

# document 3

Readiness Steps  
for Start-up or  
Continuation of Sites

## Document 3

### Readiness Steps for Start-up or Continuation of Sites

#### Readiness Component

Purpose: Prepare to implement or continue prenatal or parent/caregiver education and model safe sleep practices.

Completing the readiness and planning phase is an essential step to successfully implementing the *Say YES To Safe Sleep For Babies* program or continuing existing sites, and involves multiple processes, including:

- Providing staff with training about accurate infant safe sleep information consistent with American Academy of Pediatrics (AAP) recommendations to assure fidelity to the program model,
- Defining internal policies and procedures for teaching and modeling infant safe sleep practices,
- Preparing for data collection, and
- Establishing an organizational culture of prevention.

Participating sites should use the following **Readiness Checklist** as a guide to complete the key components of the readiness phase. Completion of the readiness phase can take up to two months or longer. (See attached Resources and Supplemental Materials for an overview of the readiness and subsequent phases, entitled Program Overview of Phases and Schedule.)

READINESS COMPONENT (applies to new and existing sites )	DESCRIPTION
Designate key contact person(s)	Identify one or two key contact persons who will be responsible for providing oversight of program planning and implementation (See attached Resources and Supplemental Materials for a summary of roles and responsibilities of partner organizations' key contact persons.)
Recruit your safe sleep team and other champions	Have discussions with other members of your staff who will be key to implementing the program. Discuss steps and develop a timeline for planned implementation or revisions.
Review and complete the participation agreement with TEAM for West Virginia Children	<p>The participation agreement defines the individual roles and responsibilities of TEAM for WV Children and the partner sites. Review, complete and return one signed copy electronically or by mail to Laurie McKeown, Executive Director, TEAM for WV Children at <a href="mailto:laurie@teamwv.org">laurie@teamwv.org</a> or P.O. Box 1653, Huntington, WV 25717.</p> <p>(See attached Resources and Supplemental Materials for copies of participation agreements.)</p>

<b>READINESS COMPONENT</b> (applies to new and existing sites )	<b>DESCRIPTION</b>
Develop and/or review policies / standards of care around infant safe sleep for your organization. Update as needed	<p>A written policy or standards of care on infant safe sleep must be in place at each site to define the standard of care, corresponding procedures and any practice changes. (Sample policies can be found in the attached Resources and Supplemental Materials.) If you have an existing policy or standards of care, review and make any needed revisions consistent with the participation agreement, learnings from the previous year(s), and the most recent AAP recommendations. (See attached Resources and Supplemental Materials for AAP infant safe sleep guidelines.)</p>
Design and/or update an audit or assessment process to identify policy adherence measures to be practiced internally and a corresponding tool to periodically document compliance	<p>Those who educate parents and caregivers about infant safe sleep also serve as important role models. To encourage infant safe sleep practices at home, it is important to initiate the education early to establish consistent safe sleep routines. For example, research shows that parents who see their baby placed on her or his back in the hospital nursery are almost twice as likely to continue this practice at home.</p> <p>Early in the planning, design an audit/assessment tool and procedures to measure compliance with policy. For continuation sites, revise existing audit tools and procedures as needed.</p> <p>(See attached Resources and Supplemental Materials for audit/assessment examples.)</p>
Conduct the initial orientation training for staff	<p>To ensure program acceptance across multiple levels, an orientation should be presented early in the process to all staff who are involved with infants as a first step to gain or continue buy-in and create awareness. The orientation should include information pertaining to policy, training, educational materials, consistent messaging, documentation, etc.</p>

<b>READINESS COMPONENT</b> (applies to new and existing sites )	<b>DESCRIPTION</b>
<p>Ensure all staff complete the required online training prior to educating parents/caregivers and follow-up with continuing education as needed. Document all training</p>	<p>All providers should develop a level of expertise to become comfortable and knowledgeable in discussing safe sleep practices and messages with families. It is important to note that infant safe sleep education requires consistent multiple messaging - many people, many ways, and many times.</p> <p>The 75-minute online training module can be accessed through Our Babies: Safe and Sound website at <a href="http://www.safesoundbabies.com">www.safesoundbabies.com</a> and may be completed at one time or incrementally in individual or group settings using any electronic device with Internet access.</p> <p>The online training curriculum includes a pre- and post-test, overview of infant safe sleep statistics nationally and statewide, a 7-minute parent DVD, messaging, and implementation steps.</p> <p>It is important to recognize and address any concerns about messaging at the outset to ensure better program compliance, and to emphasize the program follows AAP recommendations. It is suggested that the programs' key contact persons or other training designee be prepared to address questions and challenges when providers disagree with the messaging. These instances should be documented for use in future internal follow-up discussions and trainings.</p> <p>To further assist staff, the Safe Sleep Educational Flipchart developed by Cribs For Kids®, is a useful informational tool for any educator of infant sleep safety. It has specific prompts and pictures about infant safe sleep to help address common questions and concerns from parents or staff. (See <a href="http://www.cribsforkids.org">www.cribsforkids.org</a> and click on Hospitals)</p> <p>Discussion points for educators are included in the Resources and Supplemental Materials section.</p> <p>Staff can continue to be trained through updates, webcasts, grand rounds, state-level trainings, and quarterly peer sharing calls. Results of the organization's safe sleep policy compliance findings can also be addressed in ongoing training opportunities.</p> <p>Document all staff trainings by recording name, date of training and topic.</p>
<p>Participate in quarterly peer-sharing conference calls/webinars</p>	<p>Peer-to-peer calls are scheduled with all participating partner organizations on a regular basis to share updates, best practices, and lessons learned. These opportunities will be coordinated by staff from Our Babies: Safe and Sound.</p>

<b>READINESS COMPONENT</b> (applies to new and existing sites )	<b>DESCRIPTION</b>
Prepare for collection and reporting of basic data	All participating organizations will be asked to document and submit minimal essential data and report using prescribed tools. A composite summary report will be generated by Our Babies: Safe and Sound to inform future planning and sustainability of the Say YES To Safe Sleep For Babies initiative.
Order materials	<p>Materials for educating parents/caregivers are free to partner organizations who develop an agreement with TEAM for WV Children and complete all components of the readiness phase. Materials may easily be ordered online by clicking on the “Request Materials” link of <a href="http://www.safesoundbabies.com">www.safesoundbabies.com</a> . Orders are usually received by mail within 4-5 business days.</p> <p>A list of educational tools for families can be found in Resources and Supplemental Materials section of this guide. Hospitals may also want to consider uploading the parent DVD on their closed circuit TV system. Home visitation and other programs, where applicable, can download the DVD on mobile or desktop devices if the software is compatible, by right clicking on the link and saving it.</p>
Go live	Once the above steps have been completed, a “go live” date can be determined and parent/caregiver education and distribution of materials may begin using guidance provided in Document 4 of this guide and in the attached Resources and Supplemental Materials section. To publicize your safe sleep initiative, partners should consider additional outreach opportunities such as community baby showers, safe crib displays, health fairs and posters and other visuals in waiting areas.