

Safe Sleep is More Than Back to Sleep - Mini Conference January 2010

Group	What Works	How can we do more of what works?
Yellow	<p>Safety of the children                      Availability of crib, port-a-crib                      Good role model                      Hearing other's stories                      Emotional connection to a story                      Numbers don't mean anything emotionally                      Creating associations to fight against subliminal messages                      Champion – Jennifer Lopez                      Mixed messages confusing                      Difference between baby's and mom's needs                      Prenatal education re safe sleep                      Bonding with baby in other ways</p>	<p>Message for all not target some not others                      Interview those that suffered loss                      What leads people to make safe sleep choice?                      Choose Dr.                      Emotional connection with Dr.                      Trust Dr.                      Health empowerment vs. health ed                      Help Mom feel like safe sleep = good Mom                      Prenatal conversation                      Educate at school age                      Wic                      Libraries and other places where people wait                      Change behavior early in prenatal period                      Cultural influences</p>
Blue	<p>Need for emotional impact – images, understanding, behavior                      Peer training – peer education and support                      Education related to personal needs and perception                      Group prenatal setting                      What is working for whom? Culture                      Daily behaviors not based on education but on “need” – baby sleeps better in crib with sheet and bumper                      Response to education based on long-term results/consequences – baby still in bed @ 2 years old                      Behaviors of convenience                      Breast feeding                      Equal to car seat safety, “healthy home”, repeated consistent message                      Message bombardment/various sources</p>	<p>Reach out to grandparents /role models – education, understanding, knowledge, accepted behaviors                      Face book\visuals                      Groups vs. 1 on 1 – peer educators</p>

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Green	<p>Surprised about how many do sleep with babies            Co sleeping only one element of unsafe practice            SIDS – was used extensively before – perhaps police/firefighters attributed deaths to SIDS before?            Lots of opportunities from prenatal to one year – lots of visits, etc. reviewing chart indicates message was delivered            Majority of folks know about sids and co sleeping            “It won’t happen to me”            How do we come up with a campaign to make it as successful as Back to sleep?            Someone they trust needs to deliver the message            Need to change cultural beliefs – if MOM had 10 kids and said “do this, not that”</p>	<p>Get more specific advertising – educating, storytelling            Need a spokesperson            DVD for parents and influencers            Grandmother or other powerful and respected figure            We know better now            If I had a daughter I would tell her do this even though I did not            Pass info out in church            Info in funeral homes            PSA            Mainstream current message            Saturation – hc providers did give message same message as my church, as my mom, etc.            How you say is as important as what you say            Safe sleep in hospital – peds resident says he sees Mom’s co sleeping in hospital beds            CPS – are they training in dangers of unsafe sleep?            Check for cribs?</p>
Red	<p>Showing a death for the newspaper and making a connection            NY loves safe babes DVD            Statistics + work + personal practices            Talk about risk/change            Discuss consequences            How do we do more of what does work            Provide/educate lifesaving options – give Mom choices            Educate influencers – grandparents, fathers, peers            Dispel myth of choking – anatomy            Being mindful of feeding choices (not undermining bf)            Standardizing the education of providers and OBs</p>	<p>Address norms – cultural, provider, community            Encourage prenatal visit to pediatrician (collaborate with Peds to deliver message)            Prenatal opportunities for education (wic, etc.)            PSA – marketing – targeted message – venues, audience, etc.            Warning labels on national level            Counteract harmful media messages            Shock ads – emphasize benefits of growing up (proms, sweet hearts, etc.)            How else can you show love and affection to baby – provide options            Tummy time and slings “wear your baby”            Emphasize bf and sleep sacks            Counteract status symbols</p>