

Michigan Infant Mortality Reduction Plan Update: Infant Safe Sleep

November 7, 2013

Patti Kelly, Infant Safe Sleep Program
Coordinator

Michigan Department of Community Health

The Problem

- Since 2010, over **500** babies have died in Michigan due to sleep-related deaths
- These types of deaths are the **3rd** most common cause of infant death in Michigan and are considered the most **preventable**



Impact of Sleep Related Deaths on MI Infant Mortality

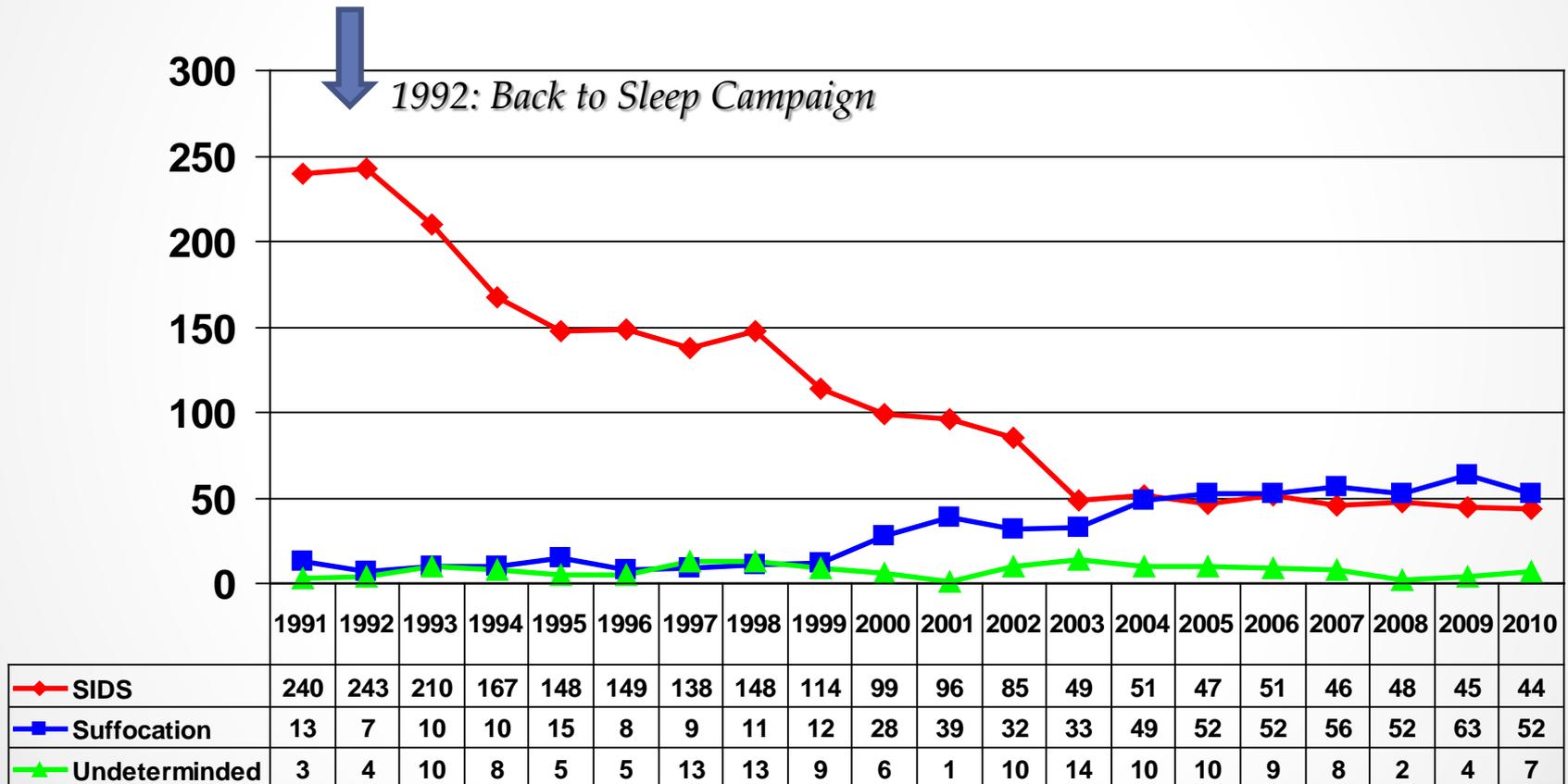
- In 2010, sleep related infant deaths represented 17% of all the infant deaths in Michigan

Preventing these 139 deaths would lower Michigan's overall Infant Mortality Rate from 7.1/1000 to 5.9/1000 live births – below the Healthy People 2020 objective (6.0/1000)

Diagnostic Shift

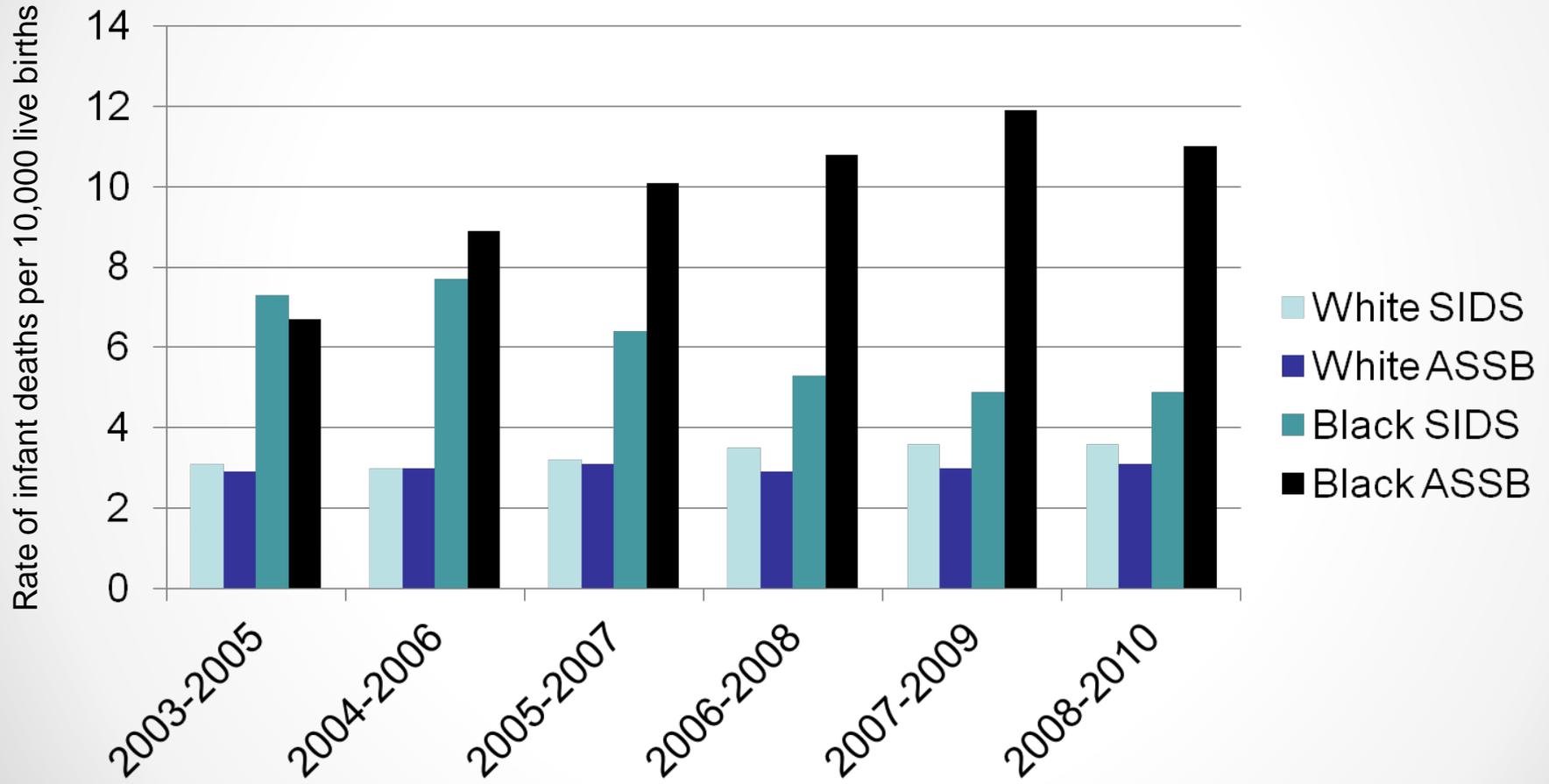
- In Michigan, as well as across the country, the numbers of suffocation deaths have increased while the numbers of deaths classified as “SIDS” has decreased, **why?**
 - More Medical Examiners moving away from SIDS as a cause of death
 - More autopsies are done on infants
 - Improvement in death scene investigations
 - Including doll re-enactments
 - Extensive family interviews

Michigan SUID Trends: 1990 - 2010



Source: Michigan Vital Statistics, 1989-2010, Michigan Department of Community Health

Michigan Sleep Related Infant Death Trends by Race



IM Reduction Plan

- Promote safer infant sleeping practices to prevent suffocation
- How?

Promote Statewide Delivery of Consistent Message

- **Consistency in messaging** - Sleep-related suffocation language and an emphasis on sleep-related infant deaths highlighted in all communications
- **Infant Safe Sleep Communications eToolkit** completed September, 2013
 - Includes a wide variety of resources on how to promote infant safe sleep message via press releases, letters to the editor, visual images, training resources, etc.
 - Disseminated widely and posted on Safe Sleep & IM websites

Increase Public Awareness

- **Social media accounts** updated regularly with safe sleep posts
- **“Fight” PSA with LaTonya King**, native Detroiter and National Champion Boxer
- **“Rethink Your Position” PSA**
- **“Safe Sleep – What Every Parent Needs to Know” DVD**
 - Since it’s release in Spring, 2013 – over 1,800 copies of the DVD have been distributed (i.e. hospitals, local health departments, FIMR CAT, Safe Kids programs, etc.)

Increase access to Safe Sleep Educational Material & Resources

- DCH contracts with **Tomorrow's Child** to provide Safe Sleep educational material free upon request
- Supported Tomorrow's Child **"Safe Sleep Summit"**
- Safe Sleep Website –
www.michigan.gov/safesleep
- Support Infant Safe Sleep on-line training module through MPHI
www.learning.mihealth.org

Reach Parents, Grandparents & Caregivers

- Development of **Infant Safe Sleep Mini-Grant Program**
- **Address Racial & Ethnic Disparities:** assess community needs & implement strategies to overcome barriers

Infant Safe Sleep Mini-Grants

- Initiated in **June, 2013**
- **Available to:**
 - **local health departments** (9 in FY2013 and 11 in FY2014) in the counties with the highest numbers of sudden unexpected infant deaths
 - **Institute for Population Health** to address the high numbers in the city of Detroit
 - **Inter-Tribal Council of Michigan** to address the high rates among American Indian babies
- **Education, community awareness and outreach activities**
- **Use expertise and knowledge of the local community**
- **Local health departments need to either work with an existing community group or initiate one**

Expand & Support FIMR Activities

- The MDCH State FIMR (Fetal Infant Mortality Review) program provides technical assistance to local communities and coordination of team activities, including:
 - team organization
 - hands-on skills for abstracting, interviewing and conducting team meetings
 - moving recommendations to action
 - resources on best practices in prevention
 - links with other child health, safety, and protection sources
 - For more information about Michigan's FIMR program, contact Sally Meyer, meyers9@michigan.gov.



Contact Information

- Jeff Spitzley, Manager, Infant Health Unit
spitzleyj2@michigan.gov
517-335-8131
- Patti Kelly, Infant Safe Sleep Program Coordinator
kellyp2@michigan.gov
517-335-5911