

document 4

From Readiness to Action:
Implementation Phase

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From Readiness to Action: Implementation Phase

Following completion of the readiness phase tasks, the education of parents, expectant parents and other caregivers may begin in a variety of environments through:

- **Initial education,**
- **Reinforcement education** and
- **Broader community education.**

Environments for Providing <i>Say YES To Safe Sleep For Babies</i> Education To Parents and Other Caregivers			
Environment	Settings / Providers	Type of Education	Format
Prenatal Education	Prenatal classes offered through hospitals and other organizations; prenatal doctor visits; prenatal home visits; prenatal contacts with other health providers and community organizations serving expectant parents	Initial education	Individual or group education
In-Hospital Education Near Time of Birth	At the birthing hospital, after admission and prior to discharge	Initial education	Individual education
Education After Discharge from the Birthing Hospital (Ideally starting within 2 weeks and continuing in subsequent contacts)	In-home; at post-natal doctor visits; during contacts with other health providers and community organizations serving families with infants under age 1	Initial education, if initial education was <u>not</u> received prenatally or at birthing hospital OR Reinforcement education if initial education was received previously	Individual or group education
Community Education at Any Time	In the community	Information reaching a broad base of people locally	Through PSAs, media publicity and local activities such as speaking engagements, health fairs, displays, demonstrations, presentations, mother-baby showers, etc.

- ↳ **NOTE: Necessary components of the education in any setting include**
 - **Use of face-to-face verbal education along with written materials,**
 - **Modeling infant safe sleep practices,**
 - **Repetitive messaging,**
 - **Nonjudgmental guidance based on observation and discussion,**
 - **Answering questions,**
 - **Guidance to correct practices that are unsafe, and**
 - **Education of other family members and caregivers, when they are present.**

Descriptions of Initial, Reinforcement and Public Education Strategies

See Resources and Supplemental Materials section for a summary of free tools for educating expectant parents, parents and other caregivers. Initial Education and Follow-up Reinforcement Education for expectant parents, new parents and other caregivers of infants under the age of 1

Initial education occurs in one of several scenarios:

- (b) Prenatally, or
- (c) In the birthing hospital shortly before or after the baby's birth and at discharge, or
- (d) In home, office or other settings for those who did not previously receive any initial education before or after the baby's birth.

The education is presented through verbal discussion and visuals of safe sleep messages with the parent/caregiver, using a packet of materials (the parent education kit), which is then given to the family to keep home.

- The safe sleep brochure is used as a primary teaching tool.
- The safe sleep pledge card is discussed and the parent/caregiver is asked to sign and keep it.
- The 7-minute DVD should be viewed with the parent/caregiver and may be shown on the hospital's internal closed circuit TV system or electronic device.
- When noncompliance with safe sleep guidelines is discovered, the educator should tactfully reinforce the messaging to help the family make corrections for the baby's safety.
- Brochures and messaging about keeping cool when baby cries inconsolably (Shaken Baby Syndrome/ Abusive Head Trauma prevention) are included as adjunct education.
- The *Sleep Baby – Safe and Snug* book is introduced as a helpful aid for education and to read aloud to the baby.
- Educators have additional tools available to help teach infant sleep safety such as posters, materials in Spanish, information from the website www.safesoundbabies.com, supplemental materials in this Say YES To Safe Sleep For Babies Guide and Toolkit such as discussion points to review with families and infant safe sleep recommendations of the American Academy of Pediatrics. A flip book developed by Cribs for Kids® is also an excellent teaching tool (see www.cribsforkids.org).

- ↳ **Reinforcement Education for those who have already received the initial education prenatally or in the hospital or in another setting, and recall and understand the information.**

Reinforcement of the education multiple times by multiple messengers is essential to turn information into knowledge, and subsequently into practice.

The education is presented through verbal discussion and visuals of safe sleep messages with the parent/caregiver, using a variety of materials that are then given to the family to keep. In appropriate situations, such as in-home visits, the educator can also observe the baby's sleep environment, and give nonjudgmental guidance. Use of any of the materials described in the previous section about initial education may be used. At a minimum, the safe sleep brochure should be used as a reinforcement teaching tool.

Community Education for public

Community education is public education provided at any time through PSAs, media publicity and local activities such as health fairs, displays, demonstrations, presentations, mother-baby showers, etc. The intent is to create awareness of anyone who routinely or periodically spends time with a baby or will in the future.

Displaying actual examples in visible places of safe vs. unsafe cribs is an excellent strategy.

Public service announcements (PSAs) for both radio and TV broadcast about Say YES to Safe Sleep and Keep Your Cool When Baby Cries may be accessed through www.safesoundbabies.com and the parent educational DVD. Partner organizations are encouraged to make local media contacts to request airing the PSAs in their areas.

During Infant Safe Sleep Month in September and throughout the year, it is recommended that partners organize awareness activities in their communities.

Examples of Tools for Educating Expectant Parents, Parents and Other Caregivers

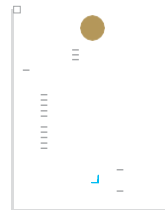
Partner organizations may order free materials online at www.safesoundbabies.com



Parent Education Kit-Envelope includes letter from former First Lady, safe sleep brochure, grandparent brochure, DVD, safe sleep pledge card, pen, 2 Keep Your Cool brochures. Primarily used for prenatal and initial education.



Safe Sleep Pledge Card (for parent/caregiver to sign and keep)



Congratulatory Safe Sleep Letter from former First Lady.

	<p>Safe Sleep Brochure</p>		<p>Keep Your Cool (when baby cries) Brochure for Moms</p>		<p>Keep Your Cool (when baby cries) Brochure for Males</p>
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Sleep Baby: Safe and Snug book

	<p>DVD (contains 7-minute educational video and PSAs)</p>			<p>Posters</p>
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Responsibilities of Hospital and Home Visitation* Staff for Parent / Caregiver Education Before or After Baby's Birth

- *Responsibilities may also apply to other local partners who provide education.

TASK / ROLE	HOSPITAL STAFF	HOME VISITORS
Timing of parent/caregiver education	Prenatally or in hospital before or after birth	At home visit prenatally or shortly after hospital discharge and in subsequent visits. May also be done prenatally
Linkage among hospital and home visitation staff	Be familiar with the services and staff of home visitation programs in your area. Get contact information. Develop and implement a plan/agreement for communicating with the home visitors, at a minimum with the designated key contact person(s)	Be familiar with the hospital's newborn unit's procedures and staff. Get contact information. Develop and implement a plan/agreement for communicating with the relevant hospital staff, at a minimum with the designated key contact person(s)
Messaging Tools	<ul style="list-style-type: none"> • Discussion points for initial education • Parent Education Kit: blue envelope with enclosures – letter from former First Lady, safe sleep brochure, grandparent brochure, DVD, safe sleep pledge card, pen, 2 <i>Keep Your Cool</i> brochures, <i>Sleep Baby-Safe and Snug</i> book • Method for viewing the 7-minute DVD • Cribs For Kids® Educational Flip Book, if desired 	<ul style="list-style-type: none"> • Discussion points for initial and reinforcement education • Parent Education Kit if education was <u>not</u> received while in hospital or prenatally. Then follow up with reinforcement of messaging at later visit <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • Reinforcement education using individual materials such as safe sleep brochure, grandparent brochure, <i>Sleep Baby-Safe and Snug</i> book • Method for viewing the 7-minute DVD, when applicable • Cribs For Kids® Educational Flip Book, if desired
Key Messaging	See Discussion Points for Parent/Caregiver Education in attached Resources and Supplemental Materials	See Discussion Points for Parent/Caregiver Education in attached Resources and Supplemental Materials
Questions	Answer parent/caregiver questions	Answer parent/caregiver questions
Ongoing Monitoring of Practices	Routinely monitor safe sleep practices of parents while in the hospital and of the hospital staff. (Hospital should have a policy about nursery audits and a policy or procedure about what to do when there is noncompliance on the part of the parent or the staff.)	Observe sleep practices in the home. Give guidance as needed. (Program should have a policy about parent/caregiver education and teaching practices and a policy or procedure about what to do when there is noncompliance on the part of the parent or the staff.)
Data / Recording / Reporting	All participating organizations will be asked to record and report minimal essential data.	All participating organizations will be asked to record and report minimal essential data.