



SCBOI Safe Sleep Initiative (SSI)

Mission Statement:

To effectively levy expertise, resources and work more efficiently and collaboratively across SC to build a strong, visible, unified statewide safe sleep awareness and infant sleep related injury and death prevention campaign

Background:

The most common preventable fatalities for infants or children under the age of one year are sleep related, both nationally and in South Carolina

The South Carolina Safe Sleep Initiative was developed in 2014 with the purpose to promote consistent and unified safe sleep messaging, education and awareness statewide to eliminate preventable sleep related infant deaths and injuries

Virtual Meetings:

The second Wednesday of each month from 9–10 a.m. via Microsoft Teams

Contact sboi@scdhhs.gov to receive meeting invitations

Co-Chairs:

Dr. Tim Harkins
Harkinsmd@gmail.com

Michelle Cunningham, RNC-MNN
SC DSS, DAODAS Liaison
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2023 SC Virtual October Safe Sleep Summit

Title: "Community Action to move the needle on safe sleep in South Carolina"

Theme: Community Partners to Promote Safe Sleep

Session: 1. The state of infant safe sleep in SC

- SC Child Fatality Advisory Committee (Governor's Proclamation)
- SC DHEC Data Overview
- SC AAP

2. Safe Sleep at Home and Away

- Safe Sleep in Childcare
- Safe Sleep Designation

3. Conversations with Coroners

- President of SC Coroner's Association
- County Coroner's Promoting Safe Sleep
- Panel Discussion – Myths and Misperceptions

4. How are we moving the needle

- Panel Discussion (QTIP, Prisma Health Midlands)
- SC Resources – SC DHEC
- Parent Testimony "Impact of a Sleep Related Death in Childcare"

Thank you to the 2023 Summit Speakers

Amanda Whittle
Dr. Elizabeth Mack
Emma Zawacki
Jessica Sharp
Cynthia Lara
Charleston Coroner Bobbi Jo O'Neal
Pickens Coroner Kandy Kelly
Spartanburg Coroner Rusty Clevenger
Florence Coroner Keith Von Lutcken
Harriet Smith
Shiann Bradley
Elizabeth Biddle
Janet Duff
Kathryn Martin

Sponsor: Upstate AHEC Belinda Cowan and Karla Golpe

Summit session take a-ways

- Lack of understanding of SIDS verses preventable accidental/suffocation/ strangulation deaths
- Sleep related deaths do not discriminate
- Many deaths occur in an environment/area that could have been safe but wasn't
- This is a public health issue

Need for:

- one unified SC Safe Sleep message/standardized materials
- standardization on implementation of SC DHEC safe sleep video/brochure in health care systems/agencies
- SC data on sleep related injuries
- Inclusion of safe sleep in prenatal and post partum period
- Standardized safe sleep training of trainers

Moving the Needle on Safe Sleep in SC in 2023 /2024



SC Efforts Current ✓ and Next Steps *

SC DHEC 2023 Safe Sleep Brochure and SC Safe Sleep Video ✓

SC QTIP Safe Sleep Workshop 2023 ✓

SC Program for Infant Toddler Care Safe Sleep Designation for Child Care Providers ✓

2023 SC Virtual Governor's Proclamation of October as Safe Sleep Awareness Month in South Carolina ✓

2023 3rd Annual SC Virtual Safe Sleep Summit ✓

Partner with SC AAP to develop and deliver safe sleep messaging, education and awareness ✓

2023 SC/NC Perinatal Association Conference Presentation/Collaboration ✓ *

SC Cross Sector Safe Sleep Designation *

Partner with SC Coroner's Association, Community Healthcare Workers *

SC Safe Sleep Newsletter *

South Carolina Safe Sleep Tool Kit and Implementation Guide *

Develop Educational Materials (Poster/Pledge/FAQs/Pictorials/Conversation Starters/Documentation How to on Safe Sleep Education Provided/ Elevator Pitch/ PSAs) *