

Safe Sleep... A Community Affair



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Safe Kids Upstate



How Do We Measure Up?

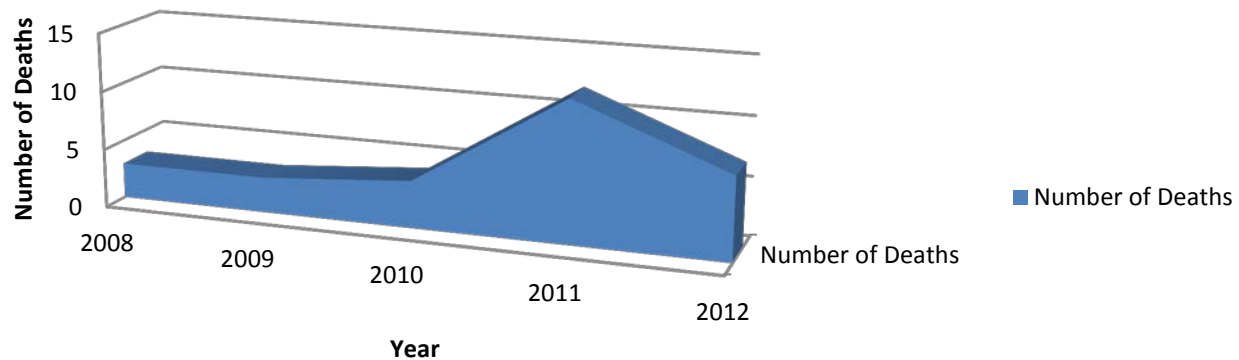


Rank	State	Deaths	Population	Rate per 100,000
1	Alaska	32	11324	282.6
2	Montana	26	12257	212.1
3	West Virginia	44	21268	206.9
4	Arkansas	82	39808	206.0
5	Mississippi	86	42901	200.5
6	District of Columbia	17	9040	188.1
7	Louisiana	115	64973	177.0
8	Tennessee	130	82211	158.1
9	Wyoming	12	7881	152.3
10	Alabama	95	62475	152.1
11	Oklahoma	82	54553	150.3
12	Ohio	214	144841	147.7
13	Kentucky	84	57551	146.0
14	North Dakota	13	9001	144.4
15	South Dakota	17	11934	142.5
16	South Carolina	74	60620	122.1
17	Delaware	14	11559	121.1
18	North Carolina	147	126845	115.9
19	Indiana	99	86673	114.2
	United States Total	4009	4130665	97.1
*Rows with suppressed deaths are hidden, including for Hawaii, New Hampshire, and Vermont.				
Source: CDC, National Center for Health Statistics. Compressed Mortality File 1999-2009.				
Dataset: Compressed Mortality, 1999-2009				

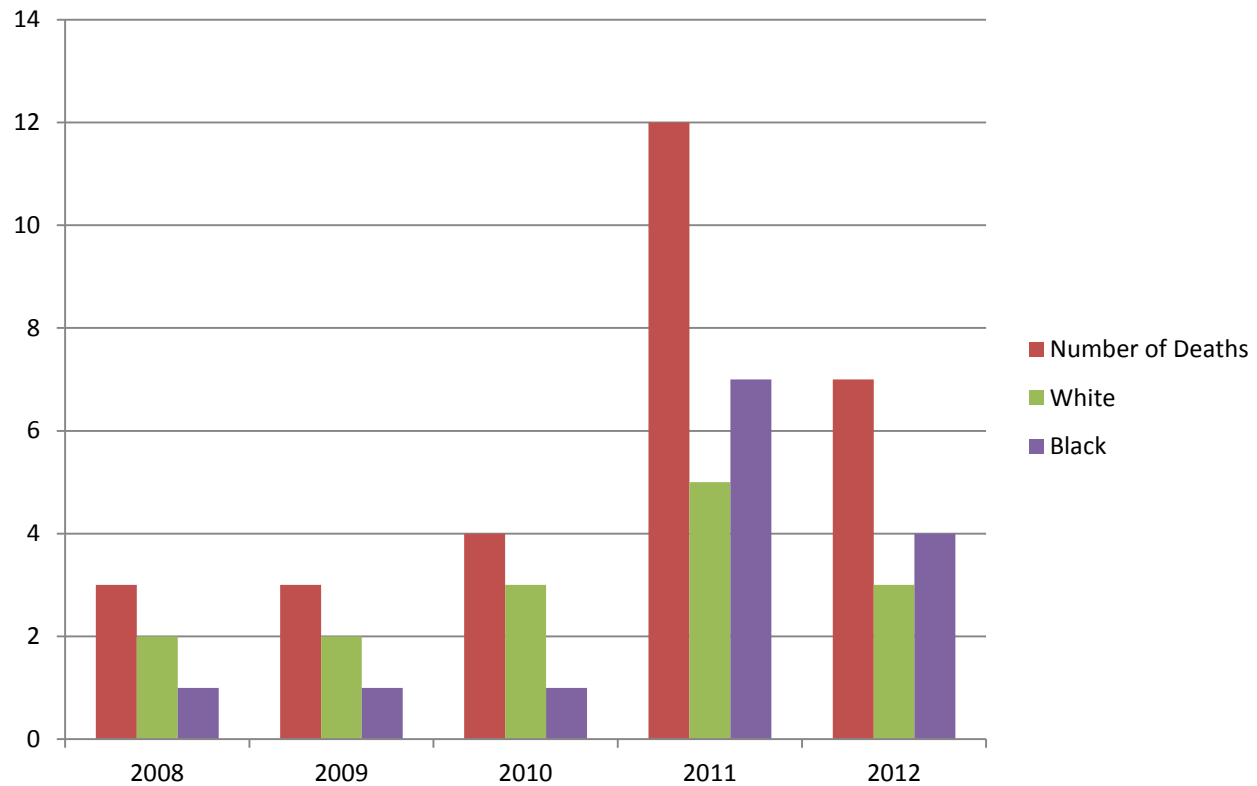
Listening to the Data



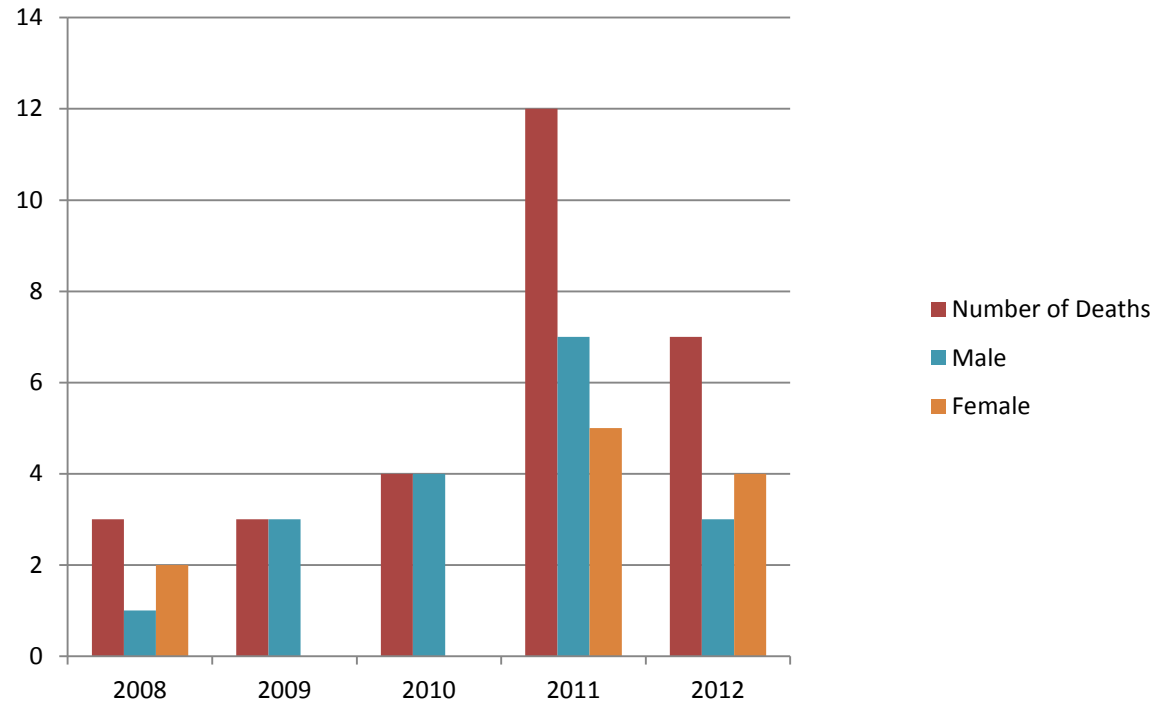
Number of Deaths Due to Unsafe Sleeping Environments in Greenville County



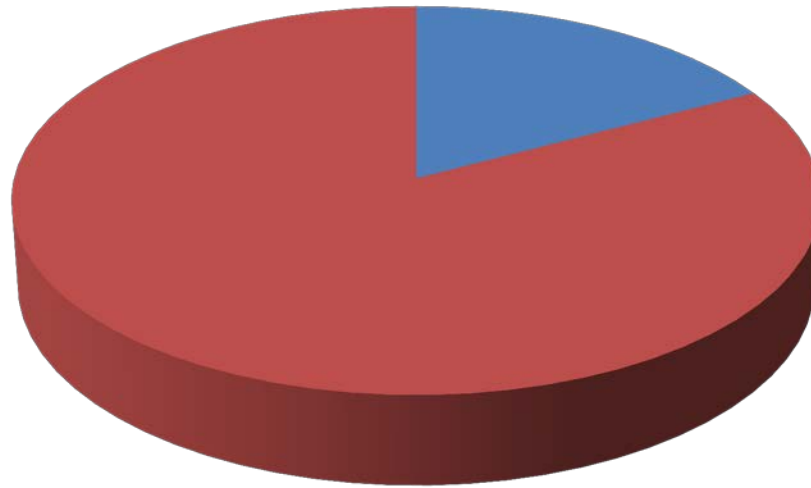
Race Comparison



Gender Comparison



The Most Compelling Thing




■ Percentage of infants found in Crib
20%

Moving Out of the Maternity Ward

- Identify the need.
- Use medical and professional expertise.
- Craft the message.
- Identify strategic partners.
- Train key professionals.
- Grow the program.
- On-going training and education.

Voices in the Community

- 
- A Child's Haven
 - Center for Pediatric Medicine
 - Clemson Child Development Center
 - Family Friends Program-Oconee DSS
 - GHS Beginnings & Beyond Program
 - Greenville County Disabilities & Special Needs Board
 - Greenville County Schools-Pregnant Teens Program
 - Greenville First Steps
 - GHS Nurse Family Partnership
 - New Horizons Family Health Services
 - Nurse Family Partnership DHEC Region I
 - Parenting & Family Literacy
 - The Parenting Place
 - PASOS Program
 - Principles of Parenting Successfully
 - Reedy Fork Baptist Church
 - Shady Grove Baptist Church
 - SHARE Early Head Start
 - Upstate Fatherhood Coalition

What Are We Asking?

- What is your baby sleeping in?
- Whose sleeping with your baby?
- Where is your baby sleeping?

What We Are Saying



Core Messages:

The safest way for your baby to sleep is on his back for every sleep.

The safest place for your baby to sleep is alone in her own safety approved sleeping device (bassinet, crib or play yard).

Media Outlets

SAFE to SLEEP



Cribs for Kids®

Helping every baby sleep safer

Learn more about Cribs for Kids

SAFE to SLEEP



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SAFE TO SLEEP

CLICK HERE to find out how to reduce the risk of Sudden Infant Death Syndrome (SIDS) & other sleep-related causes of death.




SAFE TO SLEEP

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Agency for Toxic Substances and Hazardous Waste Investigation
Environmental Health System National Institute of Child Health and Human Development

Are you missing from this picture?



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Comments (8) [Votes \(2\)](#)

[Vicky's Vault Official Rules](#)

BLACK PARTY LINE DANCE LINE UP



The 2012 107.3 JAMZ Black Party

The 2012 107.3 JAMZ Black Party - powered by Ingles - featuring the Line Dance Line Up! FRIDAY, November 23 at the TD Convention Center.

Comments (2)

[V.I.C. - Wobble \(video\)](#)

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Safe Kids Upstate

This is what a safe sleep environment looks like.



It has NO bumpers, blankets, toys or pillows.

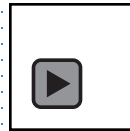
[Learn more about safe sleep environments](#)

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ScreamFinder.com

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Safe Sleep PSA



Successes

- Since the program began in 2008, over 1200 participants have received safe sleep education and Graco Pack 'n Plays®.
- Since 2012, 168 one-on-one safe sleep education consultations have been conducted.
- To date **No** child whose parents participated in this program has died.
- 19 partner agencies.
- 63 community safe sleep education trainings.

Successes

- Safe Sleep was made a priority by the SC JCLCC in 2012.
- A Statewide Safe Sleep Coalition was created.
- 2 successful safe sleep PSA radio campaigns (6 weeks in 2010 and 4 weeks in 2012).
- 6 Safe Sleep Op-eds written in 20012 & 2013.
- Numerous news interviews and news articles about the importance of safe sleep practices.

Thank you!



SAFE KIDS UPSTATE