

Analyzing Methods to Improve Infant Sleep Safety



WPI

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Disclaimer: This project is submitted in partial fulfillment of the degree requirements of Worcester Polytechnic Institute. The views and opinions expressed herein are those of the authors and do not necessarily reflect the positions or opinions of the United States Consumer Product Safety Commission or Worcester Polytechnic Institute.

Presentation Outline

Background

Project Goals

Methodology

Findings

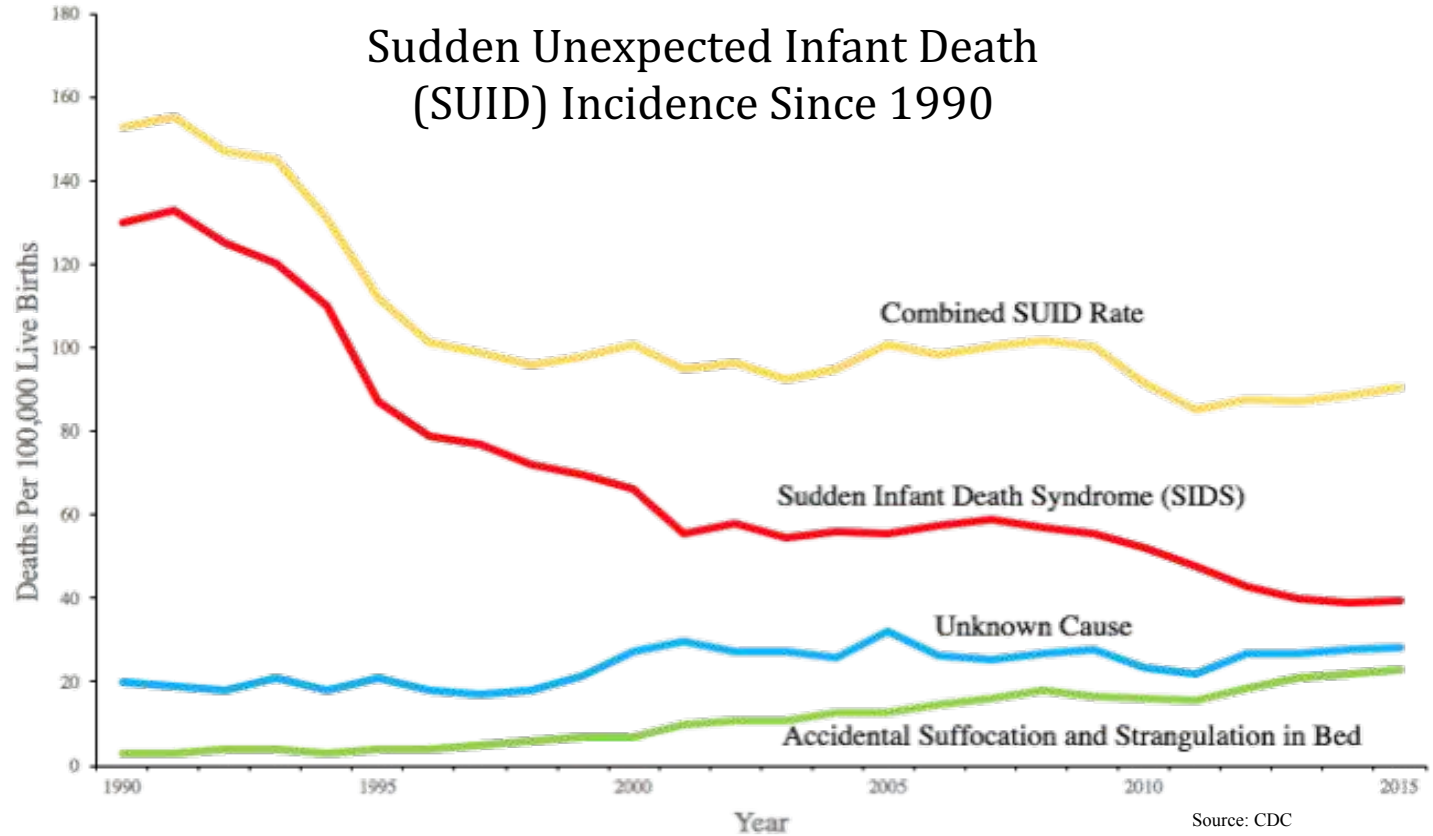
Recommendations

The Problem

- ❖ Safe sleep can be difficult for parents and caretakers, especially if they are under a lot of stress
- ❖ Sudden Unexpected Infant Death (SUID) claims the lives of 3,500 seemingly healthy infants in the US every year



Background

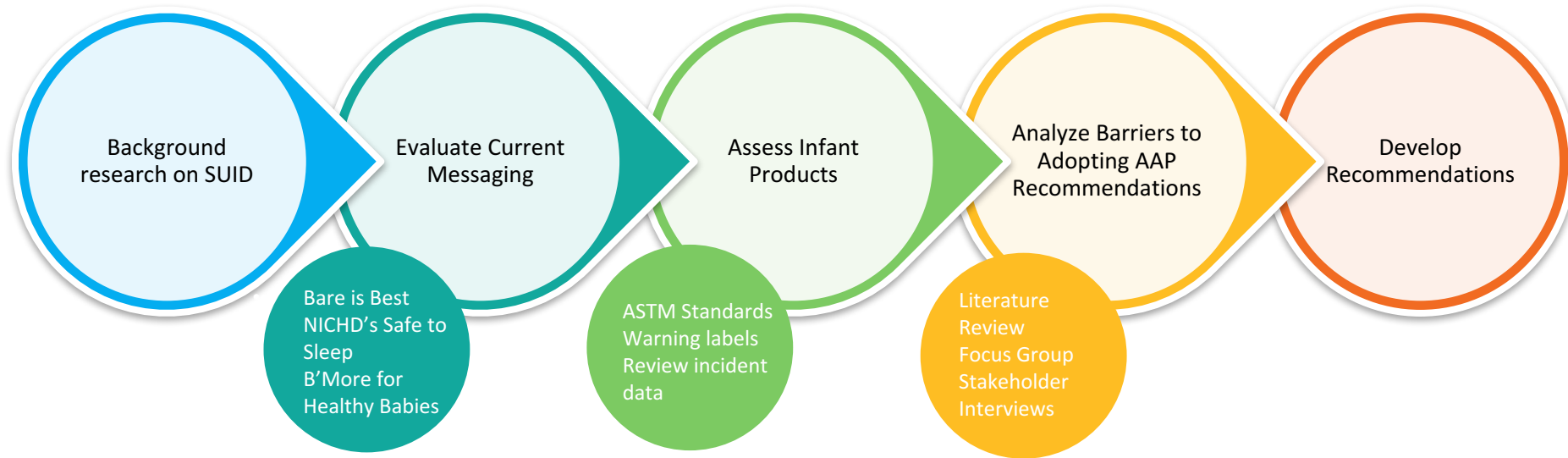


Project Goals

- ❖ Understand barriers that prevent caregivers from following AAP recommendations
- ❖ Identify organizations concerned with infant sleep safety
- ❖ Provide recommendations for methods to reduce sleep related deaths



Methodology



Stakeholder Interviews

Non-Profits



ZERO TO THREE
Early connections last a lifetime



Manufacturers



Stylish • Quality • Essentials



Messaging and Campaigns



Researchers



Focus Group

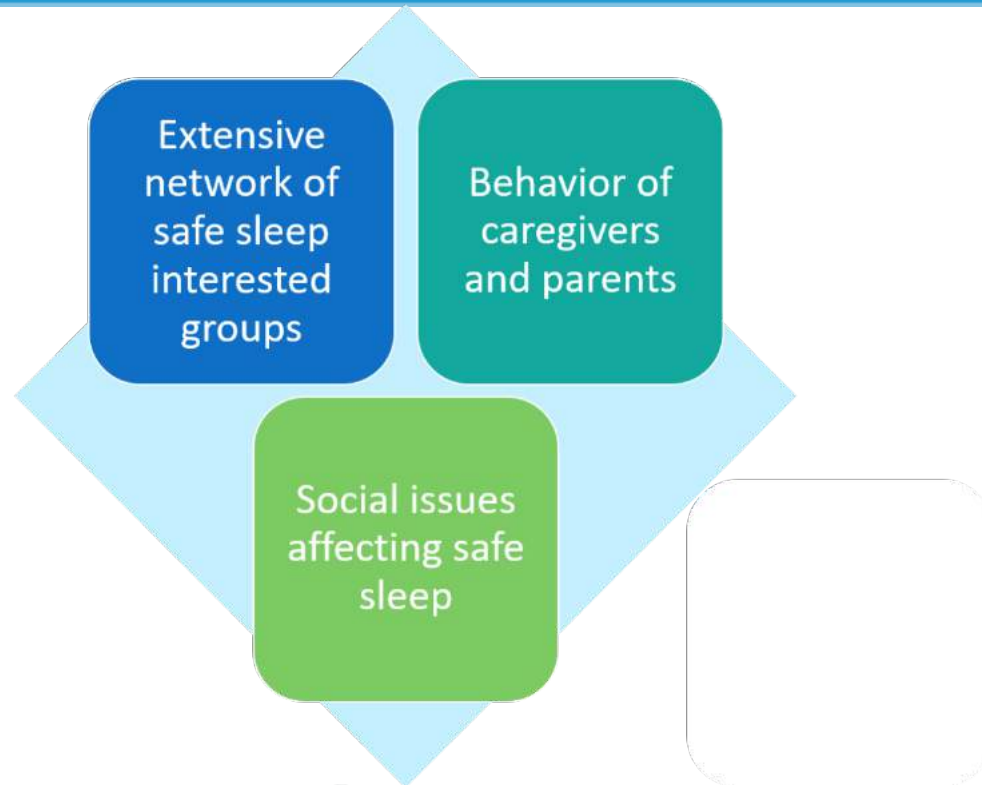
- ❖ Can you tell us about your personal experience following the AAP recommendations?
- ❖ Where is it that you get information about what products are safe?
- ❖ How do reviews and other parents influence your decision about how you will use a certain product?
- ❖ How can the presentation of safe sleep information be improved?

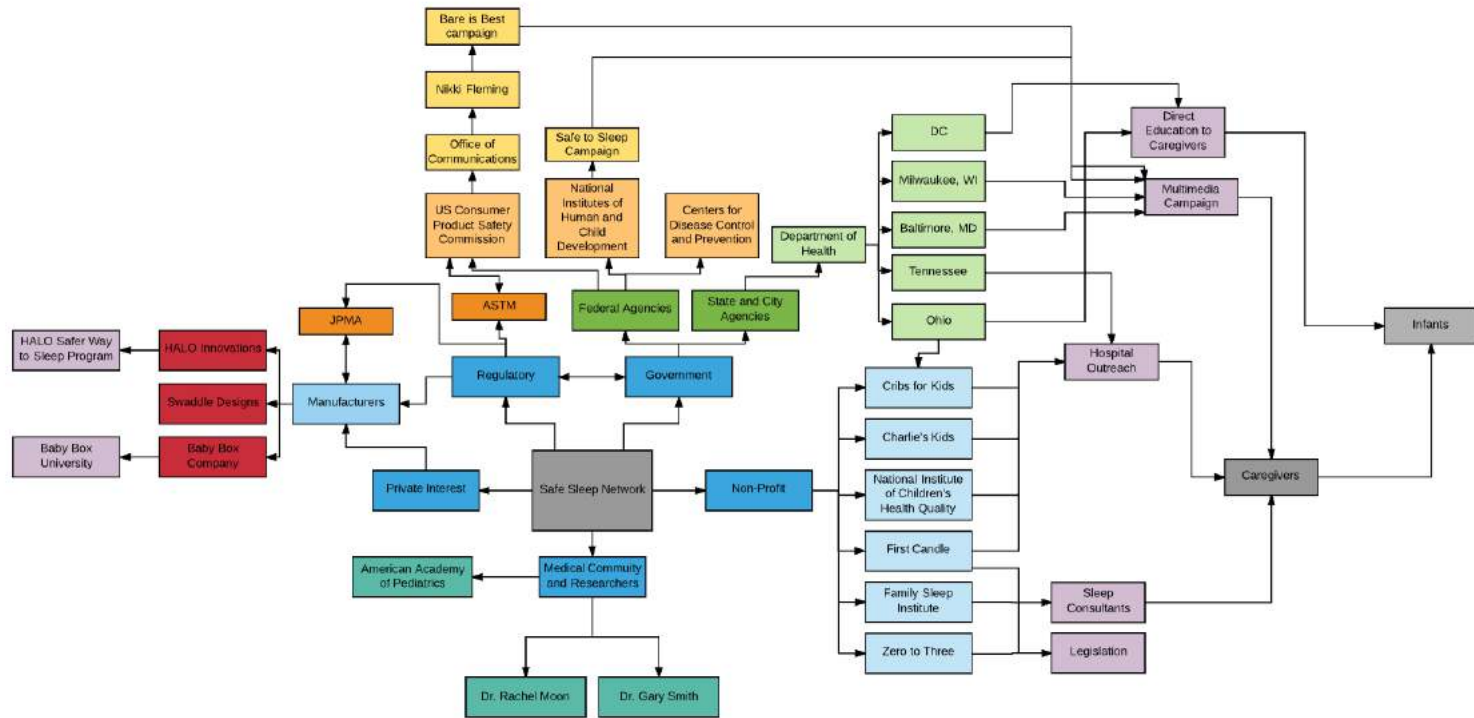
What Are The Barriers To Following Safe Sleep Recommendations?



Source: Florida Department of Health

Findings





Extensive network of safe sleep interested groups and organizations



Desperation for sleep often leads to unsafe behaviors



Caregivers want less risky alternatives to bed sharing

A photograph of a baby lying on its back on a pink sheet inside a wooden crib. The baby is wearing a white onesie with a yellow and orange floral pattern and a striped diaper. The baby's arms are raised and it has a happy expression. The text "Bare is Best!" is written in a white, italicized serif font on the left side of the pink sheet.

*Bare is
Best!*

Caregivers generally know the recommendations,
but they don't understand reasoning

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A TEGNA Company

HOME LOCAL WEATHER 46° NATION NOW TRAFFIC SPORTS FEATURES ABOUT VIDEO YOUR TAKE SHOW

WEATHER ALERT 2 weather alerts

Parents, know your ABCs of safe sleep

bellybelly by moms

PREGNANCY • BIRTH • BREASTFEEDING • BABY • PARENTING • HEALTH & LIFESTYLE •

Co Sleeping – 8 Benefits Of Bed Sharing With Baby

By Maria Pryanov OPD, CCE in Baby Sleep. Updated: July 9, 2015

CNN Health • Diet • Fitness • Living Well • Parenting • Family

Stop using crib bumpers, doctors say

By Jen Christensen
Updated 4:12 PM ET, Tue December 1, 2015

Scary Mommy

ABOUT PREGNANCY KIDS LIVING NEWS

What about babies who cannot sleep on their backs?

Kristina Sauerwein
posted: March 12, 2015, 8:16 am

in: Baby, Pregnant, You and Your Family, Dilemmas, Health & Safety, Me & My Kids, News, Mom Stories



Safe Cosleeping Guidelines

Guidelines to Sleeping Safe with Infants:

Adapted from: *Maximizing the chances of Safe Infant Sleep in the Solitary and Cosleeping (Specifically, Bed-sharing) Contexts*, by James J. McKenna, Ph.D. Professor of Biological Anthropology, Director, Mother-Baby Sleep Laboratory, University of Notre Dame.

Below is a summary that highlights some of the issues to be concerned with as you make your own decisions about where and how your infant should sleep.

CRAIG CANAPARI, MD

ABOUT SLEEP 101 SLE

Proven advice for better sleep in kids

Co-Sleeping In Infancy: Bed-Sharing is Not Safe

February 8, 2013 by Craig Canapari MD

Parents can get a free Baby Box that helps reduce SIDS risks

System developed in Finland, which has one of lowest infant mortality rates

By Aimee Heckel

For the Camera

POSTED: 11/21/2017 07:06:39 PM MST | UPDATED: 7 DAYS AGO

Charlie's Kids Foundation, Inc., Statement on the Use of Cardboard Boxes to Promote Safe Sleep

March 8, 2017

In recent months, there has been an increased focus on using a cardboard box (frequently called "baby boxes") to encourage safe sleep practices in the United States. It is a practice that has been used for generations in Finland. Finnish babies are sent home with a starter kit – a box full of diapers, clothes and toiletries for baby. When all the gifts are removed, the box itself can be used as baby's first bed.

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PARENTING

What Most New Parents Get Wrong About Sleep

Harvey Karp, M.D.

FOX 59 NEWS MORNING COMMUNITY CONTESTS TRAFFIC ON AIR SPORTS WEATHER & 40°

Family warns others about unsafe sleep practices after baby's death

Parents

Home / Babies / Sleep / Baby Sleep Tips

Don't Put Anything In Crib With Sleeping Infant

Maria Guido

Getting Pregnant Pregnancy Baby

U.S. FOOD & DRUG ADMINISTRATION

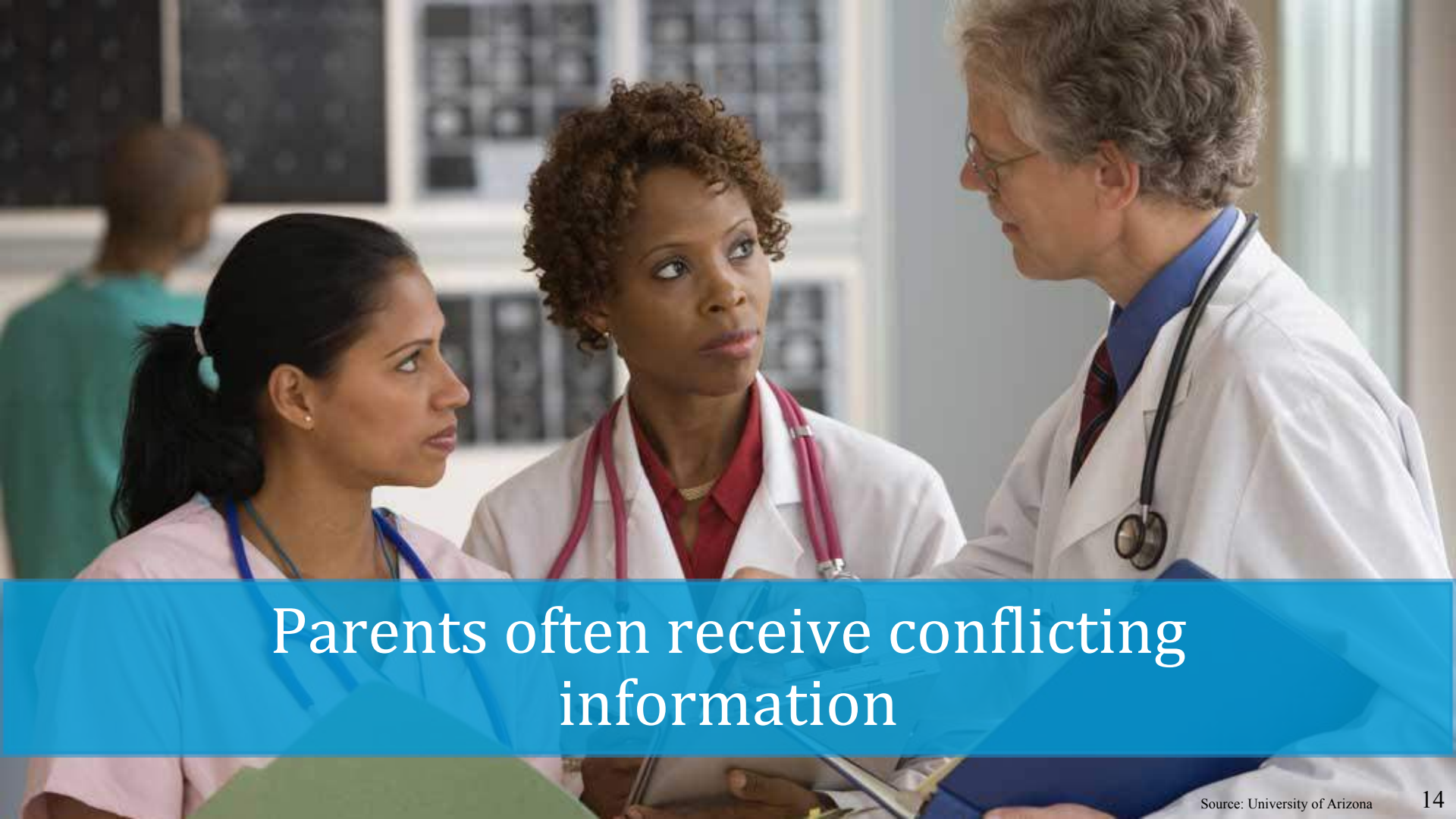
Do Not Use Infant Sleep Positioners Due to the Risk of Suffocation

Many parents are overwhelmed with information

Baby Sleep Myths Every Parent

SLEEP SAFETY

A MESSAGE ABOUT SLEEP AND SAFETY



Parents often receive conflicting information

★★★★★ **Great pillow**

By [Amazon Customer](#) on December 3, 2016

Color: Elephant Love Gray | **Verified Purchase**

This is the best lounge pillow. Easy to just lay anywhere and it holds your baby. You don't have to worry about your baby falling off until they get to the age where they can scoot and roll over. That's when you would have to use it with caution. But for the first few months it did the job and my baby looked comfortable in it. **Infact, my son would sleep on it at night with us on the bed. He liked it better than his crib or his pack and play bassinet.**



Features:

- Recessed interior cradles smaller babies
- Wipeable fabric or machine wash entire pillow
- **Only use when your baby's awake**

As consumers, parents are highly influenced by peers and other caregivers' reviews

A photograph of a wooden crib in a store. The crib has a patterned blanket with orange, grey, and white geometric designs. A sign on the crib reads "HOLIDAY SALE \$749.99". A brown blanket is draped over the side of the crib. In the background, there is a patterned armchair and a stack of magazines.

Sleep environments are often depicted unsafely in media and advertising


“For the first two months or so, the safest way for babies to sleep is on their fronts, head to one side, or else curled up on one side. Then if they are sick there is no chance that they will choke.”

Kohner (1984) Pregnancy Book published by the Health Education Council: London.



Source: Parenting Life

Many older caregivers are not up to date on current recommendations



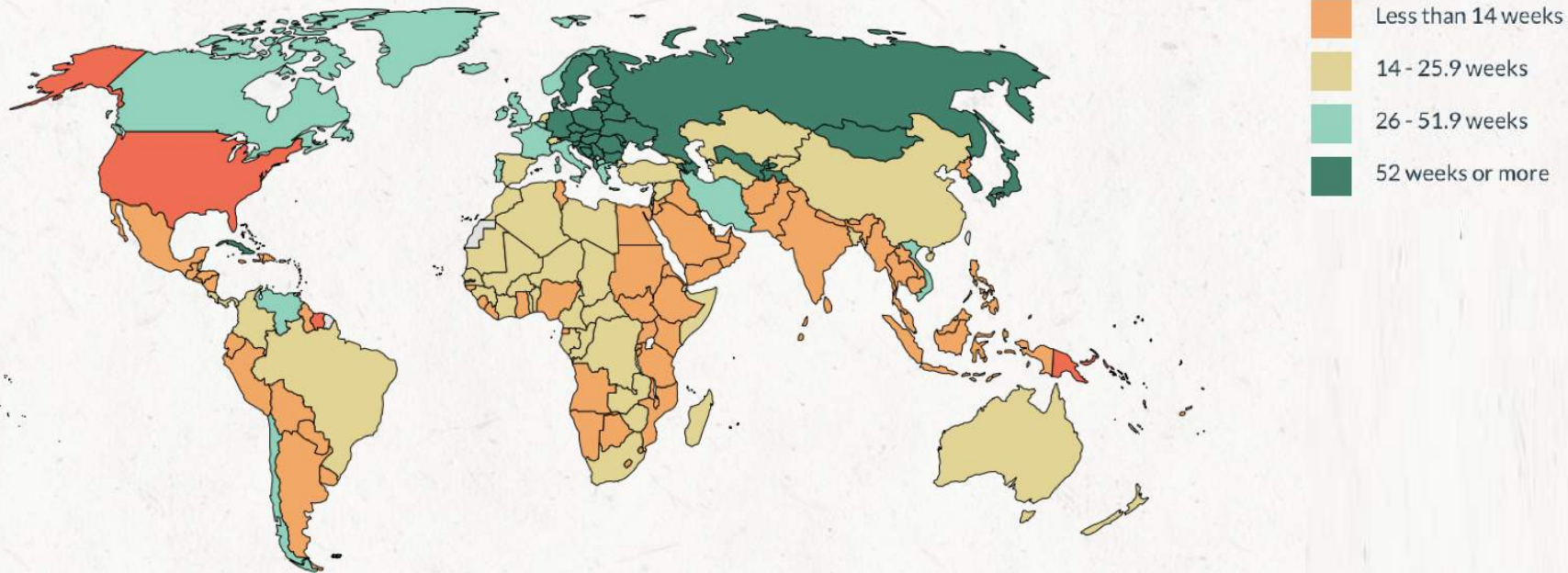
Sudden Infant Death Syndrome (SIDS)

Source: Medifit Biologicals

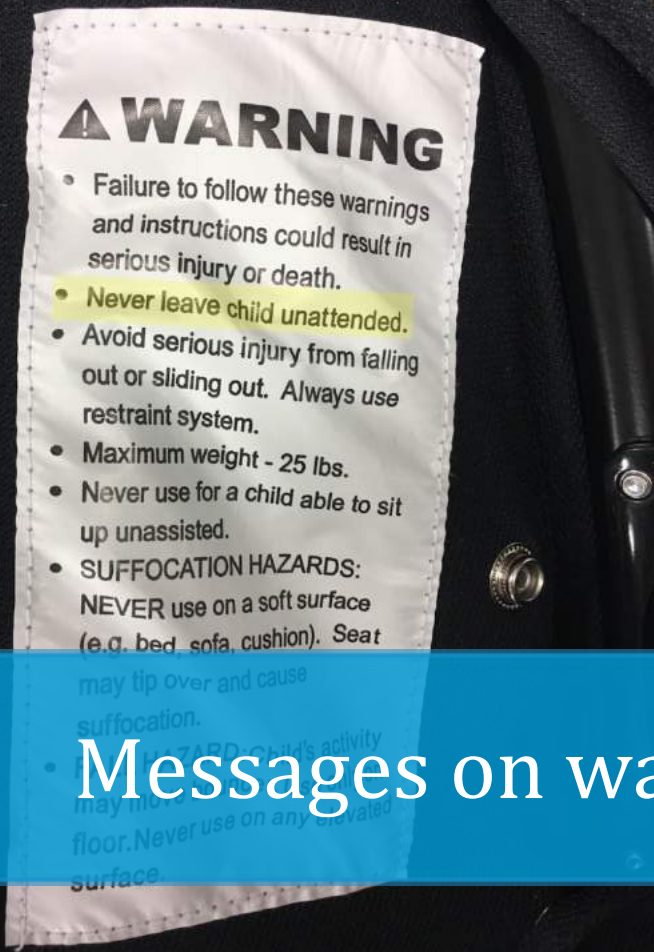
“‘Preventable’ and
‘SIDS’ cannot be used
in the same sentence.”



Many caregivers don't think they can prevent
SIDS but believe suffocation is preventable



Parents in the U.S. lack national parental leave policy available in other industrialized countries



⚠ WARNING
FALL HAZARD: Children have suffered serious injuries after falling from changing tables. Falls can happen quickly.
• STAY in arm's reach of your child.
SUFFOCATION HAZARD: Babies have suffocated while sleeping on changing pads. Changing pads are not designed for safe sleeping.
• NEVER allow baby to sleep on changing pad.

FIG. 13 Sample Label – e.g. Contoured Changing Pad

Messages on warning labels are unclear

Recommendations for CPSC Communications and Network



Educate parents about how to reduce the risk of SUID while bedsharing



Standardize sleep education across child care specialties



Add safe sleep education to high school health curriculum



Develop a suffocation based campaign

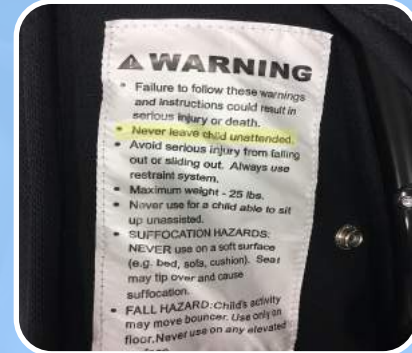
Recommendations for CPSC and Industry



Work with manufacturers and retailers to promote safe sleep through advertisements



Incentivize manufacturers and retailers to refute reviews from parents promoting unsafe product use



Update and improve warning labels



Parents balance many risks

Acknowledgements

Mr. Mark Kumagai

Ms. Celestine Kish

Ms. Rana Balci-Sinha

Professor Scott Jiusto

Professor Jim Hanlan

Ms. Paula Quinn



Questions or Comments?