

# Michigan Babies: Safe & Strong

September 14, 2017

Ann Arbor Ypsilanti Marriott Hotel



## CONFERENCE AGENDA

**7:00 - 8:15 a.m.**

**Registration and continental breakfast in exhibit area**

**8:15 - 8:30 a.m.**

**Welcome Remarks**

*H. Lynette Biery, PA-C, MSc, Director, Bureau of Family Health Services, Maternal Child Health Director, Michigan Department of Health and Human Services, Lansing, MI*

**8:30 - 9:30 a.m.**

**Opening General Session: Breastfeeding and Bed-Sharing**

*Lori Feldman Winter, MD, MPH, Professor of Pediatrics, Cooper University Health Care, Voorhees, NJ*

The keynote session will present newly released policies, technical report and the clinical report guidelines on safe sleep as it relates to breastfeeding, bed sharing and newborn practices such as skin-to-skin care. Additional practices that support SIDS/SUID prevention and impact breastfeeding will also be included and discussed.

**9:30 - 9:45 a.m.**

**Break with exhibitors; move to breakouts**

**9:45 - 11:00 a.m.**

**Breakouts: Group A**

### Session A1: Safe Sleep 101

*Patti Kelly, LMSW, MPH, Infant Safe Sleep Program Consultant, Michigan Department of Health and Human Services, Lansing, MI*

*Kim Pickett, BS, Infant Safe Sleep Health Educator, Michigan Public Health Institute, Okemos, MI*

In this introductory session geared towards those who are new to infant safe sleep, participants will learn about sleep-related infant deaths and how to prevent them. The updated American Academy of Pediatrics recommendations for a safe infant sleeping environment, issued in October, 2016, will be reviewed. Common myths and questions will be discussed and available resources will be presented.

### Session A2: Understanding Infant Sleep-Related Deaths through Examining the Data

*Kayla Vanden Esschert, MPH, Preventable Mortality Epidemiologist, Michigan Department of Health and Human Services, Lansing, MI*

Data-driven decision-making identifies issues and target interventions based on data. Infant sleep data come from a number of sources including surveys, birth and death certificates, and in-depth investigations. This session will highlight statewide demographic data on infant sleep behaviors and risk factors involved in sleep-related deaths.

### Session A3: Become an Expert in Your Community

*Joann Moss, Injury Prevention Education Coordinator, Children's Hospital of Michigan, Detroit, MI*

*Raeanne Madison, MPH, Community Action Program Manager, Inter-Tribal Council, Sault Ste. Marie, MI*

Michigan has a tremendous cultural diversity, which often can pose challenges and unique opportunities to providers of health care and human services. In this session, we will examine the different perspectives of cultures, particularly the African American and Native American cultures. We will examine how messaging can vary across them and how we can become experts in our own communities to better address the challenges and deliver the most effective services to the populations we serve. The session will include a special focus on serving urban communities and American Indian communities.

### Session A4: Breastfeeding and Bed-Sharing

*Lori Feldman Winter, MD, MPH, Professor of Pediatrics, Cooper University Health Care, Voorhees, NJ*

The workshop will focus on issues related to bed-sharing and breastfeeding, specifically, common misperceptions, the epidemiology of bed-sharing, relationship between bed-sharing and breastfeeding, and AAP recommendations for supporting breastfeeding while at the same time preventing SIDS/SUIDS. The workshop will also introduce new products for infant sleep, such as the baby box, and discuss issues and controversies.



## 11:00 a.m. - Noon

### Lunch

Remarks by First Lady Sue Snyder

## Noon - 1:15 p.m.

### Breakouts: Group B

#### Session B5: Safe Sleep 201

(Repeated at 1:30 p.m.)

**Elon Geffrard, BS**, Child Care Consultant, Michigan Public Health Institute, Farmington Hills, MI

**Monique Austell**, Injury Prevention Specialist, Bronson Methodist Hospital, Kalamazoo, MI

This session will provide home visitors with conversational tools to discuss risk reduction and safe sleeping for infants. The goal of this didactic session is to provide a culturally competent lens and practical ways to address unsafe sleeping risks with families.

#### Session B6: Soothing a Crying Baby

(Repeated at 1:30 p.m.)

**Althea K. Wilson, BS**, Safe Sleep Coordinator, Washtenaw Area Council for Children, Ypsilanti, MI

**Karen Jousama**, Executive Director, Family Support Center of Barry County, Hastings, MI

**Myra Brimmer, MA**, Executive Director, Child Abuse Prevention Awareness Council of Branch County, Leonidas, MI

Having a new baby can be a wonderful time, but it can also be challenging. Babies cry, sometimes a lot, but the crying won't last forever. This session will explore various programs and techniques for soothing a baby. Presenters will share resources from The Period of Purple Crying, teach us how to develop a "crying plan" to help parents be prepared by sharing the success of the Crib Resource in Barry Program, and provide suggestions and real solutions from their experiences in the field when working with parents.

#### Session B7: Tobacco's Impact on Babies

**Patricia Heiler, MPH**, Public Health Consultant, Michigan Department of Health and Human Services, Tobacco Control Program, Lansing, MI

Prenatal tobacco use is one of the most common preventable causes of infant mortality. Babies exposed to tobacco have 30% higher odds of being born prematurely, are more likely to be born with low birth weight, and weigh 200 gm less. In addition, they are up to three times more likely to die of SIDS/SUID and are at increased risk for stillbirth and cleft lip and palate. After delivery, infants exposed to secondhand smoke have a higher risk of SIDS/SUID, acute respiratory infections, ear problems and more severe asthma. The session will focus on strategies and resources to reduce tobacco use.

#### Session B8: Faith-Based Outreach

**Mildred Johnson**, Community Outreach Coordinator, Healthier Beginnings Division-Local Maternal Child Health, Detroit Health Department, Detroit, MI

**Sandra King, MSW**, Quality Assurance Coordinator, Healthier Beginnings Division-Local Maternal Child Health, Detroit Health Department, Detroit, MI

**Tracey King**, Health Educator, Healthier Beginnings Division-Local Maternal Child Health, Detroit Health Department, Detroit, MI

The role of faith-based communities in the dissemination of health care initiatives is known to be very effective. This session will examine best practices for working with these communities to help them effectively promote the tenets of infant safe sleep.

## 1:15 - 1:30 p.m.

### Break; move to breakouts

## 1:30 - 2:45 p.m.

### Breakouts: Group C

#### Session C9: Safe Sleep 201

(Repeat of Session B5.)

**Elon Geffrard, BS**, Child Care Consultant, Michigan Public Health Institute, Farmington Hills, MI

**Monique Austell**, Injury Prevention Specialist, Bronson Methodist Hospital, Kalamazoo, MI

This session will provide home visitors with conversational tools to discuss risk reduction and safe sleeping for infants. The goal of this didactic session is to provide a culturally competent lens and practical ways to address unsafe sleeping risks with families.

#### Session C10: Soothing a Crying Baby

(Repeat of Session B6.)

**Althea K. Wilson, BS**, Safe Sleep Coordinator, Washtenaw Area Council for Children, Ypsilanti, MI

**Karen Jousama**, Executive Director, Family Support Center of Barry County, Hastings, MI

**Myra Brimmer, MA**, Executive Director, Child Abuse Prevention Awareness Council of Branch County, Leonidas, MI

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## Session C11: Consumer Product Safety Commission Equipment Issues

**Helen Gergle**, *Product Safety Investigator, U.S. Consumer Product Safety Commission, Clarkston, MI*

The U.S. Consumer Product Safety Commission has addressed a wide variety of infant safety equipment issues over the years, including bumper pads, infant bath tubs, infant sling carriers, infant socks and any number of toys. But, the media also plays an important role in disseminating safety and recall information. Helen Gergle will provide an overview of the CPSC's work in this area and discuss how the dissemination of important safety information can be enhanced.

## Session C12: Bereavement: Supporting Parents Who Experience Grief and Loss

**Susanna Joy, MA**, *Infant Health Consultant, FIMR Coordinator, Michigan Department of Health and Human Services, Lansing, MI*

The session will highlight local efforts to support bereaved parents from both private and public agencies, as well as provide ideas and opportunities to address challenges while providing bereavement support. We will explore the ways communities can leverage local resources to increase capacities in bereavement services.

**2:45 - 3:00 p.m.**

**Break; move to closing session**

**3:00 - 4:00 p.m.**

**Closing panel: Community Programs and Partnerships**

**Debra L. Lenz, MA**, *Division Manager—Maternal Child Health, Kalamazoo County Health and Community Services, Kalamazoo, MI*

**Cheryl Dickson, MD, MPH**, *Associate Professor of Pediatrics and Associate Dean, Health Equity and Community Affairs, Western Michigan University, Kalamazoo, MI*

**Grace Lubwama, CEO**, *YWCA Kalamazoo, Kalamazoo, MI*

Kalamazoo County has a history of being among the top 10 counties in Michigan with a high infant mortality rate, as well as a high racial disparity rate. This closing panel discussion will provide a brief insight into the lessons learned in Kalamazoo County, including a history of their efforts, the evolution of a community-wide initiative, community safe sleep efforts, and the collective impact and outcomes of these efforts.

**4:00 - 4:15 p.m.**

**Closing Remarks**

**Brenda Fink, MSW, ACSW**, *Director, Division of Maternal and Infant Health, Michigan Department of Health and Human Services, Lansing, MI*