



Reducing Sudden and Unexpected Infant Deaths (SUID) in Wisconsin

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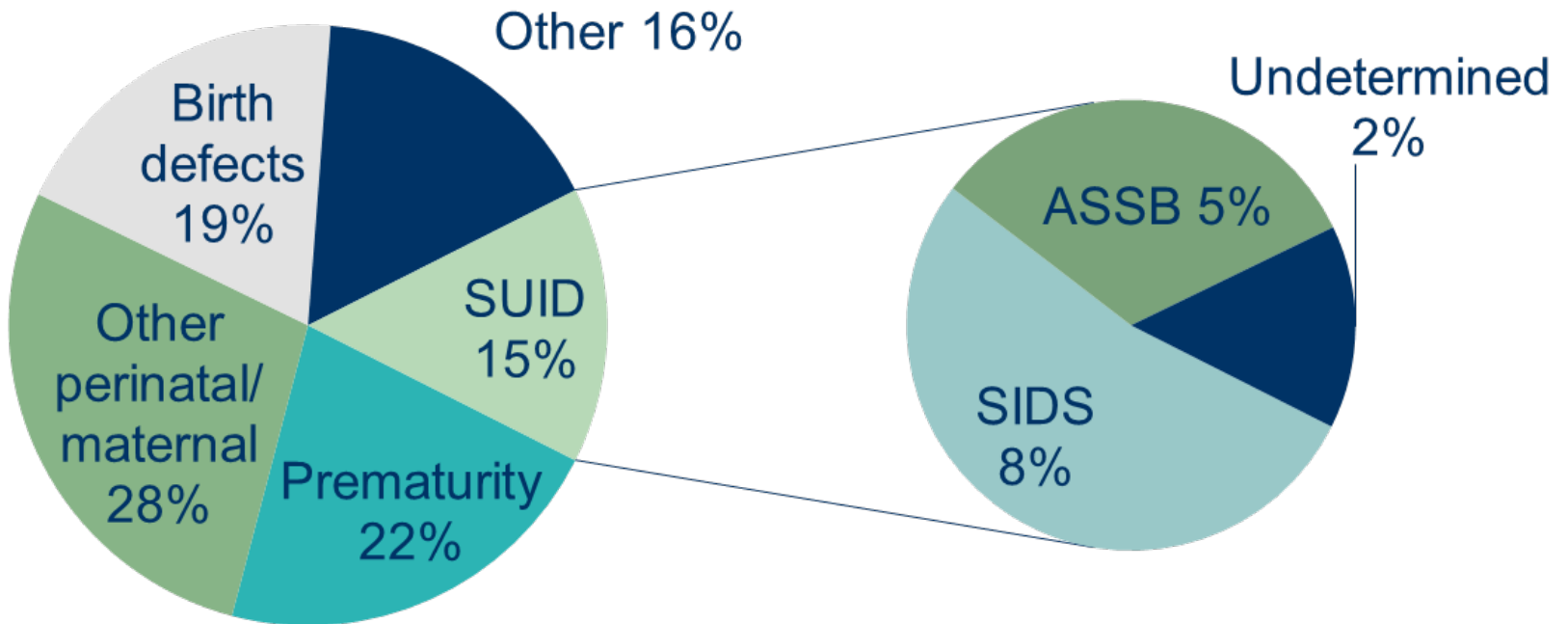
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SUID deaths, Wisconsin, 2009-11

Infant deaths, by cause



Source: 2009-2011 Wisconsin resident Death Certificates, Wisconsin Department of Health Services.



Keys to Wisconsin efforts to reduce SUID

1. Support local reviews and prevention activities
2. Strengthen data collection and use
3. Develop and foster key partnerships



1. Support local reviews and prevention activities

- Wisconsin Title V dollars to local communities
 - *Keeping Kids Alive*
 - *Wisconsin Healthiest Families*
- Provide technical assistance/support to teams



Local prevention activities

City of Milwaukee

- Safe sleep coalition
- Citywide crib distribution
- Safe Sleep Sabbath

Dane County

- FIMR/CDR collaboration
- Established local coalition
- Three prong approach

Wood County

- Local hospitals and daycare centers
- Safe Sleep Summit



2. Strengthen data collection

- Perinatal Periods of Risk (PPOR)
 - Analysis included as part of department-level goal to reduce infant mortality
- SUID Case Registry
 - CDC grantee: Department of Health Services with Children's Health Alliance of Wisconsin
 - Increase review and collection of SUID events
- PRAMS (Pregnancy Risk Assessment Monitoring System)
 - Use data to inform programs and partners



PRAMS and AAP SUID prevention recommendations

AAP Level A SUID Risk Factor Recommendations	Wisconsin PRAMS (2009-11)
1. Mother received prenatal care	59%
2. No alcohol use during pregnancy	92%
3. No tobacco use during pregnancy	87%
4. Breastfeeding (ever)	83%
5. Back to sleep (infant sleep position – back)	81%
6. Firm sleep surface	X
7. No bedsharing	50%
8. Pacifier use	X
9. No overheating	X
10. No household smoke exposure	93%

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services.



3. Develop and foster key partnerships

- Children's Health Alliance of Wisconsin (CHAW)
 - DHS has contract with CHAW to help develop, support, and sustain child death review (CDR) and fetal infant mortality review (FIMR) statewide



3. Develop and foster key partnerships

- **Striving to Quit (Medicaid & Public Health)**
 - 5-year grant from Centers for Medicare and Medicaid Services to help BadgerCare Plus members quit smoking
 - Includes focus on pregnant/postpartum women
- **Region V CoIIN (Collaborative Improvement and Innovation Network)**
 - Work with statewide and regional partners on efforts to reduce SUIDs



3. Develop and foster key partnerships

- Children's Hospital of Wisconsin
 - Adopted the AAP Safe Sleep Policy
 - Evaluated staff beliefs and attitudes
 - Conducted hospital-wide education campaign and unit audits
 - Revised hospital forms
 - CJ Foundation for SIDS grant
 - CHAW, DHS, CHW, Injury Research Center
 - Disseminate a best practice (tool kit, webinars)