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Summary of Say YES To
Safe Sleep For Babies

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2013 and 2014 Pilot Phase

Say YES To Safe Sleep For Babies was integrated 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 Assistant Professor of Pediatrics, and Director, York County Cribs for Kids Program, York Hospital
- 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 recent 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 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 2015 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.

See attached Resources and Supplemental Materials for the *Say Yes to Safe Sleep for Babies Pilot Process Evaluation Report*.

The 2015 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.

See attached Resources and Supplemental Materials for the report of the Say Yes to Safe Sleep for Babies Outcomes Evaluation.

2015-2016 Expansion Phase

Hospital and home visitation programs voluntarily participating in the initiative continue to grow:

HOSPITALS	HOME VISITATION PROGRAMS
<p>Pilot Phase Partners</p> <ul style="list-style-type: none"> 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 	<p>Pilot Phase Partners</p> <ul style="list-style-type: none"> 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 Upper Kanawha Valley Starting Points Family Resource Center, Parents As Teachers Program
<p>2015 Expansion Partners</p> <ul style="list-style-type: none"> Berkeley Medical Center CAMC Women and Children's Hospital Camden Clark Hospital Jefferson Medical Center Summersville Regional Medical Center 	<p>2015 Expansion Partners</p> <ul style="list-style-type: none"> Burlington United Methodist Family Services , Parents As Teachers Program Northern Panhandle Head Start
<p>2016 Expansion Partners</p> <ul style="list-style-type: none"> Grant Memorial Hospital Logan Regional Medical Center Mon General Hospital Weirton Medical Center WVU Medicine Children's Hospital 	<p>2016 Expansion Partners</p> <ul style="list-style-type: none"> Brooke-Hancock Family Resource Network, Parents As Teachers Program Clarksburg Mission, Harrison County Parents As Teachers Program East End Family Resource Center, Parents As Teachers Program Monongalia County Board of Education - Early Head Start, Parents As Teachers Program Monongalia County Starting Points Center, MIHOW Program Morgan County Starting Points

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 new entities such as other health providers and childcare centers
- Update tools and materials as American Academy of Pediatrics infant safe sleep guidelines are revised
- Develop materials and provide education specifically targeted to grandparents
- Update the online training module for educators
- 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
- Design and implement a certification and recognition process for other organizational partners
- Continue community awareness efforts during Infant Safe Sleep Month each September
- Broaden community educational exposure through media outreach
- 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