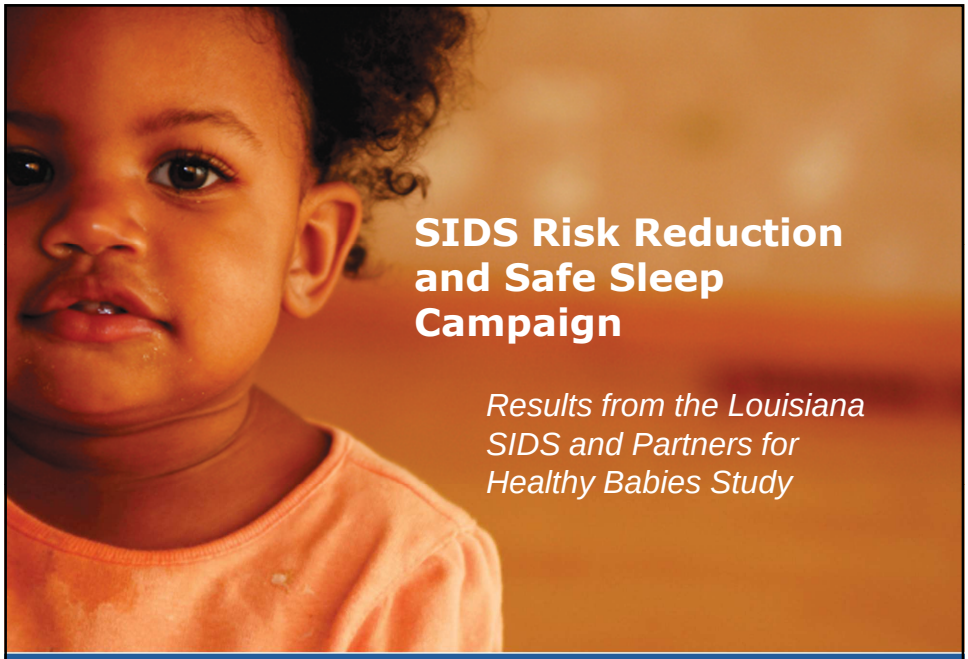

SIDS Risk Reduction and Safe Sleep Campaign

Results from the Louisiana SIDS and Partners for Healthy Babies Study

DEPARTMENT OF HEALTH AND HOSPITALS | PARTNERS FOR HEALTHY BABIES | MEE MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

Methodology

- The survey was designed and administered by the Olinger Group for the Maternal and Child Health program of the Louisiana Office of Public Health.
- The survey was fielded in late Fall 2011 & Spring 2012.
- Interviewers targeted African American women of child bearing age with limited resources who lived in the Greater New Orleans area.
- Used volunteers to distribute password-protected invites for the online survey and to guide in-person interviews of the survey via mobile devices and paper copy.
- 413 women completed the survey.

Purpose of Study

- Understand the target audience's perception of their personal "health" and of "being healthy."
- Evaluate personal perceptions of health regarding baby readiness.
- Assess awareness, knowledge, and planned or current behaviors for preconception health standards and prenatal risk factors.
- **Measure awareness, knowledge and behaviors regarding a "safe sleep environment."**

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Sample Description

All Respondents are Female.			
Race	**Age**	**Education Level**	**Household Income**
83% African American	36% 25 – 34 years-old	33% Completed some college	46% Less than $15k
(7%)Caucasian	(3%) under 18	(3%) Less than HS	(29%) $15k - $34k
(4%) Hispanic	(32%) 18-24 years-old	(11%) Some HS	(16%) $35k - $59k
(2%) Asian	(16%) 35-45 years-old	(24%) HS Degree or equiv.	(9%) $60k
(4%) Other	(14%) older than 46	(9%) Associates Degree	
		(21%) ≥ College Degree	

- Sixty percent (**60%**) of respondents reported some kind of interaction or relationship with an infant child.
- Nineteen percent (**19%**) of respondents care for an infant at least once a month.
- Fourteen percent (**14%**) of respondents had an infant child.

Important Behaviors During a Baby's First Year

Which one of these things do you think is the MOST important thing to do during a baby's first year and which is the LEAST important?

- Most Important
  - ✓ **40%** felt that having a car seat was the **most** important.
  - ✓ **21%** felt that the **most** important was to give 'plenty holding and touching.
  - ✓ **20%** felt that having a crib for sleeping and naps was **most** important.
- Least Important
  - ✓ **55%** indicated that sharing the bed with the baby was the **least** important.
  - ✓ **22%** felt that giving the baby toys that are safe and right for their age was the **least** important.

*Interestingly, half (**55%**) ranked sharing the bed with the baby as least important, yet only **20%** felt that having a crib for sleeping and naps was the most important.*

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Safe Sleep Knowledge – Sleeping with Others

Even though the women may be aware of the best sleeping practices for their baby, they do not always exhibit the behavior.

- Nearly three quarters (**72%**) of the women know to let the baby sleep in a crib alone.
- However, only **42%** let the baby sleep in a crib alone.
- Two thirds (**65%**) agree that they could roll over a baby if the baby sleeps with them in a bed or on a sofa.
- One-fifth (**19%**) of the women say they let the baby sleep in an adult bed with an adult or parent for all or part of the night.

*Although there is awareness of proper behavior (**72%**), women are still allowing children to sleep in unsafe conditions . Thirty-one percent (**31%**) feel that babies are safer and happier when they sleep with their parents, and (**19%**) allow them to sleep with an adult or parent.*

Safe Sleep Knowledge – Items in the Crib

Even though the women may be aware of the best sleeping practices for their baby, they do not always exhibit the behavior.

- While most (**79%**) of the women use a crib for their baby, many put unsafe items in the crib
  - ✓ Healthy sleep situations: **79%** utilize a crib and **25%** use a blanket sleeper or sleep sack
  - ✓ Unhealthy sleep situations: **42%** use bumper pads, **30%** use wedges or pillows to position the baby, **28%** use loose blankets, **19%** use pillows, **12%** use toys and stuffed animals, and **6%** use a bib around their baby's neck
  - ✓ ***67%*** *think bumper pads make the sleep area safer*

Safe Sleep Knowledge – Tummy Sleeping

- Nearly two-thirds (**62%**) of women seem to be aware that tummy sleeping is not the safest sleep position for a baby.
- However, **43%** believe that babies *enjoy* sleeping on their tummies.
- Most (**55%**) women agree that the myths associated with babies sleeping on their back (more likely to choke and stunting development) are false.
- However, **41%** think putting a baby to sleep on their side is OK.