



Safe Sleep in Maryland

ASTHO Safe Sleep Roundtable

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Maryland Department of Health and Mental Hygiene
Prevention and Health Promotion Administration
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MISSION AND VISION

MISSION

- The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

VISION

- The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.



Plan for Reducing Infant Mortality in Maryland

- Life Span Approach
 - Before pregnancy
 - During pregnancy
 - After delivery
- Leading Causes of Infant Mortality
 - Preterm/Low Birth Weight
 - Congenital Abnormalities
 - Sudden Infant Death Syndrome
- Reduction of Disparities
 - Statewide needs assessment in 2010 with 14 indicators
 - County Level Interventions
 - FIMR Teams
 - CFR Teams



Sudden Infant Deaths in Maryland

- 276 Deaths (2008 - 2012) from Sudden Infant Death Syndrome
 - 25 Anne Arundel County
 - 83 Baltimore City
 - 29 Baltimore County
 - 16 Montgomery County
 - 44 Prince George's
- These deaths are potentially preventable



Maryland Crib Bumper Ban

- April 2011, Maryland Department of Health and Mental Hygiene initiated a review of crib bumper pads.
 - 30 day public comment period
- Secretary appointed advisory panel to advise the Department on what action should be taken.
 - Meeting in May 2011 and July 2011
- October 2011 the Department of Health and Mental Hygiene published a proposal to prohibit the sale of baby bumpers in Maryland in the Maryland Register.



Maryland Crib Bumper Ban

- Ban went into effect June 21, 2013
- Media Coverage
 - Baltimore Sun
 - Huffington Post
 - Yahoo News
 - CNN
 - Local and National TV
- Applies to in store and online sales



B'More for Healthy Babies - Safe Sleep Initiative

- www.healthybabiesbaltimore.com
- Infant sleep-related deaths are the second leading cause of death for healthy infants in Baltimore City
- Initiative includes mass media campaigns, community outreach, and education for providers.
- In communities, use local champions to educate family, friends, and associates on safe sleep.

Does your baby SLEEP SAFE?



Far too many babies in Baltimore City die before their first birthday. Many of these deaths happen while the baby is sleeping. Don't put your baby at risk.

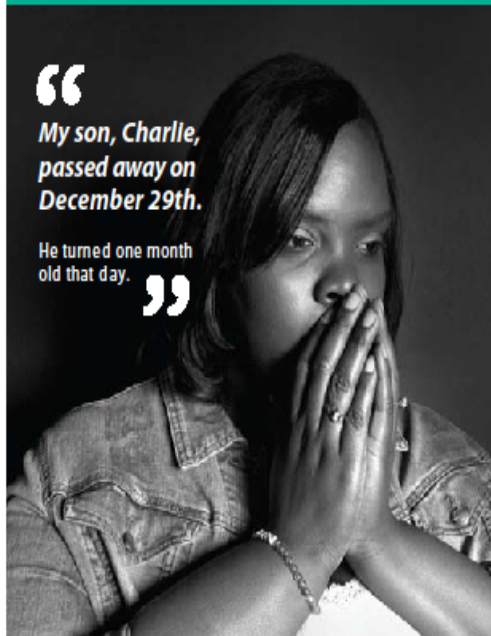
Put your baby to sleep safe.

SLEEP SAFE
Alone. Back. Crib.
NO EXCEPTIONS

Does your baby SLEEP SAFE?

Far too many babies in Baltimore City die before their first birthday. Many of these deaths happen while the baby is sleeping. Don't put your baby at risk. Put your baby to sleep safe.

SLEEP SAFE – Alone. Back. Crib. No exceptions.



“
*My son, Charlie,
passed away on
December 29th.*

He turned one month
old that day.”

Knowing what I know now, Charlie would have slept in his crib that night instead of in our bed with us. I wish I could go back to that night and change it.

Alone

Most sleep-related deaths occur when babies sleep with an adult or another child in an adult bed or on a sofa. Share your room with your baby, but not your bed.

Back

The safest position for a baby to sleep is on his or her back. Babies are not more likely to choke on their backs. In fact, when a baby is on its stomach, anything spit up can block the air pipe and cause choking or breathing problems.

Crib

Your baby's sleeping place should be clean and clear. **No blankets, pillows, fluffy toys or stuffed animals. Just a tight-fitting sheet on a firm mattress.**

NO EXCEPTIONS

Your baby should ALWAYS sleep safe: Alone. On his or her Back. In a Crib. Every night. Every nap. It's just not worth the risk of your baby dying.

B'more for Healthy Babies is an innovative effort to reduce infant mortality in Baltimore City. It is co-sponsored by Mayor Stephanie Rawlings-Blake, the Baltimore City Health Department, and the Family League of Baltimore City, with funding from CareFirst BlueCross BlueShield.



EVERY BABY COUNTS ON YOU.

Does your baby SLEEP SAFE?

**ANTOINE
DOW**
FATHER OF THREE
WITH ANTOINE JR.



SLEEP SAFE
Alone. Back. Crib.
NO EXCEPTIONS

Messaging

- Challenges
 - co-sleeping/attachment parenting
 - grandparents/extended family
 - previous personal experience
- Direct Messages
- Personal Experiences
- Local/Community Champions
- Consistency
 - Alone, Back, Crib, No exceptions

Partnerships

- Hospitals
 - Standard discharge instruction and video watching
- OB/GYN
- Pediatrician
- WIC
- Home Visiting
- Federally Qualified Health Centers
- Non-traditional Partners
 - Substance Abuse Treatment
 - Jury Duty
 - MVA



Questions

Contact Information

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