

PROJECT IMPACT

Infant Mortality Policy and Communication Tools

*Promising
Practices*

Sharing Information About Prevention and Bereavement

State: Name of Promising Practice:

Start Date: End Date:

Briefly describe your promising practice (include purpose and goals):

Promising Practice purpose and goals: Goal: To reduce the number of infants who die from sleep related deaths to zero while increasing breast feeding rates Purpose: 1. To assure that parents of infants born in hospitals in southeast Wisconsin receive a consistent message on safe sleep regardless of how their baby is fed. 2. To develop and implement this message by bringing together health care professionals who sometimes have conflicting priorities. These include safe sleep advocates and breast feeding advocates.

Does your promising practice use specific resource materials or products? If so, describe:

1. Curriculum for Nurses on SIDS Reduction from NICHD 2. AAP current guidelines on SIDS from 2005 3. Cribs for Kids curriculum for Pack and Play distribution 4. Statistics from the FIMR project of Milwaukee and other statistics for the southeast region of Wisconsin 5. Safe sleep bassinet card developed for this effort that were distributed to all birth hospitals statewide

Describe staff involved in your promising practice:

1. Staff nurses and managers from 10 birth hospitals in the SE region of Wisconsin. 2. Five representatives from community health agencies, including WIC, family services, and the Milwaukee Health Department

How do you measure success?

1. Declining rate of infant death due to unsafe sleep 2. Use of the safe sleep bassinet card determined by a survey of hospitals

How did you fund your promising practice?

1. Staff time: Attendees often attend meetings on their own time. Some hospitals supported staff who participated in meetings. 2. Safe sleep bassinet cards: Funding for printing and distribution of the cards from the Wisconsin Association for Perinatal Care. 3. (Who funds Cribs for Kids and Pack n Play?) Foundations at the hospitals pack and play programs across the city, health departments

Did you partner with others? Who?

Southeast Region of the Wisconsin Association for Perinatal Care • Birth hospitals in southeastern Wisconsin • WIC • Public health

Contact Person: Name of Person Completing Document:

Organization: Phone:

Email Address: Web: Fax:

Mailing Address:

Submit by Email

Print a Copy (Legal Size)