

# Hannah's Safety for All: A safe sleep pilot program

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## Introduction

- The Hannah Geneser Foundation was established in 2011 after four-year-old Hannah Geneser died in a window fall accident. They partnered with Blank Children's Hospital to open the Hannah Geneser Learning Center and Safety Store in 2018.
- In 2019 the foundation was ready for their next project, so Hannah's Safety for All was established. This program aims to promote safe sleep practices and prevent Sudden Infant Death Syndrome (SIDS).
- Sudden Infant Death Syndrome (SIDS) is when an infant, under the age of one, dies unexpectedly during a period of sleep.
- In the United States approximately 2,000 infants die annually from SIDS and most of these cases are due to unsafe sleep practices.
- SIDS rates have declined by almost 50% since the Back to Sleep Campaign, established by the National Institutes of Health, in 1994. Unfortunately, despite major public health efforts, the rate of SIDS remains stationary in the past 15 years.
- There are also significant disparities related to rates of SIDS. African American infants at the highest risk for SIDS, and about half are still placed on their stomach for sleeping compared to only a quarter of white infants. In 2010-2013, African American infant death rates for SIDS was more than double white infants at 172/100,000 live births compared to 84/100,000.
- Additionally, Hispanic families are 3.5x more likely to bed-share with infants than non-Hispanic white infants which increases the risk of SIDS significantly.
- In Iowa specifically, in 2017, there were 17 cases of SIDS and 9 unintentional suffocations. This number has remained about steady for the last few years which is why we need more resources for safe sleep practices in Iowa.
- The Pregnancy Risk Assessment Monitoring System is a survey conducted by the Iowa Department of Public Health each year. This survey collects information from mothers regarding their attitudes, behaviors and experiences related to pre-pregnancy, pregnancy and postpartum.
  - In 2018, 87.7% of mothers reported laying their infant to sleep on their backs
    - 5% reported laying their infant to sleep on their side and 5% reported laying their infant to sleep on their stomach
  - Additionally, 65% of mothers reported that their infant always sleeps alone in a crib
    - 9% reported their infant rarely or never sleeps alone in a crib,
- This data shows the need for more safe sleep programs in Iowa and was a crucial reason the Hannah's Safety for All program was established.

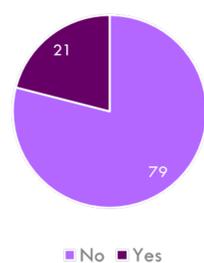
## Methods

- The main goal of the Hannah's Safety for All program is to keep all children safe from preventable sleep injury no matter their socio-economic status or family situation.
- This program provided safe sleep education to program participants as well as a safe sleep space, in the form of a pack n' play. Pairing education with resources is crucial for best health outcomes.
- This study aimed to evaluate this new program through data collection and analysis and provide recommendations for the future.
- Participants were primarily women who just had a baby at UnityPoint and were identified as not having a safe sleep space for their infant upon discharge from the hospital. Typically social workers or another hospital staff would refer these patients to the program.
- Participants received safe sleep education from hospital staff as well as the pack n play. At that time they signed a consent form to take the safety product home and were asked to complete the initial survey.
- A follow-up interview was conducted about two to four weeks later. This interview was conducted over the phone and an interview protocol was followed. Each interview lasted about 5-10 minutes and was conversational in style.
- This project received IRB approval through UnityPoint Health-Des Moines in April 2019.

## Key Findings

- 11 families out of 14 surveyed reported not having a safe sleep environment planned for their child upon discharge from the hospital

Safe Sleep Space at Home Before Hannah's Safety for All Program



- 100% of participants interviewed reported not having a safe sleep space planned for their infant at home.
  - Common reasons were due to financial hardship and a lack of resources.

## Results

- The Hannah's Safety for All pilot program ran from February 2019-September 2019. The program is still in place, but data collection ceased in September 2019.
- In this timeframe, program staff distributed 26 pack n plays which averaged out to be about three per month. Program staff also collected 14 surveys and completed 8 follow-up interviews.

Safe Sleep Recommendations Survey Questions	% Answered Correct	% Answered Incorrect
Agree/Disagree		
1. My infant should be placed on their back to sleep	93%	7%
2. It is safe to sleep in the same bed as my infant	86%	14%
3. My infant should be placed on a flat surface to sleep	100%	0%
4. A swing or car seat is a safe place for my infant to sleep at home	93%	7%
5. My infant should sleep in a crib or portable crib	100%	0%
6. It is safe to have blankets or stuffed animals where my infant sleeps	100%	0%
<b>Percentage of respondents answering all 6 correct</b>	<b>71%</b>	<b>29%</b>
Yes/No		
7. Did this program increase your knowledge on safe sleep?	93%	7%
8. Will this program better allow you to follow the safe sleep guidelines?	100%	0%
9. Before this program, did you have a safe sleep environment planned for your infant when you took them home?	21%	79%
10. Are you satisfied with this program overall?	100%	0%

- Survey results showed a high rate of safe sleep knowledge immediately following program implementation. 71% of all participants surveyed answered all questions correct and 29% answered 5 questions correct.

### Interview Data

- How is safe sleep going in your house?
  - All 8 stated using the product was going well and baby seemed to like it
- Where did your infant sleep last night?
  - 7/8 participants used the pack n play
- What position was your infant placed to sleep last night?
  - 100% placed baby to sleep on back
- Before this program, where were you planning on having your infant sleep?
  - 100% did not have a safe sleep space upon discharge from the hospital
    - Sleep space was broken, outdated, family experienced financial hardship, or no safe sleep plans were common themes
- Did you share safe sleep recommendations with all caregivers for your infant?
  - 100% shared with other caregivers
- Are you satisfied with the portable crib you received?
  - 100% program satisfaction
- What else might you need related to safe sleep?
  - Sleep sacks
- What other topics could the hospital expand this program into?
  - Household safety products: baby gates, outlet covers, furniture tip-over straps
  - Helmets

- Key Quotes:
  - "The best [I felt] I could do was my bed with a pillow between us. It is great having a bed for him, I wanted a safer place where he could sleep on his own."
  - "This program is one of many that has helped us keep our baby, instead of putting him up for adoption. Thank you."
  - "Anything can happen and [safety] products can be very expensive."
  - "Thank you, this has really helped us a lot."

## Conclusion

- This program focused on primary prevention where families that identified a need were directly impacted. The program not only provided education related to safe sleep but also provided them with a resource and to empowered families to implement safe sleep recommendations in their home.
- Because participants reported sharing the safe sleep recommendations with other caregivers, we know that the program is not only impacting these families directly but others in the community as well. The information being disseminated now is accurate and research-based.
- The program also impacted hospital staff because they now have a program they can refer patients to for safe sleep.
- Finally, in the first 8 months the Hannah's Safety for All program distributed 26 pack n plays and now 26 babies are sleeping safely in Iowa!



## References

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