

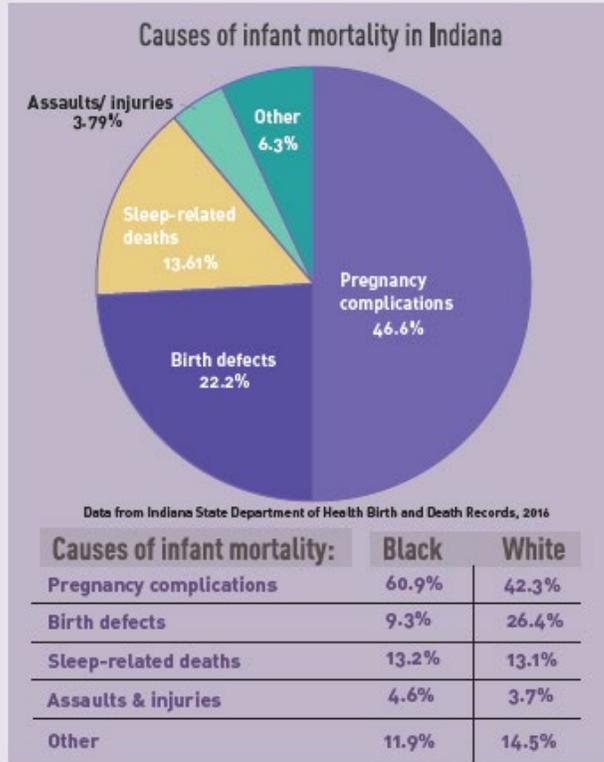


Educating Parents to  
Prevent Infant Mortality Toolkit



# INFANT MORTALITY IN INDIANA

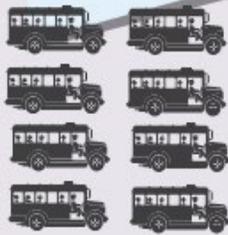
Infant mortality is when a baby dies before his or her 1st birthday.



Indiana's infant mortality rate: 7.5

National infant mortality rate: 5.9

Indiana loses more than 600 babies a year to infant mortality. That's enough to fill 8 school buses!



It is important to work in collaboration with your community to reduce the infant mortality rate in Indiana. Infant mortality rates are often used to measure the health and quality of health care for a population. Infant mortality is defined as the death of an infant before his or her first birthday. Infant mortality has been a stubborn public health issue in Indiana and it is our duty to help raise awareness and reduce this rate across our state.

If you need additional information, please contact [indianatrauma@isdh.in.gov](mailto:indianatrauma@isdh.in.gov).

*The Indiana State Department of Health would like to thank Jamie Dugan, Mary Pargin, Miranda Newberry, and Sydney Hull of Good Samaritan for developing this program and sharing it with us. Their model of the Baby Safety Shower serves as a comprehensive guide for hospitals or community organizations to replicate for expectant families.*

Thank you for showing an interest in hosting a Baby Safety Shower for expectant families in your community. A successful event takes eight weeks of planning and many dedicated volunteers, but the benefits are immediately evident in the faces of participants. The long-term benefit is the survival and well-being of babies born to the mothers and other caregivers who receive the education at the Baby Safety Shower.

The Baby Safety Shower originated from a team comprised of Trauma Services, Emergency, OB/Labor & Delivery coming together to brainstorm on all situations that may arise during pregnancy or in the first twelve months of baby's life to cause injury or harm. Every situation identified became a "booth" at the Baby Safety Shower to address how to prevent harm using the most current best practice, as recommended by the American Academy of Pediatrics or other national or state organization dedicated to education for expectant families.

## It Takes a Village



They say it takes a village to raise a child, so it only makes sense that it takes a community village to give up to thirty babies at a time the best start to life by equipping their parents and caregivers with education on the best way to care for them during the first twelve months of life.

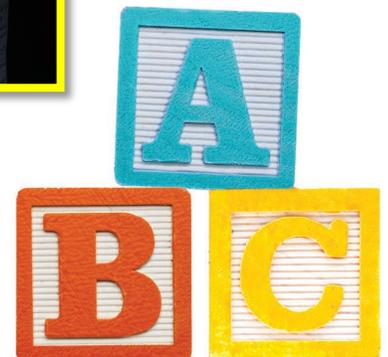


## Two hours one evening to make a difference in 30 lives

As word gets out, the Baby Safety Shower becomes the hottest ticket in town for expectant mothers. The educational health fair-style event, wrapped up in banners and balloons to look like a baby shower feels like a celebration for just them. Winning a door prize and encouraging the father, grandparent, sibling or a babysitter to join in makes it that much sweeter.



Mothers who receive an invitation from their doctor or WIC office are enticed by the free car seat to register and attend. As they leave however, they are more thankful for the things they learn from nurses and other experts about how to best care for their baby.



# Getting Started

## Eight weeks prior to shower

1. **Invite hospital staff members and external organizations to an initial planning meeting & assign duties.** (See *Baby Safety Shower Booths* section, pages 14-21)

This is an ideal opportunity to earn volunteer credit hours for the nursing clinical ladder, if offered by your hospital.

Internal hospital departments may include:

**Administration**  
**DME/Breastfeeding**  
**Emergency**  
**Education**  
**Food Services**  
**Marketing**  
**Mental Health**  
**OB**  
**Purchasing**  
**Receiving**  
**Respiratory**  
**Volunteer Services**

External organizations that may help to spread the word to parents include:

**City/Township Fire Departments**  
**ENA**  
**Fetal Infant Mortality Review Board**  
**Healthy Families**  
**Safe Kids**  
**School Nurses**  
**WIC**

Seek out organizations in the community that may want to reach expectant mothers. Instead of a booth fee, ask that the organizations bring a raffle prize.



2. Choose a location that has an open area to host as many as ninety participants.



Local community centers, churches and universities may offer a discount or allow you to use the facility free of charge as the event is considered an outreach to the community. A walk-through is helpful to understand how many tables and chairs are available for booths.

3. **Purchase car seats or accept a car seat donation**

Evenflo offers a discount for purchasing in bulk. Your purchasing department may contact the company to receive the corporate discount. If you are purchasing car seats from a hospital department budget, this offers significant savings vs. purchasing from a retailer. If a local retailer is interested in donating car seats to the event, be sure to list them on a "Thank You to Our Sponsors" sign on or near the



## 6 weeks prior to shower

### 4. Create an Invitation for the shower.



Be careful to list the correct date, time, location and to include information that registration is required and space is limited. Include an email instead of a phone number to avoid numerous calls about attending the shower after the web registration indicated the event was full.

### 5. Create an online registration form.

Work with marketing or information systems to create an online registration form to collect information about the expectant mothers and families, such as name, mother's birth date, due date, address, guests attending, first child or sibling information, current OB/GYN, and if they receive WIC or other assistance. You may upload photo and car seat liability forms (*Page 12*) to the registration so that it can save time the day of the shower. Ensure that your system will only allow up to 30 registrations to be completed, at which time a message should appear that the shower is full and no longer accepting registrations.



**6. Partner with OB/GYN, WIC, Healthy Families, DCS or other Infant Mortality Prevention Stakeholders to pass along invitations.**

Physicians know their patients. If they are given a stack of invitations, they will pass them along to those they feel could benefit from prenatal and infant education. Likewise, local organizations that have worked in the community for years know which families could benefit from the education. They are happy to also pass invitations along.

**Four weeks prior to shower**

**7. Create punch cards.**



Punch cards are distributed at registration and receive a hole punch at each booth to indicate participation. Once the card is completed, the participants are eligible to receive their car seat.



8. Recruit local student organizations to serve cake, carry car seats for mothers, and offer babysitting services for siblings.



Many school academic organizations and 4-H Junior Leaders promote community service. Be willing to offer volunteer credit for the event and you will have plenty of help. Safe Sitters can provide child care to siblings during the event to allow parents more time to interact at each booth. A complimentary hospital T-shirt is an appreciated gesture by students and helps to offer recognition as you introduce the students to the expectant families at the event.

9. Order cake, punch, decorations, table covers and create signage for event and each booth



## Two weeks prior to shower

### 10. Hold final planning meeting with booth staff

Ensure everyone has a booth assignment and the materials they need to educate on their specific subjects. Allow each qualified booth staff member the flexibility to design their own booth and educational pitch. Let them know that a table cover and signage will be present upon their arrival at the event 30 minutes prior to start. Help to procure any literature or demonstration items needed at this time.

## One week prior to shower

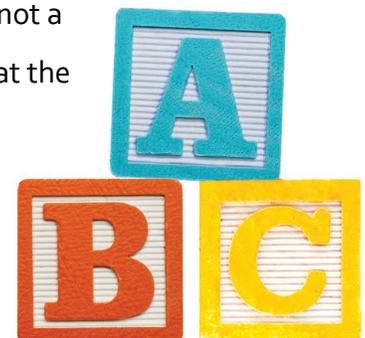
### 11. Tie up loose ends

Gather registration list, punch cards, car seat & photo liability releases (if they were not included online). Collect supplies: one hole punch per booth, scissors, tape, table covers, signage and decorations.

If utilizing a caterer for the cake or punch, ensure caterers are set to deliver prior to the event.



If desired, pick up simple sibling gifts, such as stickers or other items that are not a choking hazard. New big brother or big sister will appreciate including them at the baby shower when they tag along.



## The day of the shower



### 12. Set-Up the event

Arrive early to ensure all tables and chairs are arranged to your liking. Cover and label tables for booths, leaving additional tables for raffle prizes, games and an area to enjoy refreshments.

Decorate as desired.

Set up registration table near entrance with registration list, name tags, liability forms, empty bags for participants to collect pamphlets, punch cards, and raffle tickets.



## 30 minutes to shower

### 13. Booth staff arrives.

Staff will set up and ensure that they have a hole punch for punch cards.

### 14. Guests arrive.

At least two people should help register guests and direct them to sit in designated area until the official start of the shower. Photograph consent and car seat liability forms such as the following should be signed by participants.

<b>Participation Agreement Car Seat Liability Release</b>	
<p>Good Samaritan Hospital and the Indiana State Department of Health work with local and community organizations to educate the public about child restraint devices and may at times distribute such safety devices. Neither the Indiana State Department of Health, Good Samaritan, nor its affiliates are sellers of goods, and make no warranties, expressed or implied, about the safety of these devices.</p> <p>I understand that at all times the child restraint must be used in accordance with the instructions provided by the manufacturer of the child restraint and the instructions provided by the vehicle manufacturer. I also understand that if I do not use the child restraint as stated in the manufacturers' instructions, the child restraint may not be effective in a crash.</p> <p>By signing below, I indicate that I have read this form, understand it, and agree to accept any and all responsibility for any misuse of the child restraint device or any installation contrary to the manufacturers' instructions. I also agree to release Good Samaritan, Indiana State Department of Health, their representatives, affiliates, or anyone for whom they may be legally responsible from any present or future liability for any injuries or damages that may result from a vehicle collision or otherwise.</p>	
_____	_____
Parent/Caregiver Signature	Date
_____	
Witness	



## 15. Announcements & start of shower

Hospital representative should thank everyone for coming and thank volunteers for staffing the event. Emergency exits and restrooms should be noted for housekeeping. Host should explain the program and encourage participants to complete their punch cards in no particular order to avoid too much traffic at one booth at a time.



Guests should be told that cake is available at any time during the event and games (if applicable) are available to play as well.

Guests should also be informed that their names may be called during the event if their ticket is chosen to receive a raffle prize.



# Baby Safety Shower Booths

- **Bathing Safety / Burns**

Display: Baby bathtub, bath temperature rubber ducky

Education: Baby bathing safety, burn prevention

Booth Staffing: Emergency nurse, OB

Resources: <https://www.mayoclinic.org/healthy-lifestyle/infant-and-toddler-health/in-depth/healthy-baby/art-20044438>  
<https://www.cdc.gov/safecild/burns/index.html>



- **Breastfeeding**

Display: Breast pump, literature on breastfeeding

Education: Health benefits of breastfeeding, low cost option

Booth Staffing: lactation consultants, OB, labor & delivery nurses

Resources: [www.kellymom.com](http://www.kellymom.com) [www.bfmed.org](http://www.bfmed.org)





- **Car Seat**

Display: Car seat and mock vehicle seat

Education: Proper installation and usage of car seats

Booth Staffing: Certified Passenger Safety Technician (CPST)

Resources: [www.nhtsa.gov](http://www.nhtsa.gov)

- **Dental Care**

Display: Tooth model, poster board

Education: Emphasis on dental care for expectant mothers and baby, teething information

Booth Staffing: Local dental hygienist, dentist

Resources: [www.mouthhealthy.org/en/az-topics/b/baby-teeth](http://www.mouthhealthy.org/en/az-topics/b/baby-teeth) [www.ada.org](http://www.ada.org)

- **Emergency Care**

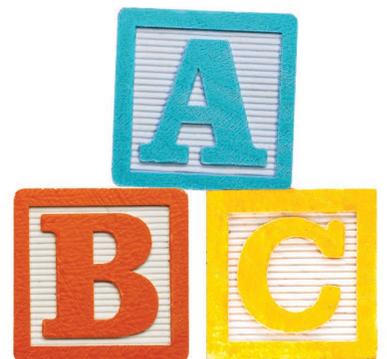
Display: Poison control pamphlets, 911 information

Education: When to bring baby to the ER

Booth Staffing: Emergency nurse or pediatricians

Resources: [www.AAPCC.org](http://www.AAPCC.org)

<https://www.preventchildinjury.org/toolkits/medicationsafety>



- **Financial**

Display: Pamphlets

Education: Health insurance information for the uninsured or underinsured

Booth Staffing: Health navigators, Financial aid representatives

Resources: <https://www.fssabenefits.in.gov/CitizenPortal/application.do#>



- **Fire Safety & Carbon Monoxide**

Display: Fire extinguisher, Carbon monoxide detector

Education: How to put out a home fire, Proper use of smoke/carbon monoxide detector

Booth Staffing: Local Fire Department, EMS

Resources: [www.redcross.org](http://www.redcross.org)



- **Immunizations**

Display: Infant immunization schedule

Education: When and where to get immunizations for baby & importance of timely immunizations for optimal health

Booth Staffing: Pediatricians, local health departments

Resources: <http://www.immunize.org/vis/>

<https://www.cdc.gov/vaccines/schedules/downloads/child/0-18yrs-child-combined-schedule.pdf>



- **Infant CPR**

Display: 5-7 infant CPR mannequins, disposable mouth covers

Education: Infant first aid for choking and CPR

Booth Staffing: CPR instructors, medical education, emergency nurse

Resources: [www.heart.org](http://www.heart.org)



- **Mental Health**

Display: Poster board

Education: Postpartum, healthy ways of coping with stress and exhaustion, encouragement to talk to your OB or PCP

Booth Staffing: Mental health, local mental health organizations

Resources: <https://www.nimh.nih.gov/health/publications/postpartum-depression-facts/index.shtml>

- **Opioid Crisis**

Display: Poster board

Education: Information on risks of opioid use during pregnancy to mother and child, local services available

Booth Staffing: Trauma, emergency nurse, EMS, local mental health organizations

Resources:

<https://www.cdc.gov/ncbddd/birthdefects/features/birthdefects-opioid-analgesics-keyfindings.html> <https://www.in.gov/recovery/know-the-o/>

- **Pet Safety**

Display: Pamphlets, poster board

Education: Information on how to introduce your baby to the family pet, Encouragement to not purchase a new pet to “grow up” with a new baby

Booth Staffing: Local humane society, pet enthusiast

Resources: [www.aspca.org](http://www.aspca.org)

- **Prenatal Care / Labor & Delivery**

Display: Poster board

Education: Stress the importance of prenatal care. Offer advice on what to expect when the expectant mother arrives at the hospital to deliver

Booth Staffing: OB

Resources: [www.awhonn.org](http://www.awhonn.org) [www.aap.org](http://www.aap.org)





- **Safe Sleep**

Display: Pack-N-Play portable crib, doll, sleep sack, extra blankets, pillows & stuffed animals

Education: ABC, allow participants to wrap doll in a sleep sack instead of a blanket, demonstrate how extra blankets and stuffed animals can become tangled and restrict baby's breathing.

Booth Staffing: OB

Resources: <https://www.in.gov/isdh/27323.htm>



- **Stop Smoking**

Display: Poster board, tobacco visual aids

Education: Smoking cessation, smokeless tobacco, secondhand smoke

Booth Staffing: Indiana Tobacco Quit Line, respiratory

Resources: <https://www.in.gov/quitline/>



- **Time Out (Shaken Baby)**

Display: Poster board, shaken baby demonstration doll

Education: Period of purple crying, healthy ways to handle stress & exhaustion,

Use of baby monitors recommended to "walk away" once baby is safe in crib

Booth Staffing: Mental health, OB, local organization such as T.O.T. 10

Resources: [www.purplecrying.info](http://www.purplecrying.info) [www.brysonstot10.org](http://www.brysonstot10.org)





- **WIC Indiana**

Display: WIC benefits and eligibility pamphlets

Education: Nutrition & health

Booth Staffing: County WIC office personnel

Resources: [www.in.gov/isdh/19691.htm](http://www.in.gov/isdh/19691.htm)

- **Other Women, Child and Family Organization Applicable**

Such as: Pace Community Action Agency, Healthy Families

Education: Organization offerings and support for expectant families

Booth Staffing: Organization staff

Resources: [www.in.gov/dcs/2459.htm](http://www.in.gov/dcs/2459.htm) [www.pacecaa.org](http://www.pacecaa.org)



# Let Them Eat Cake



# Games & Prizes

Although games are not necessary, some participants will enjoy playing as they enjoy their cake. Baby Price is Right or Dad vs. Mom race to diaper the doll is always fun.



Raffle prizes can include diaper cakes, diapers, sleep sacks, seasonal items or any helpful items for baby, with the exception of bottles to promote breastfeeding.



## Wrapping Up

Once the punch card is complete, expectant families can collect their car seat. It is helpful to have someone to carry the gifts out to their vehicle.



## Follow-Up

Suggestions to keep in touch with participants and measure success of your program include: Optional Facebook page that participants can friend, Survey monkey to provide feedback as to which education was most helpful, and Direct personal contact by telephone or email near due date and baby's first birthday.



# Thank you to the following for making this program possible:

Bryson's Time Out Take Ten  
CASA (Court Appointed Special Advocates)  
Good Samaritan Hospital & Volunteers  
Hamilton Center  
Healthy Families Program  
Indiana Tobacco Quit Line  
ISDH Division of Trauma & Injury Prevention  
MCH MOMS Helpline  
Memorial Hospital and Health Care Center  
Mouzin Brothers Farms  
Pace Community Action Agency  
Safe Kids Vanderburgh/Warrick  
Samaritan Center  
St. Joseph's Catholic Church  
St. Vincent Evansville & Volunteers  
Sullivan Civic Center  
Sullivan County Community Hospital & Volunteers  
Terre Haute Regional Hospital & Volunteers  
Toyota Boshoku Illinois  
Vincennes City Fire  
Vincennes Pet Port  
Vincennes Township Fire  
Vincennes University



Everytime a child is saved  
from the dark side of life,  
everytime one of us  
makes the effort to make  
a difference in a child's  
life, we add light and  
healing to our own lives.

-Oprah Winfrey

