



# Sleep Baby Safe

 from campaign to  conversation 

Amanda Bagin, MPH, CHES  
Children's Health Alliance of Wisconsin

Wisconsin Oral Health Conference  
September 24, 2019





# Why safe sleep?

- Create a consistent message across Wisconsin
- Guide professionals to have effective safe sleep conversations
- Ensure conversations are taking place with all caregivers





# Children's Health Alliance role

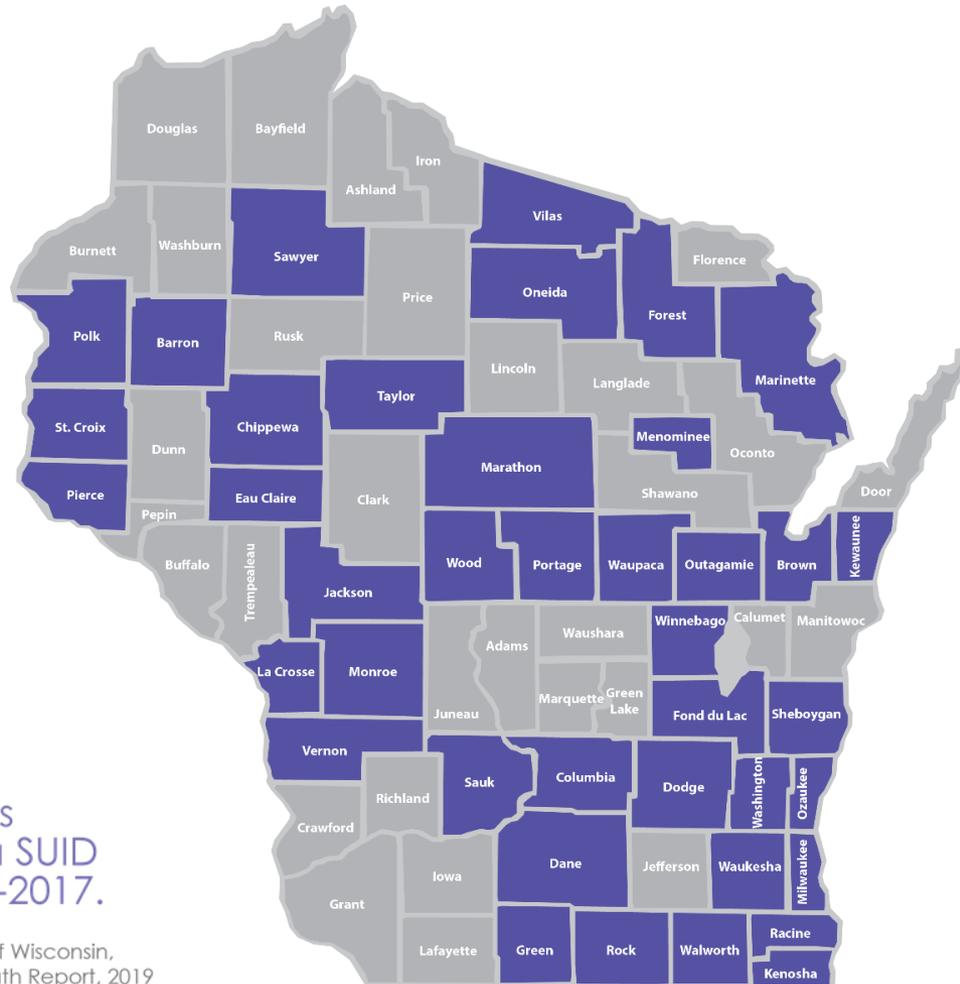
- Create and update trainings and resources
- Facilitate trainings
- Provide technical assistance to local health departments
- Partnerships at state and local levels to create consistent message
- Sudden Unexpected Infant Death (SUID) surveillance



sleep baby safe



# Wisconsin SUIDs, 2015-2017



● Purple counties experienced a SUID between 2015-2017.

Children's Health Alliance of Wisconsin,  
Sudden Unexpected Infant Death Report, 2019



sleep baby safe



# Sleep Baby Safe

Trainings and resources designed for:

- Professionals working with families
  - Home visitors, public health, WIC
- Child care providers
  - Continuing education hours available
- Medical providers



sleep baby safe



# Training objectives

- **Why it matters:** Understand research and “why” behind safe sleep recommendations
- **Play it safe:** Know and share safe sleep recommendations from American Academy of Pediatrics (AAP)
- **Let’s talk:** Engage in conversations with caregivers about baby’s sleep environment

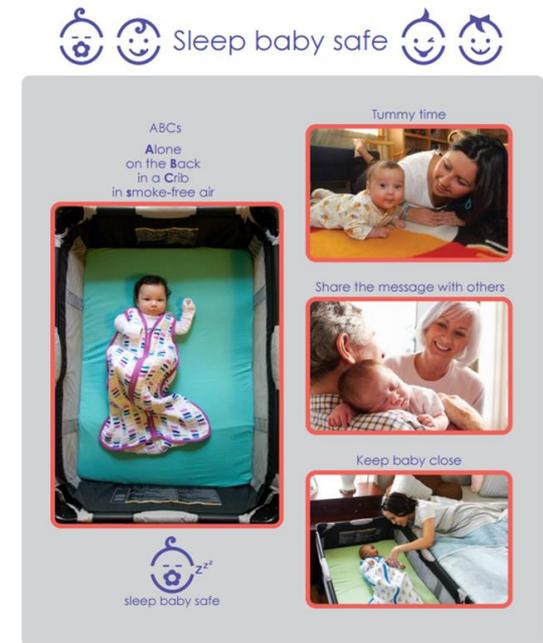


sleep baby safe



# Sleep Baby Safe resources

- Trainings and pre/post tests
- Videos for families
- Online training modules for professionals
- Handouts
- Available on Alliance website:  
[www.chawisconsin.org/sbs](http://www.chawisconsin.org/sbs)





# Newborn Nests

- Addresses barriers to safe sleep
- Includes training and evaluation
- Funding from CHW Foundation
- Partnership with UW-Milwaukee College of Nursing for evaluation





# Newborn Nest



- Complies with ABCs of safe sleep
- Promotes room-sharing and breastfeeding
- Portable
- Space saving



sleep baby safe



# Key take-aways

- Consider how conversations are taking place with families
- Partnerships are key to consistent messaging
- Continually evaluate and gather feedback



# Questions and thank you

Amanda Bagin  
[abagin@chw.org](mailto:abagin@chw.org)



Follow the Alliance on Facebook and Twitter @CHAWisconsin