

# Sacramento County

## Safe Sleep Baby

*Community Driven Public Health  
Approach to Reduce Infant Sleep Deaths*

**A**LONE **B**ACK **C**RIB  
ALWAYS!



SACRAMENTO



# Agenda

- ❖ Introduction to the Safe Sleep Baby Program
- ❖ Historical relevance of the Safe Sleep Baby program in Sacramento County
- ❖ Baby's Village
- ❖ Cribs for Kids
- ❖ Referral Process
- ❖ Provider Trainings
- ❖ Success's



# Safe Sleep Baby Program

EVERY OTHER WEEK IN SACRAMENTO COUNTY, A BABY DIES WHILE SLEEPING. Half of them are African American infants. The community driven safe sleep baby message was created by parents, grandparents and other caregivers FOR parents, grandparents, other caregivers, and health professionals to work together to help prevent this tragedy.

Designed for all parents/caregivers with an infant 0-12 months



# HISTORY OF SSB PROGRAM IN SACRAMENTO COUNTY

- ❖ The Sacramento County CDRT produced the 20-Year report, covering the years 1990-2009 and presented the data to the Board of Supervisors
  
- ❖ The report identified the 4 leading disproportionate causes of death for African American children in Sacramento County
  - CAN Homicides
  - Infant Sleep-Related Deaths,
  - Third-Party Homicides, and
  - Perinatal Conditions Deaths



# HISTORY OF SSB PROGRAM IN SACRAMENTO COUNTY

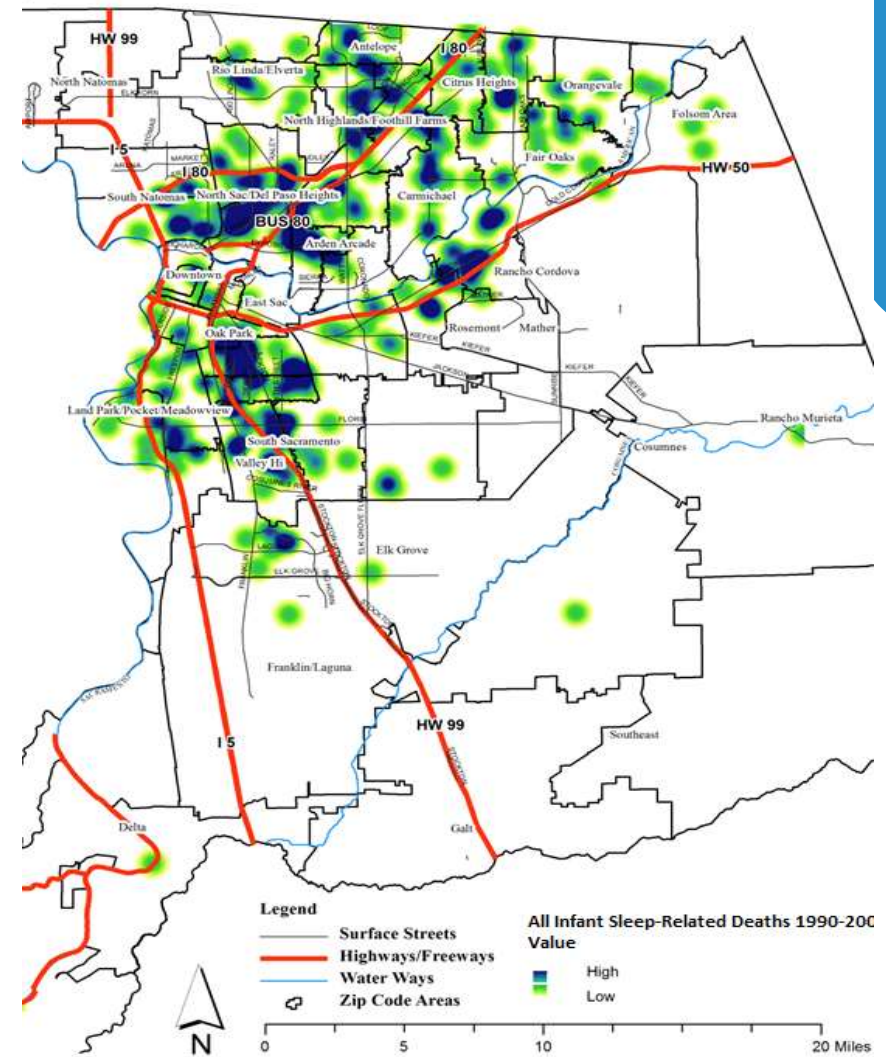
- ❖ As a result, Supervisor Phil Serna called for the creation of the Blue-Ribbon Commission.
- ❖ The Blue-Ribbon Commission Report included prevention recommendations for the 4 previously identified leading disproportionate causes of death for African American children.
- ❖ One of the recommendations resulted in the creation of the Safe Sleep Baby Education Campaign, generously funded by the First 5 Commission of Sacramento.



# Infant Sleep Related Deaths in Sacramento County 20-year report

66% of ISRs took place in the following neighborhoods:

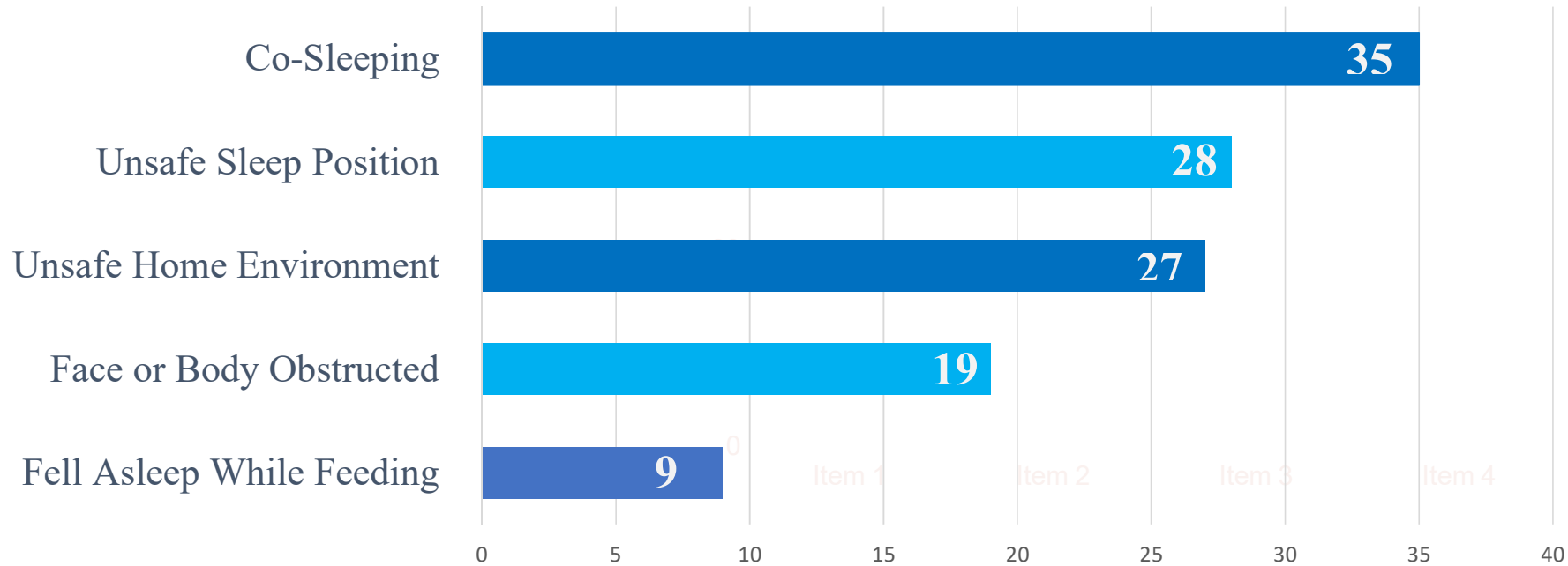
- ❖ Arden-Arcade
- ❖ Fruitridge/ Stockton Blvd.
- ❖ Meadowview/ Valley Hi
- ❖ North Highlands
- ❖ North Sacramento/ Del Paso Heights
- ❖ Oak Park



**100%** of all sleep-related deaths of Sacramento babies had at least one known unsafe sleep condition.

Child Death Review Team (CDRT)

Unsafe Sleep Conditions 2015-2019  
**5 Year Total Infant Sleep Related Deaths : 62**



# CDRT Safe Sleep Baby Impact

	2012	2013	2014	2015	2016	2017	2018	2019
# of Sleep Related Deaths of African American Infants	10	7	5	3	3	3	4	3
Rate of Sleep Related Deaths of African American Infants per 1000 infants	4.0	3.5	2.3	1.6	1.6	1.5	2.2	1.7
% of Sleep Related Deaths for African American Infants compared to 10% of Sacramento County Infant Population	40%	50%	36%	21%	27%	20%	33%	30%
Total # of Sacramento County Infant-Sleep Related Deaths	25	14	14	14	11	15	12	10





# Sacramento County Safe Sleep Baby Campaign



# *Program Aims to...*



Motivate



Educate



Facilitate Action



Create Awareness



Reinforce Change



Program Fidelity



# Safe Sleep Baby

## Education Campaign



*It Takes a Village*

This ensures the infants entire village is educated on the recommended safe sleep practices by American Academy of Pediatrics Guidelines.



# *Parent Response to Safe Sleep Baby*

## **Parents:**

- are surprised by the SSB information
- better understand the importance of acting upon SSB's message when they see the data
- are thankful for the SSB education
- feel that the safe sleep baby information is empowering
- are reassured they can be good parents when they follow safe sleep practices



# CRIBS FOR KIDS



SACRAMENTO  
COUNTY



# Cribs For Kids

- Some can not afford to buy a crib
- Cribs for Kids is a National Campaign
- Special cribs that can't be returned to stores
- CPSP approved

Safe Sleep Baby

**A**LONE **B**ACK **C**RIB  
**ALWAYS!**

SACRAMENTO  
COUNTY



## Key Question to Ask Parent/Caregiver:

*This open-ended question **MUST**  
be asked of every family*

**Where do you plan to sleep your baby  
when you bring him/her home from the  
hospital?**



# Referral Process





# Referral Process

- ❖ Send paper referral forms to [ssb@thecapcenter.org](mailto:ssb@thecapcenter.org)
- ❖ Virtual referral link: <https://forms.office.com/r/kUPnWf5UR0>



## Sacramento County Safe Sleep Baby/Cribs for Kids Referral Form

**SAFE SLEEP BABY  
Alone. Back. Crib.  
ALWAYS**

Thank you for choosing to refer your client to a Safe Sleep Baby Workshop or the Cribs for Kids (crib assistance) program. Referred families will be engaged for Safe Sleep Baby Education and/or Cribs for Kids services. A referral disposition will be provided within 45 working days.

Please complete and email this form to the Child Abuse Prevention Center, [ssb@thecapcenter.org](mailto:ssb@thecapcenter.org)

Referral Source Information		
Date Referred:	Referral Agency/Organization:	
Referral Person:	Office #:	Fax #:
Address:		
Date caregiver was notified of referral:		If not notified, why:
Have you ever seen an ad for Safe Sleep Baby/Cribs for Kids? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please select all that apply:		
<input type="checkbox"/> Radio/TV <input type="checkbox"/> Community Event <input type="checkbox"/> Family/Friend <input type="checkbox"/> Brochure, Poster or Flyer <input type="checkbox"/> Print Advertisement (Bus, Magazine, Newspaper): <input type="checkbox"/> Online (Social Media, E-mail, Website): <input type="checkbox"/> Other:		

Family Information		
Primary Caregiver:		
Address:		
City:		Zip Code:
Phone #1:	Phone #2:	Phone #3 (work):
Ethnicity: <input type="checkbox"/> White/Caucasian <input type="checkbox"/> Black/African American <input type="checkbox"/> Asian <input type="checkbox"/> Hispanic <input type="checkbox"/> Native American <input type="checkbox"/> Pacific Islander		
Fluent in English? <input type="checkbox"/> Yes <input type="checkbox"/> No    If not, specify language needed to receive services (select one):		
<input type="checkbox"/> Spanish <input type="checkbox"/> Hmong <input type="checkbox"/> Russian <input type="checkbox"/> Other:		
Mother Pregnant? <input type="checkbox"/> Yes, Due Date:		<input type="checkbox"/> No, Date of Birth:
1 <sup>st</sup> Time Parent? <input type="checkbox"/> Yes <input type="checkbox"/> No		

**Additional Information:**

If you have any other questions, please call the Infant Safe Sleep Specialist at (916) 244-1938.

Safe Sleep Baby/ Cribs for Kids Staff Only	Date referral received:	Received by Staff:
	Date referral source notified:	
	Referred to Service Type: <input type="checkbox"/> Workshop <input type="checkbox"/> Crib	
	Referral Disposition: <input type="checkbox"/> Engaged to receive services <input type="checkbox"/> Not currently receiving services	
Where family referred to:		

12/2/14



# SSB Countywide Collaboration



# *We Train:*

- ❖ All 4 Hospital Systems/ 8 Birthing Hospitals
- ❖ First 5 Contractors
- ❖ Home Visitation Program/ Birth & Beyond Family Resource Centers
- ❖ Child Care Providers
- ❖ Medical Clinics/Offices
- ❖ Black Child Legacy Campaign
- ❖ Sacramento County Agencies
- ❖ Child Protective Services
- ❖ Black Infant Health
- ❖ Women Infant & Children
- ❖ Nurse Family Partnership



# *Need SSB training?*

## **We offer:**

- ❖ 1.5-2-hour Refresher Training
- ❖ To request training email: [ssb@thecapcenter.org](mailto:ssb@thecapcenter.org)



# Success Stories



# Success Stories

30-year-old single mother recently moved to California from Texas. Mom had no support system here in California until she enrolled in the Black Infant Health program. The Family Health Advocate was able to facilitate the workshop with her participant and was able to provide her a pack-n-play crib before her due date.

Mom is a first-time parent who did not know how to safely sleep her infant, once she received her safe sleep education mom stated "If it was not for this education and the pack and play crib that it provides, I would have had to co-sleep with my baby, I was scared of the possibility of SIDS but had no other options until this program."

Due to mom's lack of support and resources, the single mother was unable to purchase a crib on her own. If it was not for this program, the mother admitted that she would have had to practice co-sleeping as she is currently living in a safe house and does not have the financial ability to buy many baby items. This directly impacted her infant as he now has a safe place to sleep. This also directly impacts the mother as she was experiencing stress due to not having a crib for her infant. The mother's stress was instantly reduced.



# Spread the Message & Stay Connected

SSB on the Facebook

Find us at <https://www.facebook.com/safesleepbabysacramento>

SSB on the Instagram

Find us at <https://www.instagram.com/safesleepbabysacramento/>

SSB Video on the YouTube

Find it by searching Safe Sleep Baby Sacramento

<https://www.youtube.com/watch?v=wiiDiKwa538>



# Safe Sleep Baby

## The CAP Center Contacts

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*thank  
you*

