

# Northeast Florida Safe Sleep Partnership

## **Background**

Sudden Infant Death Syndrome (SIDS) and other sleep-related deaths are a leading cause of post-neonatal mortality in Duval County and northeast Florida. From 2000-2005, sleep-related deaths accounted for 14% of all infant deaths and nearly 40% of all deaths between 28 and 364 days in the region. Inappropriate bedding, not on back to sleep, and not in an infant bed were among the top risk factors associated with these deaths. These risk factors are highly amenable to intervention. Also, comprehensive awareness and information campaigns have been credited with changing behavior and reducing sleep-related deaths. For this reason, a region-wide comprehensive awareness and information campaign will be implemented January – December 2007 with further implementation based on funding.

## **Goal**

To reduce sleep-related deaths in Jacksonville/NE Florida by 50% by January 2008  
(Baseline: Average annual sleep-related deaths in Jacksonville/NEF in 2000-2005 was 22)

## **Target Groups**

- Expectant and new families
- Health care providers
- Family-serving agencies
- General public

## **Example of Activities**

- Implement multi-media safe sleep public awareness and education campaign
- Provide training and safe sleep resources to family-serving agencies; maternal and child health care providers; childcare providers; agencies that provide residential services to women, children and families; childbirth educators; and other interested agencies
- Distribute safe sleep information to families through non-traditional venues (i.e. churches, retail stores, beauty shops)
- Find resources for sustainability and institutionalizing the efforts of this campaign
- Provide education and outreach on the new CDC Sudden, Unexplained Infant Death Investigation (SUIDI) form to medical examiners, first responders as needed
- Ensure adequate safe sleep curriculum and resources available to nursing and medical students in local colleges and teaching hospitals

## **Partners**

The Safe Sleep Initiative Partnership includes:

- AME Ministerial Alliance
- Baker County Health Dept.
- Child Guidance Center
- Children's Home Society
- Clay County Health Dept.
- Community Connections
- Department of Children & Families
- Duval County Health Dept.
- Duval County Medical Society
- Early Learning Coalition – Clay, Nassau, Baker
- Early Learning Coalition – Duval
- Fetal Infant Mortality Review (FIMR)
- Flagler Hospital
- Flagler Life Institute
- Florida Community College – Jacksonville, Nursing
- Florida Department of Health
- Florida SIDS Alliance
- Gateway Community Services
- Healthy Mothers, Healthy Babies
- Hold Out the Lifeline
- JPAN
- Jacksonville Children's Commission
- Nassau County Health Dept.
- Northeast Florida Healthy Start Coalition
- Shands Jacksonville Medical Center
- St. Johns County Health Dept.
- St. Vincent's Medical Center
- University of Florida, Dept. of Pediatrics
- University of Florida, Nursing
- Wolfson Children's Hospital

## **For More Information**

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