



MICHIGAN DEPARTMENT OF HEALTH & HUMAN SERVICES

Infant Safe Sleep:

Helping families practice safe sleep

Putting people first, with the goal of helping all Michiganders lead healthier and more productive lives, no matter their stage in life.

About the Training

- This is an advanced training. Individuals attending this training session should be knowledgeable of the American Academy of Pediatrics (AAP) recommendations for a safe infant sleeping environment.
- The techniques that will be presented are intended for use in the context of an individual counseling interaction with a client or family, not in a group or classroom setting.



SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment

About the Training

- You will need to use your professional judgment to decide how and when to use the techniques presented to have conversations about infant safe sleep with clients and families.
- Your professional role and the length of time you have to spend with the client will also impact the conversation.
- All clients should be provided education on all of the AAP infant safe sleep recommendations and the safest way for babies to sleep.

Objectives

- 1) Discuss potential challenges families have with following safe sleep guidelines
- 2) Discuss elements of an effective conversation including how to start where clients are at
- 3) Describe the benefits of a "partnership of experts" conversational approach
- 4) Describe the elements that increase or decrease the risk of a sleep-related infant death
- 5) Identify what constitutes success in working with families around safe sleep

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Review of AAP Guidelines

- > Back to sleep for every sleep
- > Use a firm sleep surface covered by a fitted sheet with no other bedding, objects or people in the sleep area- a Consumer Product Safety Commission (CPSC) safety-approved crib, bassinet or pack and play is recommended
- > Breastfeeding is recommended
- > It is recommended that infants sleep in the parents' room, close to the parents' bed, but on a separate surface designed for infants (room share), ideally for the first year of life, but at least for the first 6 months

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Review of AAP Guidelines

- > Consider offering a pacifier at nap time and bed time
- > Avoid smoke exposure during pregnancy and after birth
- > Avoid overheating and head covering in infants



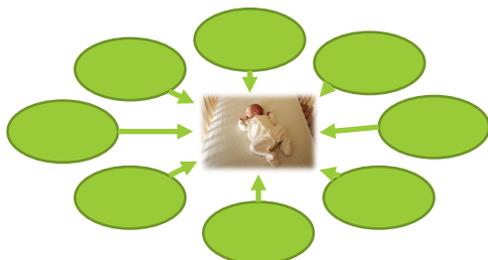
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What we are asking families to do is *not* easy



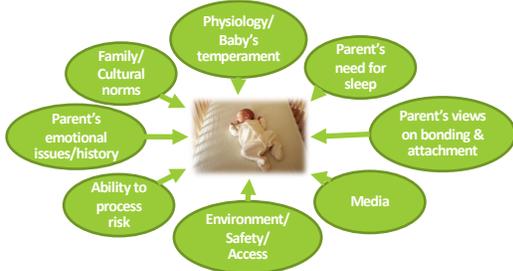
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What factors influence how parents/caregivers sleep their babies?



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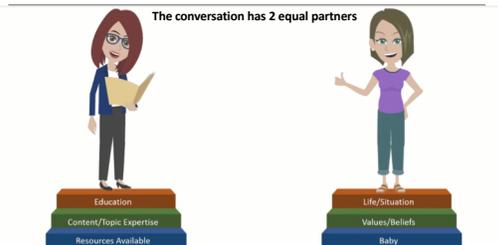
Talking about sleep with families is more than providing education “as an expert”



And it is more than listing the do's & don'ts



How to respect client's unique experiences



*“Acknowledge my life when it comes to my life.”
-Mommy-Friendly Detroit participant*

Moving to a conversations approach

The 2016 AAP recommendations state:

“The evidence-based recommendations that follow are provided to guide health care providers in conversations with parents and others who care for infants. Health care providers are encouraged to have open and nonjudgmental conversations with families about their sleep practices.”

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Resources for a conversations approach

Georgetown University’s National Center for Education in Maternal and Child Health

<https://www.ncemch.org/learning/building/>



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How to have an effective conversation?

- Ask open-ended questions
- Use a strength-based perspective with affirming statements
- Provide information in a respectful manner
 - Ask permission to share information
- Use attentive listening *with reflection* to gain deeper understanding



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What else do you need to have an effective conversation?

- Relationship with client and/or an awareness of what is going on with them can help
- Sincerity – not just checking boxes
- The “meat” of the conversation – Be able to provide the “whys” behind the guidelines
- Don’t need to be an “expert” in all of these, but need to know the “basics” and who/where to refer clients to for more

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Who to include in the conversation?

- Involve dad, all caregivers and others that may influence the parent and/or care for the baby
- May need to assist client in identifying and/or developing a support system



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What if families are not supportive?

- Sometimes family members may not be supportive or sometimes they may even provide contradictory information
- What can you do?
 - Include as many family members as possible
 - Honor the experience of older generations
 - “Now that we know better, we do better”
 - Provide education on the “whys” behind the guidelines



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Why does the conversations approach work?

Families feel valued, not judged

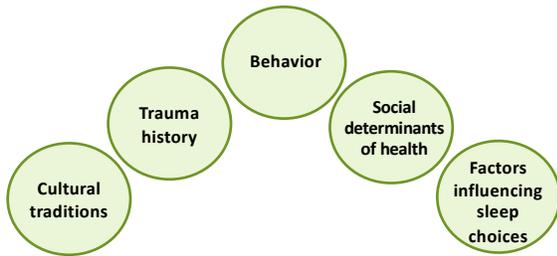
It aligns with Motivational Interviewing

- Start where client is at
- Clients are at different levels of readiness to change
- Client decides what & how



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“Start where the client is at”



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Cultural traditions

➤ Try to understand the family’s perspective

- How?
 - ❖ It is okay to ask questions
 - ❖ Try to learn about a family’s traditions/culture
- There is not a “right” and “wrong” way
 - ❖ Need to think creatively about how a family can be who they are culturally **and** keep baby safe
 - ❖ Using a “both/and” approach, not an “either/or” approach

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Cultural traditions

- **Developing cultural competence takes time and practice just as any skill you are trying to learn**
 - We encourage you to take steps beyond this training to enhance your cultural competence
 - Recommended sources for further training can be found in the "Resources" section
- **Check your biases**
 - Biases can impact your interactions with clients without you being aware of it
 - Consult online resources and your supervisor for guidance

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Summary

- Through a conversations approach, learn about:**
- The client's infant sleep practices, trauma history, cultural traditions, factors influencing baby's sleep
 - What changes the client wants to make
 - What changes the client may not be ready/able to make
 - Why the client may or may not be willing/able to make changes
 - What difficulties the client may encounter following the guidelines
 - How to assist the client in identifying supports/resources

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Taking the Next Step in the Journey



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Activity

- Adapted from one that was originally developed by the National Institute of Child Health and Human Development (NICHD), Healthy Native Babies Project
- Purpose:
 - To learn how a situation or an action increases or decreases an infant's risk of a sleep-related infant death
 - To learn subtle distinctions between increased risk and decreased risk

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Scenario: one-time home visitation



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Was this a successful conversation?



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When starting where clients are at, have I failed if...

A family doesn't follow the recommendations?

A family follows some of the recommendations, but not others?



When starting where clients are at, have I failed if...

**ABSOLUTELY NOT!
YOU CANNOT CONTROL WHAT PEOPLE DO.**

Success is:

- *Educating families on the AAP recommendations and the risks posed in not following them*
- *Starting where families are at*
- *Listening to the concerns and challenges of families*
- *Problem solving with families*
- *Supporting families in making their own decisions*
- *Keeping the dialogue open with families*

What we are asking **you** to do is *not* easy either



Support

- You are not alone – this is a *team* approach with many people at many touchpoints checking in and supporting families along the way
- It can be frustrating at times if families are not practicing safe sleep
 - Remember that this is not easy for families to do
 - Families are experiencing many challenges
- Seek out support from your Supervisor and/or your colleagues if you find yourself being frustrated or angry with clients

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Support

- The approaches that we have presented in this training may seem difficult because they are new to you
- Here are some tips for success:
 - You don't have to try all of the techniques you learned with every family – try a few until you are comfortable, then try some more
 - Practice the techniques as much as you can with colleagues, family, etc.
 - Seek out additional resources including video examples, sample conversations, etc.
 - Obtain support from your supervisor

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Support

Will these techniques work?

Will they make a difference with families?

Let's listen to some actual quotes from professionals who have tried these techniques in their practice.

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Infant Safe Sleep Program Resources

- **MDHHS Infant Safe Sleep website:**
www.michigan.gov/safesleep
Includes numerous resources for parents and professionals including links to video clips, downloadable hand-outs and supplemental materials
- **MDHHS Clearinghouse:** www.healthymichigan.com
Order free infant safe sleep educational materials including brochures (English, Spanish & Arabic), posters, decals, DVDs

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Infant Safe Sleep Program Resources

- **3 Online Trainings – link on MDHHS safe sleep website**
 - ✓ Infant Safe Sleep for Professionals Working with Families
 - ✓ Helping Families Practice Safe Sleep (“201” training)
 - ✓ Infant Safe Sleep for Child Care Providers
- **Quarterly Infant Safe Sleep Webinars**
Nov. 14, 2018 1:00-2:00 p.m.
Topic: ACES and the Impact on Parenting
- **Motivational Interviewing and Infant Safe Sleep webinar**
<https://mediasite.mihealth.org/Mediasite/Play/a1a93128b124499d9f1a205eae7411f81d>

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Infant Safe Sleep Program Resources

- **Infant Safe Sleep for Professionals Email List**
To sign up, enter your email address at:
https://public.govdelivery.com/accounts/MIDHHS/subscriber/new?topic_id=MIDHHS_99
- **New Infant Safe Sleep resource materials available on www.michigan.gov/safesleep**
 - ❖ *Baby Eating and Sleeping: What is Normal?*
 - ❖ *Breastfeeding & Safe Sleep*
 - ❖ *How Do I Know If It's Safe for Sleep?* - Learn how to tell if a product is safe for sleep.

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Infant Safe Sleep Program Resources

- **Women, Infants, and Children (WIC) webinar**
Unsafe Sleep: Understanding Risks and Protective Factors Independent Study – Available at <https://events.mphi.org/webcasts-online-learning/> under On Demand Independent Self-Study
- **MDHHS Infant Safe Sleep Program**
Contact for trainings, resource materials and assistance with safe sleep questions

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Infant Safe Sleep Program



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Resources for Cultural Competence

- **MDHHS Health Disparities Reduction and Minority Health Section website**
www.michigan.gov/mdhhs/0,5885,7-339-71550_2955_2985---00.html
- **Introduction to Health Equity**
<https://courses.mihealth.org/PUBLIC/home.html>
- **Project Implicit**
<https://implicit.harvard.edu/implicit/takeatest.html>
- **Teaching Tolerance**
<https://www.tolerance.org/professional-development/test-yourself-for-hidden-bias>

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Acknowledgments

- > American Academy of Pediatrics SIDS and Other Sleep-Related Infant Deaths: Updated 2016 Recommendations for a Safe Infant Sleeping Environment
<http://pediatrics.aappublications.org/content/138/5/e20162938>
- > Georgetown University's National Center for Education in Maternal and Child Health www.ncemch.org/learning/building/
- > Healthy Native Babies Project from the Eunice Kennedy Shriver National Institute of Child Health and Human Development
www.nichd.nih.gov/sts/Pages/default.aspx

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Acknowledgments

- > Altfield, S., Peacock N., Rowe, H., Massino, J et al. (2017). Moving Beyond Abstinence-Only Messaging to Reduce Sleep-Related Infant Deaths. *Pediatrics*, 189, 207-212.
- > Bronheim, S. (2017). Building on campaigns with conversations: An individualized approach to helping families embrace safe sleep and breastfeeding. Washington, DC: National Center for Education in Maternal and Child Health

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