



May 2014

Dear Healthcare Professional:

Over the last 5 years (2009-13) there have been 26 Sudden Unexpected Infant Deaths (SUIDs) in Dane County, and 22 of these have involved babies dying in unsafe sleep situations. -Our local Child Death Review and Fetal Infant Mortality Review, along with community-based focus groups, have identified concerns with infant unsafe sleep environments. SUIDs are defined as deaths in infants, less than 1 year of age, that occur suddenly and unexpectedly, and whose cause of death is not immediately obvious prior to investigation. After a thorough multi-disciplinary investigation, that includes autopsy and scene investigation, the cause of SUID may be determined. The main categories of SUID are accidental suffocation or strangulation in bed (ASSB), sudden infant death (SIDS), or unspecified cause. 85% of the latest cases of SUID are unsafe-sleep related and thereby potentially preventable. SIDS is no longer the de facto explanation as the investigations become more comprehensive.

In response to this concerning data, professionals from many different organizations have been meeting this past year to develop a county-wide infant safe sleep message. Our goal was to develop an evidence-based, clear, consistent county-wide safe sleep message to be used by all. SUID risks are related to biological, environmental, and behavioral factors acting together or separately. We focused on the factors related to environment (e.g., inappropriate bedding for age and cigarette smoke) and behavior (e.g., placing infants on their stomachs to sleep and co-sleeping) to help the families in our communities modify these risk factors that can lead to an infant's death.

As part of this effort, the Dane County Safe Sleep Initiative has launched the following tools for your use:

- **Website:** uwhealthkids.org/safesleep with best practice resources for both educators and parents on safe sleep environments. Also listed are resources for crib programs available in our community for those in need.
- **Training:** We found a need in our community for safe sleep training for organizations wanting to learn more about developing a safe sleep policy, or effectively educating parents on a safe sleep environment. If you would like a safe sleep expert to come to your organization, please contact Rishelle Eithun at reithun@uwhealth.org.

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- **Sleep Safe, Sleep Well Campaign:** Enclosed you will find materials to use as part of our community campaign, available free, for your use. This project is funded, in part, by Kohl's Cares.
 - FAQ sheet for how to talk with families and caregivers on safe sleep practices
 - Sample newsletter article
 - Door hanger with safe sleep messaging (for use near baby's crib)
 - Book: "14 Ways to Protect Your Baby from SIDS: Sleep Advice for the Experts" by Moon and Hauck
 - Example of billboards and bus signs (which can be used as posters)
- **Continuing Medical Education:**
 - Please join us on **Thursday, June 26 at 07:30 a.m.** for UW Department of Pediatric Grand Rounds presentation by Dr. Rachel Moon: SUID and Sleep-Related Infant Deaths: Successes and Challenges. The presentation will take place in 1345 Health Sciences Learning Center, 750 Highland Avenue, or you can join remotely via: <http://live.videos.med.wisc.edu>
 - The June edition of Pediatric Pathways will have an article on safe sleep for providers. You can access the on-line version at: uwhealthkids.org/pediatricpathways

On behalf of the Dane County Safe Sleep Task Force,



Nan Peterson, MS, RN
 Child Health
 Advocacy Director
 American Family
 Children's Hospital



Vincent Tranchida, MD
 Chief Medical Examiner
 Dane County



Daniel Scantlan-Scanlan, RN
 Supervisor
 Public Health
 Madison/Dane County