Community Partnership Approaches for Safe Sleep (CPASS)

Pediatric Community Health Initiative (PCHI)

* Project Title:
Community Partnership Approaches for Safe Sleep (CPASS)

* Project Start Date:
12/01/2021

* Project End Date (for this application):
  - This project end date should represent the date the work you have documented for the purposes of this application was complete.
  - If a community initiative is ongoing, you can submit the same overall project for credit again IF the interventions and time periods of data collection are new.

11/30/2022 though work continues beyond this time.

* Name of the organization where you work:
Pediatric Medical Program

* Describe the setting where the project work occurred (<400 characters):
Cook County, Illinois which includes all of Chicago and suburban areas in the County.

Pediatric Community Health Initiative Description

* Background / Statement describing the rationale for this project (400-2000 characters):

Evidence-based statement describing the background and rationale for the project in the context of improving infant, child, adolescent, and young adult health.

Sudden Unexpected Infant Death (SUID) takes the lives of approximately 3500 infants under the age of 12 months annually in the United States. There has been very little progress on this issue for the past 2 decades. Beginning in 2019, we have been PI/CoPI of CDC funding to serve as the surveillance system for SUID in Cook County, Illinois (Chicago and surrounding areas). In Cook County, SUIDs happen once a week on average. There were 149 SUIDs here between 2019-2021 with a 14:1 black:white disparity in rate. Our data show nearly all of these tragedies involve a baby in an unsafe sleep situation. Awareness of the frequency, risk, distribution and disparity of SUID remains low among families, communities, CBOs and healthcare providers. Safe sleep education through usual messaging and national campaigns have not lessened the SUID rate in Cook County. We sought a novel approach to SUID prevention through community-based partnerships that allowed us to leverage our SUID surveillance data to drive outreach to communities most impacted by SUID.
**Baseline Data:**

*Quantitative data, obtained either from a local resource or directly collected by the applicant(s), supporting the need for a community-based intervention that benefits the health of infants, children, adolescents, and/or young adults.*

Between 2019-2021 in Cook County, Illinois 149 infants under the age of one died suddenly and unexpectedly, 141 of which were sleep-related deaths. During this period, Cook County SUID rates for non-Hispanic Black infants were 14 times that of non-Hispanic white infants. SUID rates for Hispanic infants were 4 times that of white infants.

A telephone survey conducted by Northwestern University in 2021 reported that, of 692 parents of young children in Chicago, 58% report practicing some component of unsafe sleep with their infant when the child was aged under 12 months.

**Objective of the project (250 - 850 characters and must be supported by current evidence):**

The objective of this work was to connect with significant numbers of expectant mothers and parents of infants in areas of our community most impacted by SUID to raise awareness of the SUID risk and effectively promote safe infant sleep behaviors. The former infant death investigator for 10 years for the Cook County Medical Examiner's Office joined our team as Prevention Coordinator to lead our community outreach efforts. Community events, organizations and small businesses were sought in those communities most impacted by SUID and included baby showers, resource fairs, barbershops, nail salons, festivals, churches, and home visiting/doula agencies. We aimed to increase awareness of SUID risk and safe sleep through starting conversations with pregnant and parenting families through sharing our safe sleep video, SUID data, and resources including safe sleep kits and cribettes.

**Community Partners:**

*List the community partners or stakeholders that you partnered with for this project.*

In 2021, the American Academy of Pediatrics (AAP), in partnership with the Injury Free Coalition for Kids and Amazon, announced a unique funding opportunity for children's hospitals to partner with family-serving community agencies to promote safe sleep education and distribute safe sleep kits to communities most impacted by SUID: Community Partnership Approaches to Safe Sleep (CPASS). We partnered with Darren Harris from Family Focus, a community agency that, for decades, has been providing services in the south and west side communities of Chicago where our geomapping shows risk of SUID is highest.

We also work closely with Cook County Medical Examiner's Office - Assistant Medical Examiner.

We worked with the Chicago Department of Public Health, the Illinois Department of Public Health, the Illinois Department of Human Services, the IL Department of Children and Family Services (DCFS) and others to develop a statewide campaign to promote safe infant sleep. Big Mouth, a professional Advertising Agency in Chicago, was hired by the health departments to create the content using the input from all partners.

**Interventions / Approach to addressing the identified gap (200 - 850 characters; bullets acceptable):**

*Describe the work done in the community to address the gap identified with the baseline data.*

CPASS Chicago successfully distributed 200 safe sleep kits to families from Chicago's most impacted communities exclusively through community outreach events. Our Prevention Coordinator and Community Partner leveraged their social knowledge of community support agencies, churches, hair and nail salons, and social media groups to reach out and share both our SUID data and safe sleep video and ask for possible opportunities to present to families and supporters. Outreach activities could reach as few as 15 individuals to over 1,000 individuals, depending on the forum. To adequately share information about CPASS Chicago, we developed an informational flyer and a google form for families to sign up for safe sleep kits. The google form also includes our safe sleep video and an opportunity to provide thoughts about the safe sleep video.

We distributed over 200 "safe sleep kits" in areas of highest risk. These kits included a "cribette" from Cribs for Kids meeting federal safety standards, a sleep sack, safe sleep education and a board book "Sleep Baby Safe and Snug."
**Lessons learned and future direction:**

*Describe at least 1 lesson learned, how you plan on sustaining the gains, and any future plans. If there were any opponents to the work or barriers to success, please describe those here, as well.*

Overall, this work has been successful in reaching hundreds of families in communities that our geomapping shows have a high risk of SUID. We have developed new relationships with several more community partners working with expectant mothers and families with young children in areas of high risk based on our data. We have been successful in securing funding for new prevention efforts involving the sharing of the surveillance data with birth hospitals and working to make our surveillance data available widely to accelerate prevention. We also are optimistically awaiting word from the CDC on the proposal we submitted June 1, 2023 to continue this work for another 5 years.

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**Impact (400 - 2000 characters):**

*Share quantitative data demonstrating your accomplishments and describe how the work impacted the community.*

Quantitative Data: During 2022, CPASS Chicago completed 190 touchpoints with safe sleep education and promotion, reaching nearly 7,000 community members from Cook County communities most impacted by SUID. We successfully distributed over 200 safe sleep kits to families from Chicago's most impacted communities exclusively through community outreach events since its inception.

Qualitative data: Feedback from expectant mothers on our video have been positive. A few examples of comments capturing this impact:

“As a first time mom, I am very concerned with keeping my child safe. To realize that black infants have a higher rate of dying by sleeping with adults is eye opening. This has opened my eyes to how important it is to have my child sleep in her own bed when she arrives.”

“Being a first time mom when the lady said “you would never think it’ll happen to you until it does” it stuck out to me. Preparation is key! Having a crib for my baby is the safest option.”

“I feel as though the safe sleep video is extremely helpful because I’m able to hear the point of view from a parent who has lost her child due to unsafe sleeping. This video has now alerted me on what not to do with my baby and how I can avoid unsafe sleeping.”