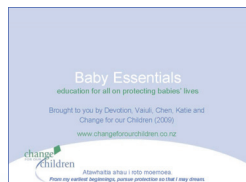


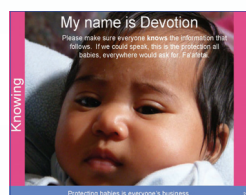
'Baby Essentials' protecting the first 1000 sleeps

David Smith, Stephanie Cowan, Sharon Bennett, Judith Clarke, Change for our Children, Christchurch, NZ

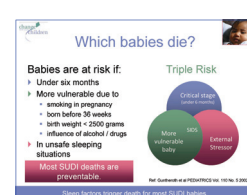
Scientific studies report evidence for risk factors, and coroners report the circumstances of individual sudden unexpected infant deaths. Taken together, a picture has emerged of vulnerable sleeps as well as vulnerable babies and the need to protect both. The vision aligning the current prevention effort in New Zealand is: safe sleep for every baby, in every place, at every sleep. Our strategy is to align people across New Zealand society with essential understandings for what makes babies vulnerable and how to ensure their safety during the first 1000 sleeps.



The 'Baby Essentials' education was designed for delivery by a trained safe sleep champion with a stand-alone 'online' version to increase opportunities for participation. A national network of 64 safe sleep champions (predominantly based in district health board maternity and neonatal/paediatric settings and also in non-health settings including:



Plunket, Child Youth and Family Services, Family Start, Māori health providers, early childhood education settings) was prepared individually to deliver 'Baby Essentials' to peers at local level. The peer-led initiative is designed to align understandings, promote principles of protection, support with simple resources, help shape and focus discussions, and enable families to protect their babies as they sleep. The online version can track participation and target promotion to ensure equitable access.



sample slides to illustrate

RESULTS

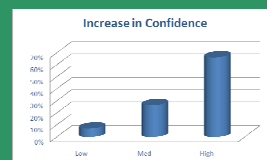
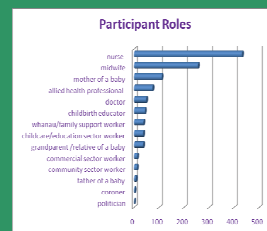
A total of 3603 people have participated in Baby Essentials education, 2000 in champion-led sessions and 1603 online.

Champion-led

- 64 champions across New Zealand
- 222 facilitated sessions (between September 2009 and September 2010)
- 2000 participants (incl 820 nurses, 608 midwives, 196 allied health professionals and 28 doctors, plus 348 where role not specified)
- participant evaluation (based on 1037 completed session evaluations)
 - confidence increase **8.4/9** (1=no increase 9=high increase)
 - overall session value **8.1/9** (1=low value 9=high value)
- participant comments included:
 - *helped me become more proactive*
 - *like the 6 principles card as a way of discussing the principles*
 - *inspired to support parents*
 - *instilled confidence in passing on this very important message*
 - *a shared responsibility between health care professionals and family*
 - *liked the strength based approach in delivering info to families*
 - *helped shape discussion*
 - *relevant to my practice*
 - *important for midwives to start the process ... even before baby is born*
 - *we have an important role in preventing some of these (statistics)*

Online

- in the ten months from December 2009 to September 2010
- 1603 participants completed
- 1078 (67.2%) requested a completion certificate
- 1104 (68.9%) indicated their reason for participation was to educate others while the remaining 499 (31.1%) indicated personal interest
- 118 (7.4%) participants identified as Māori; 1222 (76.2%) as New Zealand European; 38 (2.4%) as Pacific; 84 (5.2%) as Asian; and 141 (8.8%) as not stated/other
- a wide range of professional and non-professional roles represented



- participants reported dramatic increases in confidence to advocate safe sleep for infants

CONCLUSION

Champions and participants across New Zealand are reporting increased confidence to address with clarity and focus what has previously been a confusing and controversial issue; to "go there" in providing families with unambiguous advice. Baby Essentials is proving to be an effective means to strengthen the confidence and willingness of health professionals and others to provide safe sleep advice to new parents and caregivers. It is vital that parents know, believe and act to protect their babies. Babies are not **saved** from SUDI/SIDS, rather they must be **protected** from it by those who care for them.



Vision: safe sleep for every baby, in every place, at every sleep