



Safe Sleep Initiatives Newsletter



THE SUDDEN UNEXPECTED INFANT DEATH (SUID) PREVENTION PROGRAM

The AAP is partnered with the National Institute of Children's Health Quality (NICHQ) and the National Center for Fatality Review and Prevention (National Center) on the SUID Prevention Program with the overall goal of reducing the rates of SUID and reducing racial and ethnic disparities in SUID. The SUID Prevention Program has three priorities: establish a collaborative of national safe sleep organizations and stakeholders, increase pediatric providers' awareness and participation of child death review (CDR) and fetal and infant mortality review (FIMR), and create culturally-conscious, family-oriented safe sleep educational opportunities and resources for practitioners.

The SUID Prevention Program has been working on developing resources and building out programs. This quarterly newsletter provides updates on what we are working on and exciting opportunities to get involved.

To learn more about the SUID Prevention Program, AAP safe sleep initiatives, and the safe infant sleep work we are accomplishing, join the listserv. Email "subscribe" to safesleep@listserv.aap.org.

Newsletter Highlights

SIDS Awareness Month

The SUID Prevention Program Website Launch

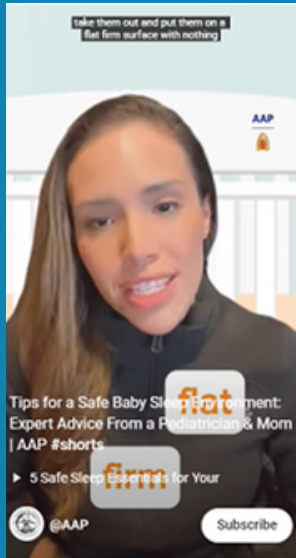
Partner Highlight- NICHQ

New Safe Sleep Article

Resource Highlights- First Candle ROSE

2nd Edition Safe Sleep Book for Parents

AAP Participates in Sudden Infant Death Syndrome (SIDS) Awareness Month Campaign in October



During the October Sudden Infant Death Syndrome (SIDS) Awareness Month campaign, the American Academy of Pediatrics participated with our campaign partner the [National Institutes of Health](#) to educate families and offer pediatricians communications tools on SIDS. The AAP participated in promotional webinars and encouraged AAP pediatrician influencers to get involved. Dr. Edith Bracho-Sanchez (left) posted a TikTok-style video on SIDS, and the AAP promoted new SIDS graphics from the [AAP Safe Sleep Campaign Toolkit](#) (below) garnering 27,000 views and 1,500 likes.

The need to educate families never stops, and we encourage providers to continue to push out these messages year round:

- Despite decreases in rates of SIDS and other sleep-related infant deaths, more than one-third of sudden unexpected infant deaths that occur in the United States each year are from SIDS.
- Research also shows that unsafe sleep areas, such as those that include non-fitted sheets, blankets, or stuffed toys, remain a leading cause of infant death.



Please help share these resources:

- [HealthyChildren.org: How to Keep Your Sleeping Baby Safe: AAP Policy Explained](#)
- [HealthyChildren.org: Ask the Pediatrician: Are some babies at higher risk for SIDS?](#)
- [HealthyChildren.org: Sleeping Like a Baby: Stories & Tips From the Front Lines](#)

NEW! THE SUID PREVENTION PROGRAM WEBSITE

The AAP SUID Prevention Program website launched earlier this fall. The website includes program-related information and updates. It also houses all of the webinars hosted by the AAP and the National Center, including the most recent September webinar, *Using Fatality Review Data to Drive Change*. To view the webinar and to see other project updates, visit the new site [here!](#)

FALL 2023

PARTNER HIGHLIGHT: National Institute for Children's Health Quality



The National Institute for Children's Health Quality (NICHQ) works to drive systems-level change to improve the complex health issues facing children and their families. Before joining the American Academy of Pediatrics on the SUID Prevention Program, NICHQ led the National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN) initiative. The program helped to identify facilitators and barriers to implementing safe sleep and breastfeeding and yielded evidence to inform future initiatives and resources, including the usage of community-based participatory quality improvement. View some of NICHQ's work below.

Community-Based Approaches to Infant Safe Sleep and Breastfeeding Promotion Webinar

This [webinar](#) discussed how the NAPPSS-IIN programmatic and evaluation pursuits shifted to center community voices within participatory quality improvement (QI). Community partners share their experiences leading and implementing QI activities. Implications for MCH projects and community-based research were discussed.

Applying an Equity Lens to Safe Sleep and Breastfeeding Efforts

[Read recommendations](#) for how health professionals and improvement initiatives can better support the health and well-being of Black families from three NAPPSS-IIN faculty experts.

NEW SAFE SLEEP ARTICLE: Making Sleep Safer for Infants

In this roundtable, the AAP's own Bonnie Kozial and Terri Miller from the Georgia Department of Public Health sit down with Clare Grace Jones to discuss the need to consider health disparities and culture in safe sleep initiatives. Read the full transcript [here](#).

RESOURCE HIGHLIGHTS: First Candle and ROSE

During our latest National Collaborative for Safe Infant Sleep call, we heard from Alison Jacobson from First Candle and Dr. Kimarie Bugg from Reaching Our Sisters Everywhere (ROSE). They discussed strategies their organizations use to improve equity. See below for resources and events from First Candle and ROSE.



- **Let's Talk Community Chats-** Community gatherings that bring together grandparents, dads, doulas, and lactation consultants to provide education and support around safe sleep and breastfeeding.
- **Straight Talk for Infant Safe Sleep-** A training program for healthcare professionals to discuss the current AAP recommendations and explore how implicit bias impacts the information families receive.
- **The Drip-** Weekly virtual meetings designed to improve access to breastfeeding in the African American Community. Meetings include resources, support from ROSE staff and an open discussion.
- **Healthcare Provider Training-** Trainings on breastfeeding support for health care providers, peer counselors, and community health workers who work with underserved communities and families of color.

NEW RESOURCE FOR PARENTS

A new edition of *14 Ways to Protect Your Baby from SIDS: Safe Sleep Advice from the Experts* was recently published. Written by Rachel Moon M.D. FAAP and Fern Hauk M.D., this book explains what is known about Sudden Infant Death Syndrome and other sleep-related infant deaths. Written for parents, this book describes the most effective ways to reduce risks and protect the baby. Find it [here](#).

14 Ways to Protect
Your Baby From SIDS

Safe Sleep Advice
from the Experts

2nd edition

Rachel Y. Moon, M.D. & Fern R. Hauk, M.D., M.S.



Have a resource or project you would like featured in our next Safe Sleep Initiatives Newsletter? Please email cwator@aap.org