



# Michigan Infant Mortality Summit:

SIDS and Sudden  
Unexpected Infant Death



# Tomorrow's Child/Michigan SIDS

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A non-profit organization dedicated to preserving infant lives and healing families, one day at a time.



# Tomorrow's Child/Michigan SIDS

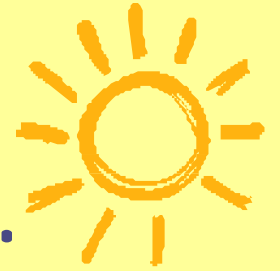
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- State's Title V SIDS and Other Infant Death Program
- RESOURCE STATEWIDE for the Back to Sleep and Infant Safe Sleep campaigns.
- Michigan's central referral site for grief services related to all infant deaths.



# CHANGING LANDSCAPES:

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Have we solved the mystery  
of SIDS?



# Tomorrow's Child

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- We know more about how and why infants die than we did 10 years ago.
- Vital statistics indicate that SIDS is going away.
- Tomorrow's Child moved beyond SIDS in 1999.

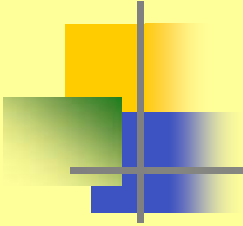


# Back to Sleep 1994

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- First indication of change
- At the national level, the landscape was beginning to shift.
- A growing body of knowledge supported the finding that many infant deaths during sleep are related to unsafe sleep environments. (Lijowska, AS, et al, 1997; Scheers, NJ, et al. 1998; Kemp, JS, et al, 2000; Nakamura, SW, 2001; Flick, L, et al. 2001).

# 2002



- CPSC, JPMA announce national infant safe sleep campaign
- Tomorrow's Child introduces Michigan Infant Safe Sleep materials



2005

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Profound changes  
in the landscape.

The SIDS diagnosis is going  
away.

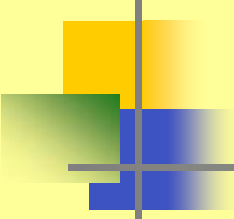


2005

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Proposed redefinition of SIDS.

Krous, Byard, Beckwith, Hanzlik,  
et al.



2005-2006

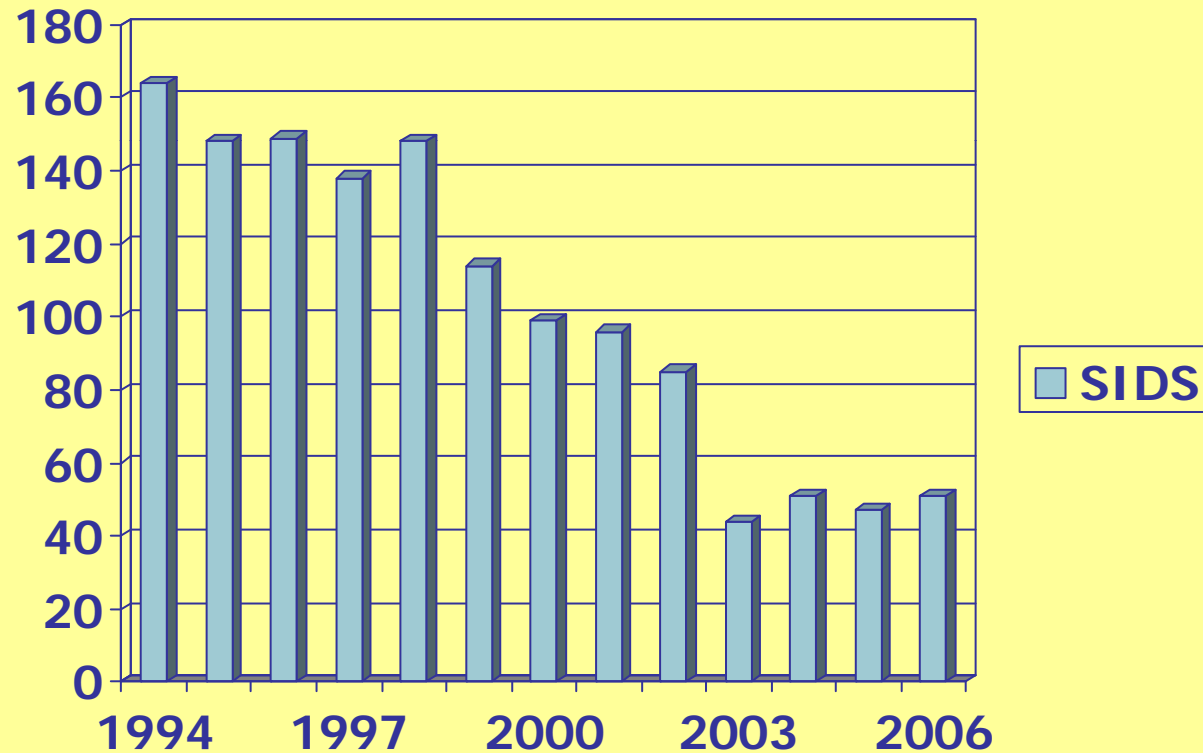
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National studies demonstrating diagnostic shift.

*Pediatrics*. Malloy, MacDorman, May 2005.

*Am J Epidemiol*. Shapiro-Mendoza, Tomashek, et al. March 2006

# SIDS Deaths: 1994-2006





# Michigan SIDS Rates

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- 71% decline in SIDS rates since 1993
- SIDS diagnosis appears to be going away
- Postneonatal rate unchanged – diagnostic shift
- Sleep environment major risk factor



# Back to Sleep

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- Offered a proactive intervention
- Changed our understanding of SIDS and sudden infant death

*...and gave us permission to talk about sleep environment as a risk factor!*



# American Academy of Pediatrics: Policy Statement, 2005

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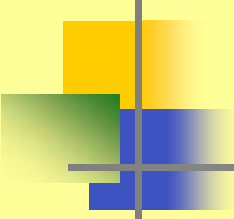
- Back sleep for every sleep
- Separate but proximate sleeping environment
- Avoid having infant spend excessive time in car-seat carriers and “bouncers”
- Do not smoke during pregnancy
- Consider offering a pacifier at nap or bedtime
- Babies should be placed on backs in hospital
- Home monitors should not be used to “prevent” SIDS



# Michigan Infant Safe Sleep

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State convened the Infant Safe Sleep Workgroup in 2004 to develop a statewide, consistent, comprehensive message and strategy to inform families and caregivers about unsafe sleep practices.



# Infant Safe Sleep Workgroup Final Report

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- Targeted Interventions and Priorities
- Recommendations for
  - Audiences
  - Strategies
  - Next steps
- Children's Cabinet endorsed, i.e., Michigan has Infant Safe Sleep Policies



# Safe Sleep Funding

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- One time appropriation by MDCH
- TC/MS fiduciary
- Original funds subsequently matched by TC/MS efforts



# Evolving Beyond SIDS and Beyond Back to Sleep

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- Initiating a new Infant Safe Sleep campaign
- Focus on systems change
- Strong evaluation component



# Tomorrow's Child in 2005

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- Statewide organization
- Awarded funding by MDCH to implement the state's Infant Safe Sleep initiative
- Partner with MDCH, DHS, DOE, DLEG, CDR, FIMR, hospitals, health plans, child care and communities to promote Infant Safe Sleep
- Community resource for Infant Safe Sleep materials, training



# What are parents telling us?

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- Many parents have heard about back sleep and safe sleep but don't believe it.
- Most families either have a crib or have access to one.
- Some parents observed baby on side in hospital & placed baby on side at home.
- Some hospital nurses verbally discounted the safe sleep message.



# Challenges

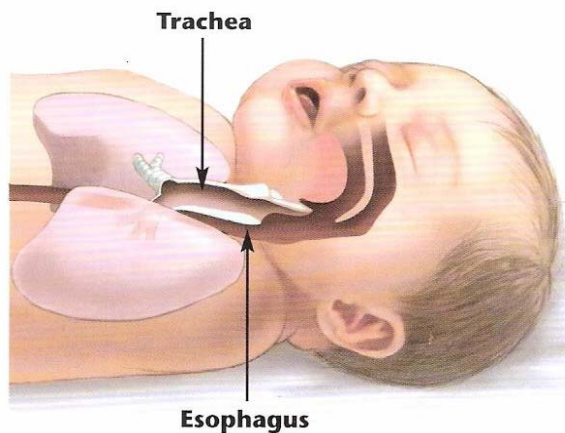
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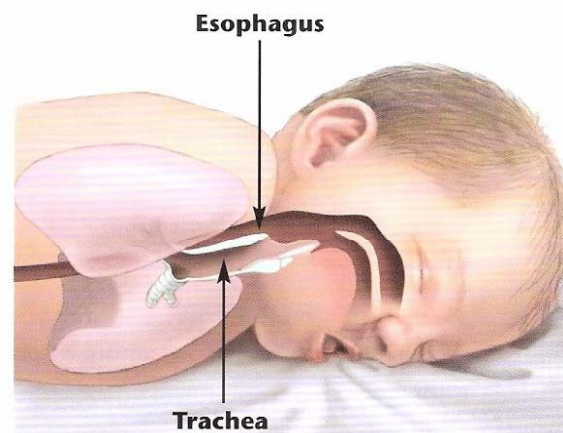
1. Resistance to safe sleep message  
(fear of choking)
2. Influence of grandparents
3. Perceived interference with  
breastfeeding
4. Confusing and inconsistent  
community messages

# Aspiration and Supine Positioning

## ORIENTATION OF THE TRACHEA TO THE ESOPHAGUS

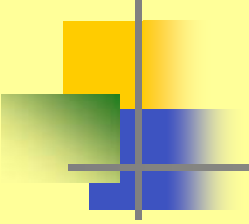


**Figure 3.**  
**Upper-Respiratory Anatomy: Baby**  
**in the Back Sleeping Position**



**Figure 4.**  
**Upper-Respiratory Anatomy: Baby**  
**in the Stomach Sleeping Position**

Continuing Education Program on SIDS Risk Reduction,  
U.S. Department of Health and Human Services, December 2006.

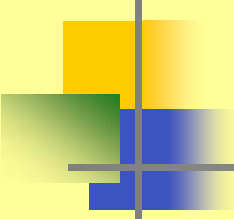


# We need your help!

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- Share the infant safe sleep message with family and friends.
- Address resistance to the safe sleep message by explaining that research has provided new information about how infants should sleep.
- Advocate for babies by advising against purchasing bumper pads, wedges, positioners, and baby pillows.



# Tomorrow's Child/ Michigan SIDS

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Your resource for Infant Safe Sleep  
materials, training, support.

1-800-331-7437

[www.tcmisids.org](http://www.tcmisids.org)

Other resources:

[www.michigan.gov/mdch](http://www.michigan.gov/mdch)

[www.michigan.gov/dhs](http://www.michigan.gov/dhs)

[www.sidsprojectimpact.org](http://www.sidsprojectimpact.org)

[www.sidscenter.org](http://www.sidscenter.org)

# Tomorrow's Child

Michigan SIDS



THANK YOU!