Indiana Safe Sleep Program
Infant Mortality in Indiana

• 613 Hoosier babies died before their 1st birthday in 2015
  – Over 50 babies EVERY month!
  – Nearly 12 babies EVERY week!

• Over 3,000 infant lives lost in the last 5 years
  – Nearly 42 school buses at maximum capacity
Safe Sleep Collaborative

- Collaboration between ISDH and DCS
- Creates partnerships with agencies to provide safe sleep education and Infant Survival Kits
- Targets families & caregivers who do not have safe places for their infants to sleep
Program Goals

- Reduce infant mortality
- Provide all Hoosier babies with a safe sleep environment
- Improve overall health for women of child-bearing age
- Promote early & adequate prenatal care
- Decrease parental smoking & substance abuse
- Increase breastfeeding duration & exclusivity
Our messages focus on the ABC’s of Safe Sleep practices recommended by the American Academy of Pediatrics and National Institutes of Health:

- Babies should sleep Alone
- On their Backs
- In a Crib or bassinette
Who do we serve?

- Anyone who needs a safe sleep space for their baby!
  - All potential caregivers
  - All income levels

- Provide 24x7 emergency access

- Arrange delivery, if necessary
Standardized Education/Reporting

• ISDH creating education program, based on NIH info:
  ✓ Standardized safe sleep messages
  ✓ Mandatory with Infant Survival Kit distribution

• Partnering agencies offering:
  ✓ Classes
  ✓ One-on-one
  ✓ Emergency distribution, as needed

• Data collection via INSTEP Portal
Distribution Sites

ISDH/DCS provides site:

✓ Infant Survival Kits
✓ Training for educators and parents
✓ Access to web-based reporting tools/materials
✓ Assistance in program execution, as needed

Distribution site provides:

✓ Safe Sleep Education to every caregiver receiving Infant Survival Kits
✓ Timely reporting of demographics
✓ Storage space for materials
Community-Based Services

- Partnering agencies understand the needs of their clients
- Innovative ways to deliver the message/service
  - Hospital-based
  - EMS/Ambulance
  - Faith-based
  - Mental health
- Coming soon – DOSE
- Additional training/program available to community partners: NCSBS Period of PURPLE Crying program training and Cribs for Kids Hospital Certifications
Partnering Agencies

Indiana Safe Sleep Locations 2017

Indiana State Department of Health
Program Highlights

• More than 124 crib distribution partners joined the program since its inception in July 2014

• The program is now accessible in 92 of the 92 counties

• Since July 2014 approximately 10,000 cribs given to caregivers across the state
4 Ways to Keep Baby Healthy

1. Get prenatal care
See a doctor as soon as you find out you’re pregnant and attend regular visits throughout your pregnancy.

2. Don’t use tobacco, alcohol or drugs
Exposure during pregnancy – even just a little – is bad for the baby. Call 1-800-QUIT-NOW for free help to quit smoking.

3. Nurture with nutrients
Breastmilk is best for baby!

4. Practice the ABCs of safe sleep
- **A** (Alone): Always put your baby to sleep alone
- **B** (Back): Always put your baby on their back
- **C** (Crib): Always put your baby to sleep in an uncluttered crib

MCH MOMS HELPLINE
1-844-MCH-MOMS
(844-624-6667)

MOMS Helpline dedicated specialists are ready to provide valuable information and referrals to moms and pregnant women.
Contact Information

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