

Practices CCPTs Can Employ to Promote Safe Sleep

Strategies for CCPT Safe Sleep Subcommittee

- Get grounded in your local data.
- Meet with community groups – parent groups, community groups in high-risk areas (informed by your data), jail population, DV shelter residents and staff, etc.
- Social Media Campaign-consider collaborating with county communications’ office.
<https://safesleepnc.org/healthcare-providers/social-media-toolkit/>
- Set up a webpage to house safe sleep materials or link to [SafeSleepNC.org](https://www.safesleepnc.org)
- Participate in community events. Share materials. Set up a demonstration.
- Identify individuals to complete the National Public Safety Initiative (through C4K) “train the trainer” and present to local first responders.
- Video a training to share with caretakers and community groups.

All Members Within Their Own Agencies Can...

- Appoint agency safe sleep champion(s) or committee to oversee safe sleep efforts
- Require agency (or encourage) staff/volunteers to complete safe sleep training
- Provide safe sleep education to expecting or parenting families/caregivers of infants served by agency
- Promote safe sleep within agency by utilizing posters, safe sleep flyers, bulletin board displays, social media, videos in waiting rooms, etc.
- Be sure to always use images that model safe sleep
<https://safesleepnc.org/healthcare-providers/social-media-toolkit/>
<https://www.flickr.com/photos/195093093@N03/with/52103088754/>
- Avoid calling all sleep-related deaths SIDS, instead focus on avoiding unsafe sleep practices (very few cases today are due to SIDS)
- Seek funding to provide safe sleep resources for higher need families (pack n play, sleep sacks, etc.)

Ideas for Utilizing Funding to Support Safe Sleep:

- Host a lunch and learn safe sleep training and discussion for community member
- Purchase portable cribs sleep sacks, Charlie’s kids safe sleep board book
- Paid media: billboards, print or radio ads, boosted social media.
- Exhibit at a community event to promote safe sleep (purchase display materials)

Utilize Local & Free Resources: Safe Sleep NC [SafeSleepNC.org](https://www.safesleepnc.org)

- Trainings and technical assistance
- Patient education materials
- Website
- Social Media Toolkit

Practices Individual Members Can Employ to Promote Safe Sleep within their Agencies

DSS Director and DSS Staff

- Advise CCPT of the new Safe Sleep policy guidance
- Ensure staff complete safe sleep training and follows policy
- Provide/include/encourage safe sleep presentation to the DSS Board, MAPP training, CCPT member agencies
- Upload a Safe Sleep video to the DSS televisions and county channels.



- Use positions on local boards and councils to provide Safe Sleep education.
- Include safe sleep education in Adolescent Parenting Programs
- Ensure all child welfare practice areas assess and ensure safe sleep prior to leaving a home.
- Ensure safe sleep education is included in the initial Plan of Safe Care with families.

DSS Board Member:

- Ensure Child Welfare programs follow policy guidance on safe sleep education for clients, provide safe sleep education for case workers
- Ensure safe sleep education is included in initial Plan of Safe Care materials with families.

Exec. Director of Community Agency or Designee:

- Share safe sleep materials at community outreach events.

Local Law Enforcement:

- Follow child death investigation protocol:
 - Ensure use of the OCME Child Death Investigation Form
 - Ensure death scene re-enactment is completed in all infant deaths
 - Ensure officers receive initial booster Child Death Scene Investigation training regarding through the OCME (Lisa Mayhew)
- Participate in Cribs for Kids National Public Safety Initiative: <https://cribsforkids.org/npsi-toolkit/>

District Attorney or Designee:

- Require officers investigating infant child deaths in which the sleep environment may have contributed to the death to use the OCME Child Death Investigation Form and conduct a death scene re-enactment.
- Require a child death protocol for law enforcement.

District Court Judge:

- Encourage team members to implement safe sleep efforts in their respective agencies.
- Ask for safe sleep information in DSS and other cases involving infants.
- Consider training for all district court judges.

Firefighter or EMS Staff:

- Participate in Cribs for Kids National Public Safety Initiative
 - <https://cribsforkids.org/npsi-toolkit/>
 - Consider “Train the Trainer” option for sustainability.

Parent of Child Who Died Before 18th Birthday:

- Serve as a safe sleep champion in your community.
- Partner with other team members to promote safe sleep at community events.

School Superintendent or Designee:

- Add safe sleep information to the curriculum for health and allied health programs.
- Provide safe sleep education in Adolescent Parenting Programs.
- Train therapists and other providers to provide safe sleep information to clients.
- Include safe sleep awareness and practice in parenting capacity assessments.

Guardian Ad Litem Coordinator or Designee:

- Require staff and volunteers working cases involving infants to complete safe sleep education training
- Require volunteers visiting birth, foster, and adoptive homes to assess and ensure safe sleep spaces and practices and share safe sleep materials with families

- Include information about sleep spaces of children in court summaries.

Health Department Director

- Require safe sleep training for all staff serving families who are parenting infants and/or pregnant.
- Seek funding through the County Budget and/or grants for safe sleep materials, including play yards.
- Use positions on local boards and councils to provide Safe Sleep education.
- Include safe sleep information on county website.

Health Care Provider:

- Elevate safe infant sleep assessment and education in office visit anticipatory guidance.
- Provide Consistent Message Across Health Care Fields:
- Birthing Hospitals: Ensure policy and safe sleep training is in place
- <https://cribsforkids.org/hospitalcertification/>
- Obstetricians: Educate about safe sleep early and often so parents have the information when preparing for their baby's birth.
- Pediatricians: Ensure staff is trained and working with parents to reduce risk
- Lactation Support: Ensure message is promoting breastfeeding and safe sleep

Representative of Local Child Care or Head Start:

- Ensure licensed child care centers complete infant safe sleep training.
<https://healthychildcare.unc.edu/cchc-competencies-health-and-safety-topics/resource-and-referral/>
- Ensure staff are modeling safe infant sleep spaces for caretakers.
- Have staff provide safe sleep information to families with infants

Local Medical Examiner

- Communicate with officers statewide to encourage use of the OCME Child Death Investigation Form
- Encourage officers to conduct child death scene investigations for every infant death.
- Promote and encourage officers who investigate child deaths to participate in the OCME's Child Death Scene Investigation training – in person with Lisa Mayhew or through the NC Justice Academy.

Community College Educator

- Ensure licensed child care center staff on campus complete safe sleep training.
<https://healthychildcare.unc.edu/cchc-competencies-health-and-safety-topics/resource-and-referral/>
- Encourage staff to provide safe sleep information to families with infants
- Use your education subject matter expertise to help inform your local team's safe sleep public awareness efforts.

Faith Leader

- Ensure infant caretakers serving at faith based nursery complete safe sleep training and that safe sleep is practiced in faith-based nurseries.
- Promote safe sleep with families attending faith based services through posters, flyers, bulletin board displays, pack 'n play display.

Family Home Visiting Programs

- Require staff to complete safe sleep training
- Ensure staff is providing safe sleep education with families-
- Encourage staff to work with families to understand their individual needs and ways to reduce risk