



Kansas Infant Death and SIDS Network

KIDS Network Safe Sleep Instructor Certification Project

The KIDS Network Safe Sleep Instructor (SSI) Certification Project was created in 2015 to address the high rate of infant mortality. With sleep-related deaths being the leading cause of infant death for infants 1 month to 1 year, our long-term goal is to reduce infant mortality by increasing infant safe sleep. The SSI project aims to utilize instructors to their maximum potential, and to build collective impact to reduce sleep-related infant deaths. The overall objective of the project is to enhance the Safe Sleep Instructor Certification Project by building capacity to roll out safe sleep promotion programs developed for specific venues, including the community, hospitals and outpatient maternal and infant clinics. Our central hypothesis is that culturally targeted education, coupled with easy to implement strategies, can build on the communities' current work to significantly increase the number of parents/caregivers using safe sleep practices. Our secondary aim is to increase the number of certified Safe Sleep Instructors. We propose that the certified Safe Sleep Instructors program will allow the KIDS Network to expand its reach, and specifically to build nation-wide infrastructure to promote consistent infant safe sleep messages. This in turn, will help to facilitate a safe sleep culture to reduce the number of sleep-related deaths.

In the first years of the SSI project, the Kansas Infant Death and SIDS Network established a cadre of regional trainers who are now able to educate their communities about the American Academy of Pediatrics safe sleep recommendations. This train-the-trainer model provided the foundation for sustainability and expansion of the Kansas safe sleep campaign and created the vehicle for delivery of the KIDS Network Community Baby Shower model statewide. The Network has worked collaboratively with the Safe KIDS, Kansas Breastfeeding Coalition, the Kansas Tobacco Use Prevention Program, Chronic Disease Risk Reduction grantees and numerous other organizations to establish the Safe Sleep infrastructure.

Instructors attend a 2-day training designed to build the skills necessary to begin to implement established, evidence-supported safe sleep programs in their regions. Specific topics addressed included:

1. Physiologic reasons believed to be risk factors for SIDS,
2. Address issues related to breastfeeding-related promotion of bed sharing, Local smoking cessation tools and resources, and
3. Facilitate brainstorming regarding strategies to reduce the barriers to following the safe sleep guidelines.
4. Facilitate the Cribs for KIDS Hospital Certification Program and Safe Sleep Star Outpatient Toolkit.
5. Facilitate regional Safe Sleep Community Baby Showers for high risk mothers and their support persons, specifically addressing:
 - Knowledge and intention to provide a safe sleep environment,
 - Intention to breastfeed with knowledge of resources,
 - Intention and knowledge of tobacco cessation, and
 - Knowledge of Perinatal Mood and Anxiety Disorders (PMADS) and resources.

Through the SSI Certification Project, the KIDS Network provides all training, technical assistance and evaluation for the safe sleep initiative. Data is collected and analyzed on each component of the project and evaluated by an external team of researchers at the University of Kansas- Center for Research of Infant Birth and Survival. The SSI Certification Project is not only certifying Safe Sleep Instructors across the nation, but also building an infrastructure based on evidence-informed practices. This infrastructure is a stepping stone to create the much needed evidenced-based program to reduce sleep-related deaths; and thus, reducing the overall infant mortality rate.

300 W. Douglas, Suite 145
Wichita, KS 67202

(T) 316.682.1301
(TF) 1.866.399.7437
(FAX) 316.682.1274
(W) www.kidsks.org
(E) info@kidsks.org

Safe Sleep Instructor Certification

Kansas Infant Death and SIDS Network (KIDS Network) trains and certifies **Safe Sleep Instructors** (SSIs) to educate parents/caregivers, child care providers, health care providers, and other community members about safe sleep practices. Instructors serve as the voice for safe sleep by promoting it through standardized training and community outreach. They work in hospitals, doctors' offices, public health, nonprofit organizations, businesses, schools and colleges. If you are interested in becoming a Certified Safe Sleep Instructor, please contact Maria Torres at ssidirector@kidsks.org/316-682-1301.



Safe Sleep Community Baby Showers

Safe Sleep Community Baby Showers are interactive events that invite new and expectant parents, their support people, and community service providers to get together for an educational "baby shower." Collaboratively, the Wichita Black Nurses Association and the KIDS Network began creating and developing Safe Sleep Community Baby Showers in 2011 to focus on the following key areas:

1. Infant safe sleep education
2. Tobacco cessation
3. Breastfeeding education
4. Perinatal Mood and Anxiety Disorders (PMADS)

Safe Sleep Hospital Certification Program

The **Cribs for Kids® National Infant Safe Sleep Hospital Certification program** awards recognition to hospitals that demonstrate a commitment to reducing infant sleep-related deaths by promoting best safe sleep practices and by educating about infant sleep safety. Cribs for Kids hospital certification program confers a bronze, silver, or gold designation to hospitals that model and teach infant safe sleep best practices. Certified Safe Sleep Instructors work with delivering hospitals to implement and complete the certification requirements.



Safe Sleep Star Outpatient Toolkit

The KIDS Network awards recognition to outpatient provider clinics that demonstrate a commitment to reducing sleep-related infant deaths. The focus is to provide a Safe Sleep Toolkit for providers to facilitate a consistent safe-sleep message (position, location, and environment) to caregivers of infants. The Safe Sleep Star Toolkit is intended for use by pediatricians, family medicine physicians, and obstetricians.

By earning a Safe Sleep Star, a clinic demonstrates its leadership and commitment to eliminating sleep-related deaths.

For more information about any of the above programs, please contact Maria Torres at ssidirector@kidsks.org/316-682-1301.