





**Safe Sleep: A Collaboration between the
Research, Practitioner and Policy
Communities**



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Learning Objectives 

Enhanced understanding of:

- ❖ Collaborative strategies to revise current safe sleep materials, from a federal perspective
- ❖ A *Safe Sleep* strategy with the Public Health Agency of Canada
- ❖ What was gained from a collaboration between the research, practitioner, and policy communities

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Sudden Infant Death Syndrome 

SIDS, a brief history:

- 1980s** Major epidemiological studies, globally
- 1990s** World-wide public awareness campaigns
- 1993** Canada *Joint Statement on SIDS*
- 1999** Canada *Back to Sleep* public awareness campaign

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1999 *Back to Sleep*



- ❖ Partnerships
- ❖ Revised *Joint Statement*
- ❖ *Back to Sleep* promotional material
- ❖ SIDS Tracking Surveys: Awareness, Knowledge and Behaviours

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Milestones




- 2004 Health Canada: Workshop on the 1999 *Joint Statement on SIDS*
- 2004 Canadian Perinatal Surveillance System: *SIDS in Canada**
- 2004 Canadian Paediatric Society: Safe sleep recommendations
- 2005 Public Health Agency of Canada: *Maternal and Child Health in Canada*
- 2008 US, UK, Australia, and New Zealand: Expand SIDS materials
- 2008 Provincial paediatric death review units: Sleeping environments
- 2008 Health Canada: *Consumer and Product Safety Bulletin*
- 2008 Public Health Agency of Canada: *Canadian Perinatal Health Report*
- 2009 Public Health Agency of Canada: *What Mothers Say*

*ID Rosen, Shihang Liu, Reg Saave, KS Joseph and Michael S Kramer

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Back to Sleep to Safe Sleep



- 2008 Roundtable Session on *Back to Sleep*
Need for current information on SIDS and sleeping environments
- 2009 Systematic Review on the Practice of Bed Sharing
Bed sharing identified in relation to SIDS and suffocation
- 2010 *Safe Sleep for Your Baby* brochure
Addresses SIDS and safe sleeping environments
- 2010 Databank of Safe Sleep Images*
Free, copyright cleared for use to develop *Safe Sleep* publications
- 2010 Sudden Infant Death: A global problem, local action
Health professionals are key in delivering safe sleep messages, but they need help
- 2011 *Joint Statement on Safe Sleep: Preventing Sudden Infant Deaths in Canada*
- 2012 Temporal Trends in SIDS in Canada**
It is unlikely the temporal decline in SIDS in Canada was due to [code shifting]


*Seen throughout this presentation
**N.L. Gilbert, D.S. Fellb, K. S. Joseph, S. Liu, J.A. León and R. Saave

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2011 Joint Statement on Safe Sleep

The process:

- ❖ Internal Working Group
- ❖ Expert Advisory Group
- ❖ Public Health Stakeholder Input
- ❖ Government processes



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2011 Joint Statement on Safe Sleep






Collaborative Launch:

- ❖ Canadian Paediatric Society Annual Conference
- ❖ Disseminated on key partners websites
 - ❖ Canadian Paediatric Society (www.cps.ca)
 - ❖ Canadian Foundation for the Study of Infant Death (www.sidscanada.org)
- ❖ Diverse approaches, including email notifications, Facebook, Twitter, Healthy Canadians website

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2011 Joint Statement on Safe Sleep

Principles of Safe Sleep

-  Infants placed on their backs to sleep, for every sleep, have a reduced risk of SIDS
-  Preventing exposure to tobacco smoke, before and after birth, reduces the risk of SIDS
-  The safest place for an infant to sleep is in a crib, cradle, or bassinet that meets current Canadian regulations
-  Infants who share a room with a parent or caregiver have a lower risk of SIDS
-  Breastfeeding provides a protective effect for SIDS

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Safe Sleep Strategy



Moving forward:

- ❖ Presentations
 - ❖ Saskatchewan Prevention Institute Prevention Matters Conference
 - ❖ Community Health Nurses of Canada Annual Conference
 - ❖ Journées annuelles de santé publique Conference
- ❖ Health Promotion Resources
 - ❖ *Safe Sleep for Your Baby* brochure revision
 - ❖ *Safe Sleep* video
 - ❖ SIDS and *Safe Sleep* FAQs for health practitioners
- ❖ Research and Evaluation
 - ❖ Temporal Trends in SIDS in Canada**
 - ❖ Rates of SIDS by socio-economic status in Canada
 - ❖ SIDS Provincial Database
 - ❖ Evaluation: Third benchmark tracking survey on SIDS

• **N.L. Gilbert, D.B. Fellb, K. S. Joseph, S. Lius, J.A. León and R. Sauve

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Safe Sleep strategy

What we learned:



- ❖ Fostering relationships is invaluable
- ❖ Collaboration takes a lot of work, energy, and on occasion, patience
- ❖ Working together contributes to:
 - ❖ Valid findings
 - ❖ Consistent messaging
 - ❖ Other exciting opportunities...

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For more information on SIDS and *Safe Sleep*, please visit:

www.publichealth.gc.ca/safesleep
www.santepublique.gc.ca/sommeilsur

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