden Clark Hospital
Jefferson Medical Center

Summersville Regional Medical Center (birthing unit closed in 2016)

2016 Expansion Partners

Burlington United Methodist Family
Services, Parents As Teachers
Program
Grant Memorial Hospital
Logan Regional Medical Center
Monongalia Health Medical Center
Weirton Medical Center
WVU Medicine Children's Hospital
Morgan County Starting
Points
New River Health
Association, MIHOW Program

2016 Expansion Partners

Brooke-
Hancock
Family
Resource
Network,
Parents As
Teachers
Program
Clarksburg Mission, Harrison

County Parents As Teachers

Program

Monongalia County
Board of Education -
Early Head Start,
PAT

Monongalia County Starting Points
Center, MIHOW Program

2017- 2018 Expansion Partners

Aetna Better Health of WV

Davis Medical Center

Pleasant Valley Hospital

Thomas Memorial Hospital

Future Directions

Say YES To Safe Sleep For Babies will continue to expand to reach all West Virginia births. Highlights of future directions include:

- Partner with all major birthing hospitals and all home visitation programs statewide
- Partner with more entities such as pediatricians and other health providers, prenatal educators, social service organizations and childcare centers
- Update tools and materials as American Academy of Pediatrics infant safe sleep recommendations are revised
- Continue an annual competency training program for all partners
- Continue peer-sharing conference calls with partners
- Achieve Cribs for Kids® Safe Sleep Hospital Certification by all partnering hospitals
- Continue community awareness efforts during Infant Safe Sleep Month each September
- Broaden community educational exposure through media outreach, including social media
- Gain insights about successes and challenges through ongoing data analysis
- Maintain and expand support to make parent/caregiver materials, educator training opportunities and technical assistance available at no or minimal cost