



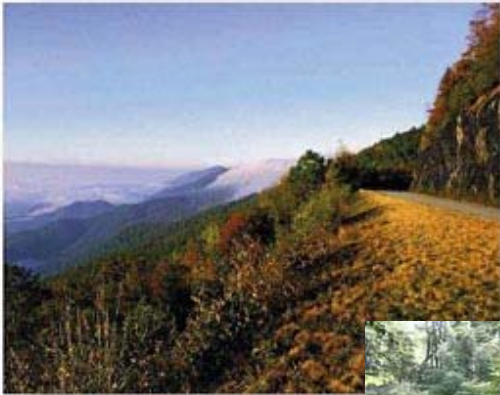
***Let's Tango:
Practice encounters policy in
North Carolina's statewide
Infant/Toddler Safe Sleep and SIDS Risk
Reduction in childcare initiative***



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1998-2007

www.NCHealthyStart.org

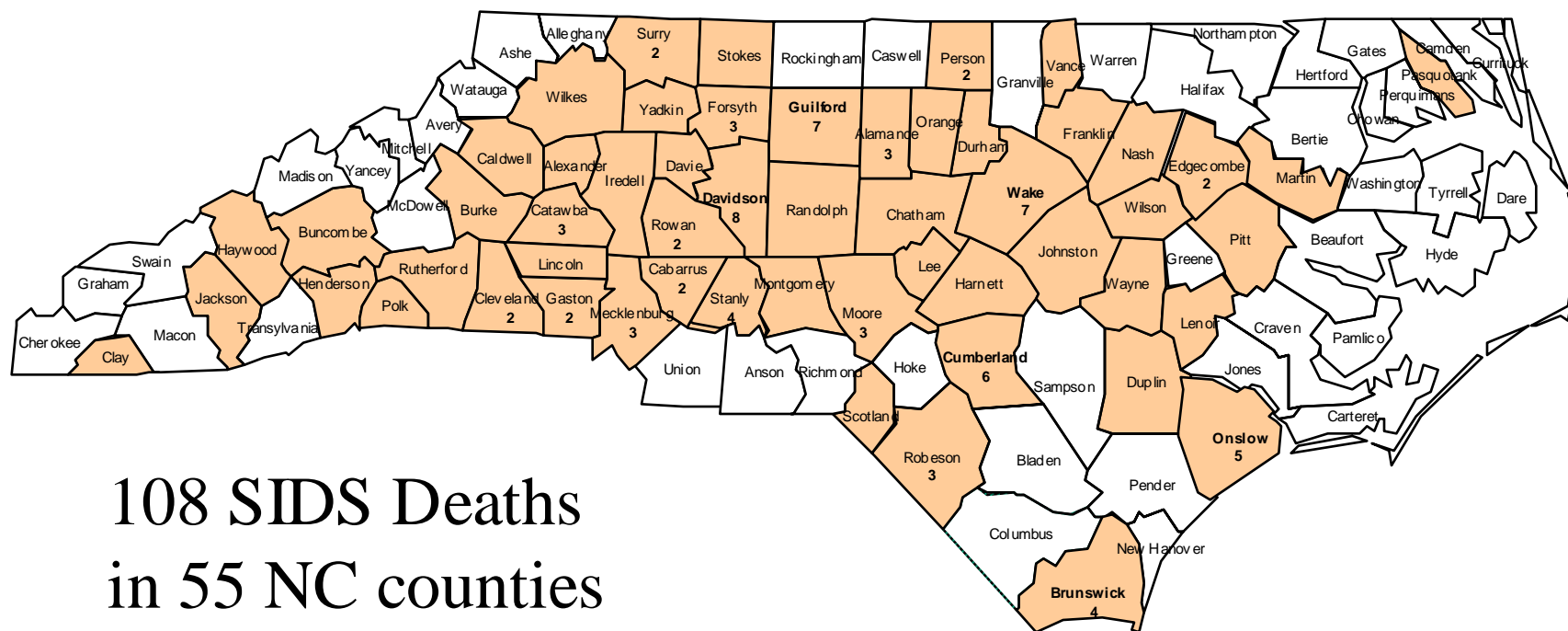
North Carolina



North Carolina



Sudden Infant Death Syndrome (SIDS) NC – 2005



108 SIDS Deaths
in 55 NC counties

Data Source: State Center for Health Statistics and OCME

Map: North Carolina Healthy Start Foundation 1/07



Sudden Infant Death Syndrome (SIDS) in North Carolina

- **NC exceeds national rate .8 per 1,000 live births vs .5 per 1,000 live births US (2004)**
- **Leading cause of infant death ages 1-12 months**
- **100 SIDS deaths annually**



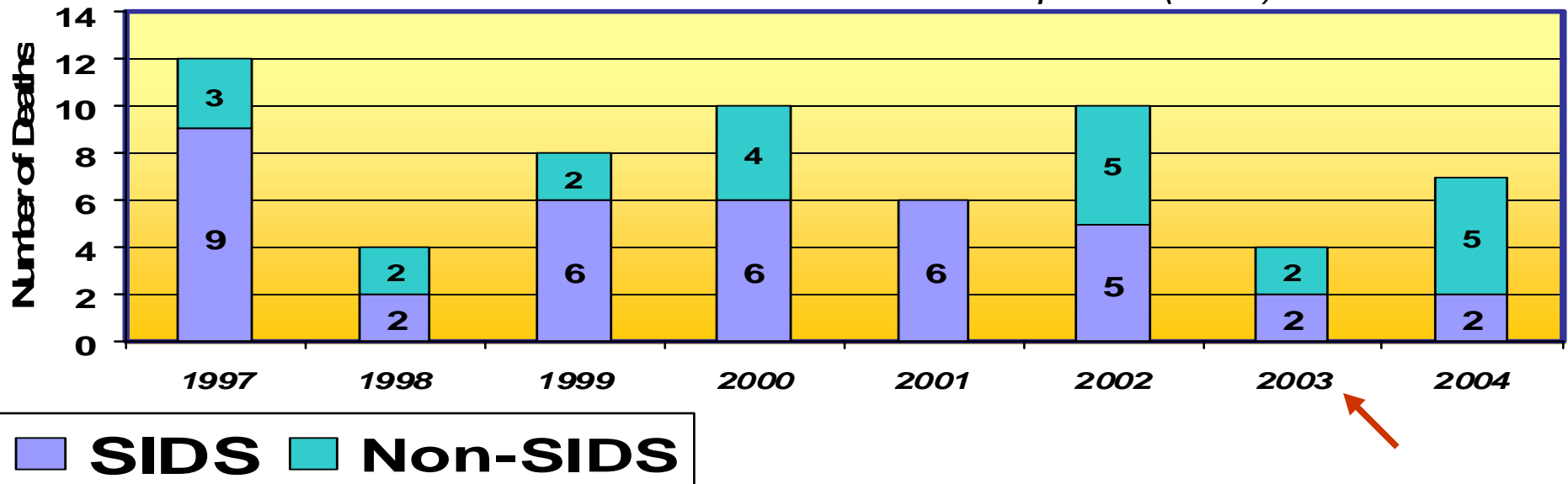
Background:

Sudden Infant Death Syndrome (SIDS) - leading cause of death in NC child care.

From 1997-2004, of the 61 childcare deaths, 38 or slightly less than two-thirds were SIDS deaths.


Proportion of SIDS to Non-SIDS Deaths in North Carolina Child Care 1997-2004

Data Source: NC Division of Child Development (DCD)



Background:

Three pivotal events impact SIDS risk reduction in NC regulated childcare settings

-  **ITS SIDS Training Project** – 2002-2006
- **Media** – *Raleigh News & Observer* (Feb 2003)
 - *Deaths in Day Care* investigative series
 - Editorial
- **Policy** – **G.S.** Dec 2003; **Regulations** May 2004

Media is a Catalyst for Policy Change in 2003

SUNDAY, FEBRUARY 23, 2003

TODAY'S QUESTION

In the past four years, 33 children have died in North Carolina day cares. How should we go about building a system that does a better job of protection?



Case closed
DEATH IN DAY CARE

SIDS is the most common cause of death in day care. Experts say placing babies on their backs to sleep can lower the risk. But that's not required in North Carolina day cares.

OBSERVER

14A

EDITORIAL
OUR VIEWS

A cradle will fall
Governor Easley and legislative leaders must act to toughen day care oversight and regulation, and it must happen soon.

THE DAY DREW DIED

Case closed
DEATH IN DAY CARE

Tougher laws? Cooperation among investigating agencies? Better information for parents? What's the best way?

TO KEEP BABIES SAFE

Wilmington State

THE NEWS & OBSERVER



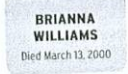
JONATHAN BINGHAM
Died June 19, 2000



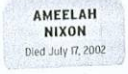
HASSAN KAMARA
Died July 29, 1999



MONTROSE GALLARDO
Died Nov. 2, 1999



BRIANNA WILLIAMS
Died March 13, 2000



AMEELAH NIXON
Died July 17, 2002



DREW JONES
Died Aug. 14, 2001



Continues a series of ESCAR events. PAGE 5B
The Triangle News

Bills aim to keep day care safe

SALISBURY POST
SALISBURY, NC
THURSDAY JUL 10 2003

NEW DAY-CARE REGULATION OK'D

Safer sleep for babies

state requirement that child-care

Back to sleep for a little safer

A simple but sensible new law ought to help prevent infant deaths in child care centers in North Carolina.

STAR-NEWS
WILMINGTON, NC
FRIDAY 11 2003

Safe sleep policies to reduce SIDS in child care mandated

A law requiring that child care providers position babies on their back for sleeping, put into practice a safe sleep policy and receive training around safe sleep practices will go into effect on December 1, 2003. The law is designed to:

- lowering the risk of SIDS, babies who sleep on their backs appear to be:
- less likely to develop fevers
- are not as likely to get stuffy noses;
- less likely to develop otitis

TRYON DAILY BULLETIN
TRYON, NC
FRIDAY

Measures address how infants are put to bed and when medicine can be given.



Strategies for working with policymakers:

- **Educate and engage the media and policymakers**
- **Provide evidence-based research**
 - American Academy of Pediatrics (AAP) recommendations
 - Research literature about SIDS in child care
 - National Back To Sleep Campaign & NC BTS data
 - State Center for Health Statistics – NC data



Strategies for working with policymakers:

- **Make public education materials available**
- **Attend committee hearings; be prepared to provide information and comment**
- **Bring allies to legislative committee hearings, public hearings or one-on-one meetings**
 - **NC Pediatric Society and AAP affiliate**
 - **Tobacco prevention advocates**
 - **SIDS parents; childcare providers**



Policy:

- **HB152 – February 2003**
- **General Statute 110-91-15 – December 1, 2003**
“Prevent” SIDS Law
 - back sleep position
 - waiver may apply
 - written safe sleep policy
 - communication – inform parents about policy
 - SIDS training



Policy:

Child Care Licensing Rules – May 1, 2004

- **back sleep position**
 - *Alternative Sleep Position – Physician Recommendation (< 6 months)*
 - *Alternative Sleep Position – Parent Request (> 6 mo)*
- **written safe sleep policy communicated to parents prior to enrollment; signed**
- **ITS-SIDS training**
 - within 4 months of employment
 - recertified every 3 years
- **Tobacco-use restrictions strengthened in family childcare homes and in all vehicles while children transported**



Infant/Toddler Safe Sleep and SIDS Risk Reduction in Child Care

Background:

Baseline Data Collection – 2002 and 2003
infant sleep practices in childcare homes and centers

SIDS risk reduction and safe sleep standards
initially voluntary



Goals:

- **Establish cadre of certified ITS-SIDS trainers**
- **Introduce a safe sleep standard of care**
 - Provide standardized training to lower SIDS risks in licensed child care
- **Contact hour credits for childcare providers**
- **Educational materials**

Methods:

(Critical qualities for success & sustainability)

- **Use a *train-the-trainer* model**
 - incorporate principles of public health, epidemiology & social marketing
 - develop curriculum and training
 - develop/distribute supporting educational materials
- **Support trainers**
 - educational credits for nurses (4.8 hrs)
 - technical assistance – phone, email
 - on-line newsletter – updates, Q&A, research articles

Methods:

(Critical qualities for success & sustainability)

- **Tap into existing childcare network for trainers and advisors**
- **Convene Advisory Group – quarterly**
- **Track trainers, assess quotas and evaluate trainings**
- **Assess project impact**
 - Pre-Test and Post-Test observations and survey

Methods:

(Critical qualities for success & sustainability)

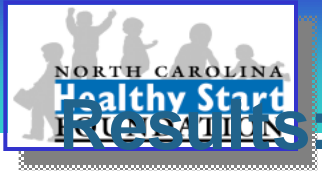
- **Incorporate findings into further training and intervention**
 - Phase 4 – In-Depth Technical Assistance (2005-2006)
 - In-depth policy development
 - behavior change – policy & practice
 - Tools - sleep log/checklist; on-line support

Teaching Modalities:

- **Solicit trainers' SIDS experiences**
 - invite elaboration
- **Lecture with visual aids**
 - SIDS data – US and NC
 - Triple Risk Model
 - Definitions - glossary

Teaching Modalities:

- **Small group activities**
 - SIDS scenarios
 - practice using ed materials
 - problem solving – safe and unsafe cribs
 - discussion
- **Q & A**
- **Sharing own experiences**



Results



Phase 1 – Phase 3 (2002-05)

Phase 4 (2005-2006)

Project expanded from 2 to 4 years to meet demand

- **256 Certified ITS-SIDS trainers**
- **1,713 trainings scheduled/completed**
- **30,858 child care providers trained**
 - Exceed goal of 14,500 by 112%

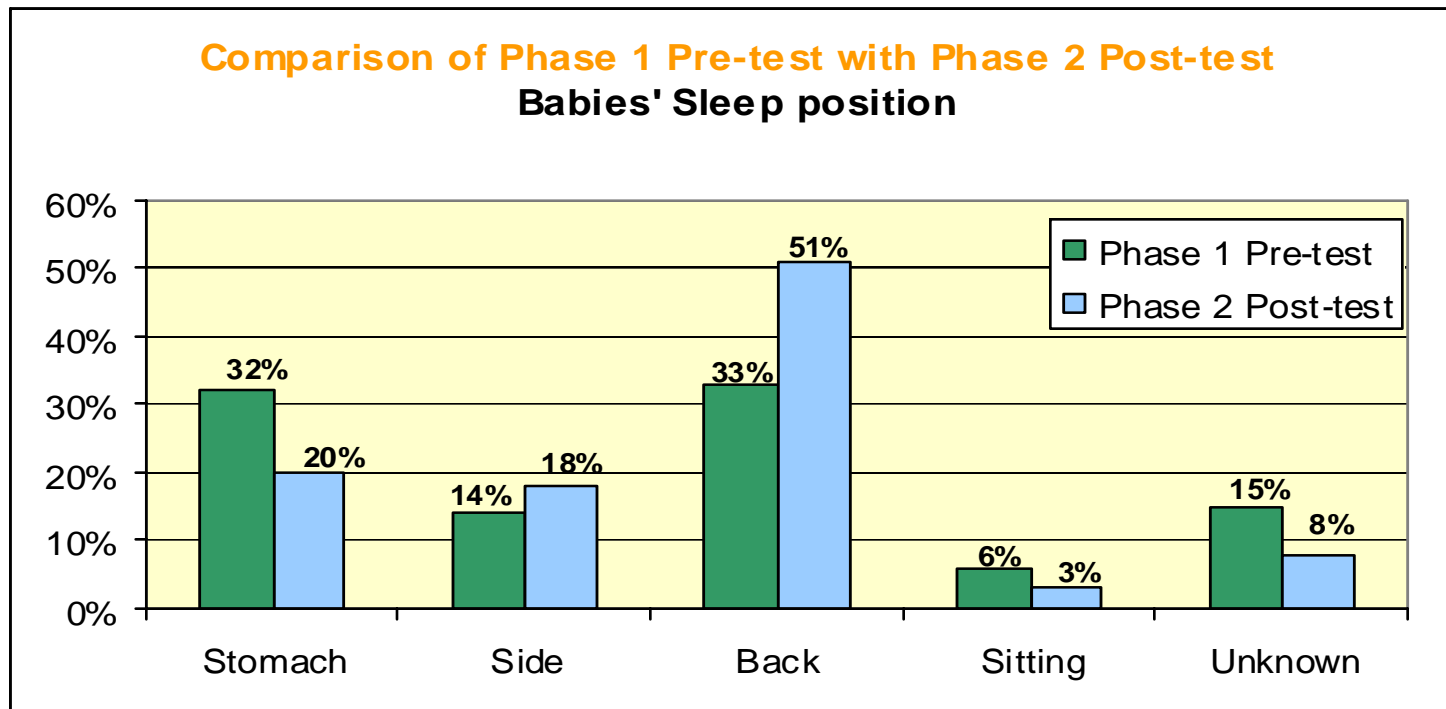


Results: Pre-test/Post-test Survey

After training, after NC SIDS Law enacted and child care rules revised

Matched 48 providers' Pre-test and Post-test compared.

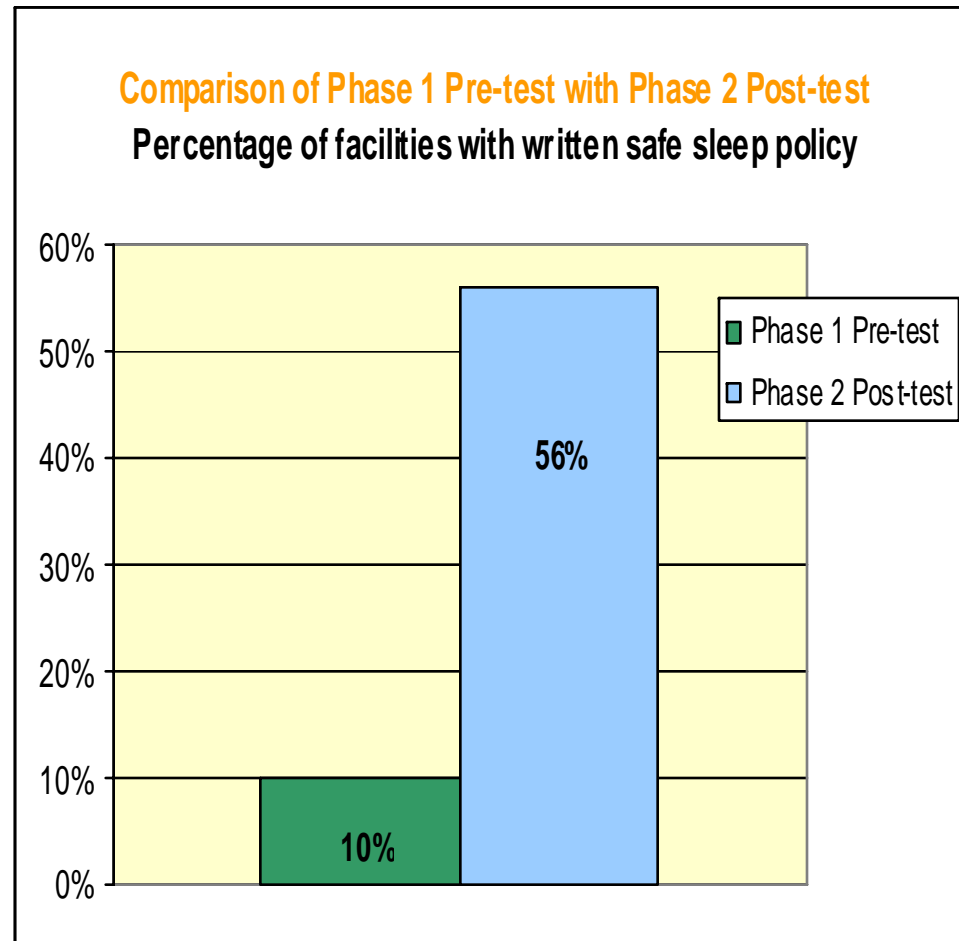
- **Providers adopt steps to lower SIDS risks in NC child care after training and policy changes.**
- **More infants observed on backs and fewer on stomachs for sleeping.**
- **Increase in side sleep positioning for infants.**





Results: Pre-test/Post-test Survey

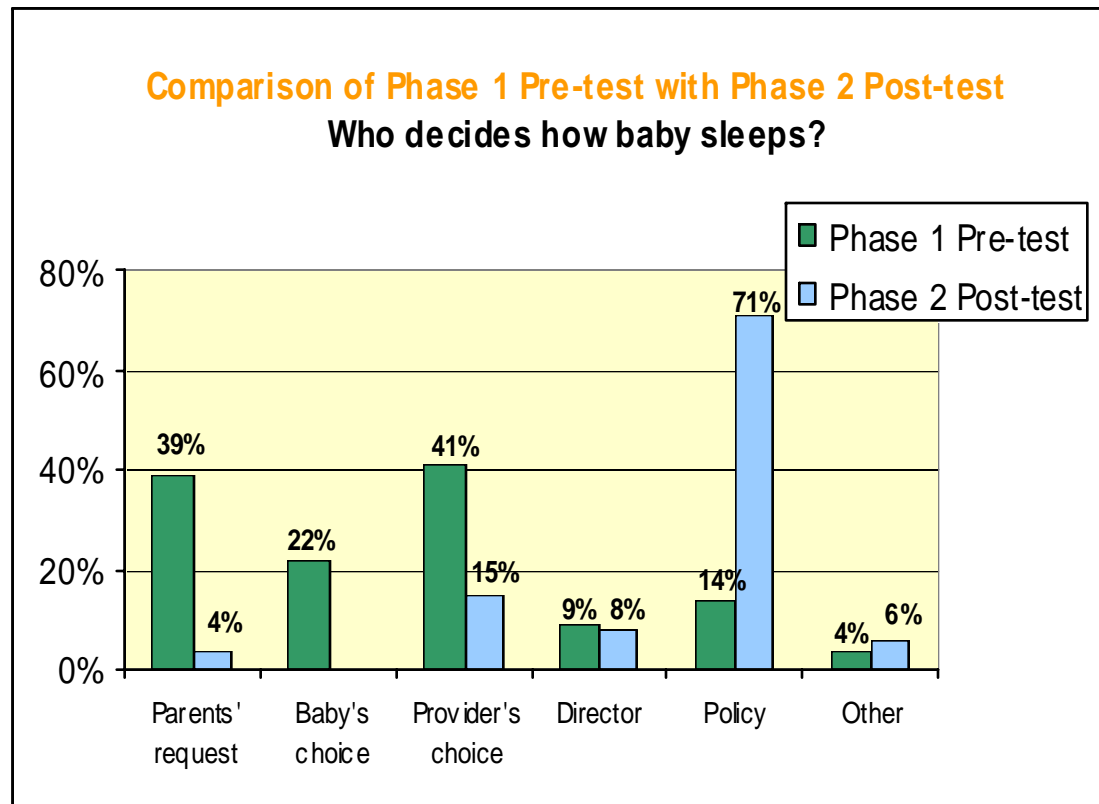
- The percentage of childcare facilities with a Safe Sleep Policy increased almost five-fold.





Results: Pre-test/Post-test Survey

- Policy rather than the childcare providers' or parents' choice became the primary determinant of the baby's sleep position in childcare homes and in centers.





Discussion:

The ITS-SIDS training and the changing SIDS risk reduction landscape (policy) in North Carolina has resulted in positive changes.

- **Safer sleep practices and lowered SIDS risks in childcare centers and family childcare homes are now the norm.**
- **Safe Sleep Policies are being adopted.**
- **The ITS-SIDS training has been institutionalized and will continue (sustainable).**



Discussion:

What childcare providers say

As a result of the training, providers intend to put the information learned into practice and:

“Adopt a sleep safe policy in my infant room and educate all my parents on the policy and encourage them to do the back-to-sleep at home.”

“Be a better childcare provider.”

“Always implement safe sleep practices as a caregiver and a parent.”



Discussion:

What childcare providers say

As a result of the training I will:

“Do my best to teach others about ITS-SIDS law so that quality care will be provided at all times for the love of the children.”

“Pay closer attention. I do smoke in my car on the way to work. I will bring another shirt even though I don’t work with infants.”



Discussion:

Our data show that despite progress, on-going education and technical assistance is needed to align infant sleep practices with licensing requirements and Safe Sleep Policies designed to lower SIDS risks.



Conclusion:

- **North Carolina has taken significant steps to lower the risks of SIDS in child care with the ITS-SIDS training and Safe Sleep Policy rules.**
- **More infants are positioned on their back to sleep and sleep environments are safer.**
- **Both providers and ITS-SIDS trainers have extended infant sleep safety standards beyond their work environments and incorporated them into their personal lives.**



Conclusion:

- **Safe sleep educational efforts in NC child care will be sustained due to positive regulatory changes.**
- **Childcare providers and ITS-SIDS trainers now play a vital role in educating parents about infant sleep safety and SIDS.**



Addendum:

Significant SIDS decline since 2003 attributed to policy changes and training

Proportion of SIDS to Non-SIDS Deaths in NC Child Care: 1997 - 2007

Data Source: NC Division of Child Development

Updated: September 27, 2007

