

Safe Sleep Instructor Certification

An Innovation Station Promising Practice

Purpose: This document is intended to support MCH professionals to implement a practice found in Innovation Station. This resource provides the information needed to replicate the practice and is divided into two sections: the first section provides a high-level overview of the practice while the second section describes how to implement the practice. For additional information on any of the content provided below, please reach out to the practice contact located at the bottom of this document.

Section I: Practice Overview

Location:	Kansas	Title V/MCH Block Grant Measures Addressed
Category:	Promising	Performance Measures: NPM #4: Breastfeeding NPM #5: Safe Sleep NPM #14: Smoking NPM #15: Adequate Insurance Coverage Outcome Measures: NOM #4: Low Birth Weight NOM #5: Preterm Birth NOM #6: Early Term Birth NOM #7: Early Elective Delivery NOM #8: Perinatal Mortality NOM #9.1: Infant Mortality NOM #9.2: Neonatal Mortality NOM #9.3: Postneonatal Mortality NOM #9.4: Preterm-Related Mortality NOM #9.5: Sleep-Related Sudden Unexpected Infant Death (SUID) Mortality
Date Submitted:	01/2020	

Practice Description

- The KIDS Network Safe Sleep Instructor (SSI) Certification Project is designed to build collective impact to reduce sleep-related infant death in Kansas.
- The SSI Certification Project developed a state-wide infrastructure to enhance the capacity to share consistent safe sleep messages with providers, parents, and caregivers.

Purpose

- With the Kansas infant mortality rates (IMR) higher than the national average, the overarching purpose of the KIDS Network Safe Sleep Instructor (SSI) Certification Project is to reduce infant mortality by increasing infant safe sleep.
- With culturally targeted education for the most disparate populations (low socio-economic status and minority), coupled with easy to implement strategies, we build on an SSI's current work to significantly increase the number of parents/caregivers using safe sleep practices.
- The SSI Project enabled the KIDS Network to expand its reach, and specifically built a state-wide infrastructure to promote consistent infant safe sleep messages. This in turn, facilitated a safe sleep culture within Kansas to reduce the number of infant deaths related to unsafe sleep.

Practice Foundation

- The project uses a train-the-trainer concept to educate parents/caregivers, child care providers, health care providers, and other community members about safe infant sleep practices. The SSI becomes a safe sleep champion by promoting safe sleep through standardized training and community outreach. The SSI project also intends to build a base of SSIs by increasing the number of instructors each year. Each SSI is tasked with the following goals:
 - Train at least 10 professionals in their local community.
 - Facilitate/co-facilitate a local KIDS Network Safe Sleep Community Baby Shower/Crib Clinic.
 - Invoke the National Safe Sleep Hospital Certification Program at a local birthing hospital/center.
- Implement the KIDS Network Safe Sleep QI project for obstetrics, pediatrics and family medicine in local outpatient clinics.
- The KIDS Network has worked locally and statewide to create systems to assist maternal and infant health efforts while learning and engaging with national and international safe sleep resources. The Network has been a central point of contact for statewide efforts to eradicate infant mortality, but with the complex nature of infant loss the Network focused on engagement with those working to address food deserts, poverty, discrimination and other social determinants of health.
- The SSI Certification Training and educational outreach activities of the Kansas Infant Death and SIDS Network are based on the Health Belief Model Theory of behavior change. This theory holds that addressing the six constructs of: Severity, Susceptibility, Benefits, Barriers, Cues to Action and Self-efficacy can affect short-term and long-term behavior change. In addition, professional training activities encourage healthcare providers to address these constructs in their interactions with patients.

Core Components

The goal of the KIDS Network Safe Sleep Instructor (SSI) Certification Project was to prepare regional instructors to consistently educate parents/caregivers, childcare providers, health care providers, and other community members about safe infant sleep practices. The SSI became a Safe Sleep champion by promoting Safe Sleep through standardized training and community

outreach. Safe Sleep Instructors attended a 2-day training by the KIDS Network. The training covered the most recent AAP safe sleep guidelines, safe sleep training materials, expert-led breakout sessions, how to implement a Safe Sleep Community Baby Shower (an interactive event that invites new and expectant parents, their support people, and community service providers to get together for an educational “baby shower.”), implement the Cribs for KIDS Hospital Certification and the Safe Sleep Star Outpatient Toolkit. Curriculum included grant writing, engaging community partners (including local breastfeeding and tobacco cessation experts), promotion of the event to women at high risk for adverse birth outcomes, addressing key indicators and barriers of unsafe sleep and administration of pre and post-event surveys.

Practice Activities

Core Component	Activities	Operational Details
Teaching	Lecture, demonstration and discussion	Content experts provided a safe sleep training, including a structured slideshow and a crib demonstration. Followed by breakout sessions on physiology, research, merging safe sleep and breastfeeding promotion messages, and addressing barriers experienced by caregivers.
Addressing Barriers	World Café large group dialogue	SSI learn to address barriers, the material and psychological costs of unsafe sleep as well as discuss myths (babies won't sleep on their backs) and strategies to help parents create and maintain a safe sleep environment within their cultural and family context.
Knowledge and Skills Testing	Safe Sleep Crib Demonstration	SSI trainees are taught to organize and implement a Safe Sleep Community Baby Shower. SSIs were evaluated on their ability to perform a Safe Sleep Crib Demonstration, including their ability to answer related questions (e.g., cost of crib, where to get recall information, size infant crib can accommodate).
Pre-Test and Post-Test	Assessment of participants safe sleep knowledge	Trainees were evaluated for knowledge change during the annual Safe Sleep Instructor Training based on identifying the AAP recommendations related to safe sleep environment, pacifier use, breastfeeding, and messaging strategies.

Evidence of Effectiveness (e.g. Evaluation Data)

- **KIDS Network Safe Sleep Instructor Train-the-Trainer**

- Outcome 1: Trainee safe sleep knowledge will increase:
Trainees were evaluated for knowledge change during the annual Safe Sleep Instructor Training. Prior to the training, SSI trainees correctly answered an average of 6.9 questions out of 10 (SD=1.2; range=4-9). The passing percentage has traditionally been set a priori at 80%, 14 out of 43 (33%) achieved passing scores prior to the training. Following the training, the average score on the post-test was 9.7 (SD=0.54; range=8-10), with a 100% pass rate and 34 (79%) achieving a perfect score.

On the pre-test, trainees demonstrated highest proficiency (>95%) on identifying the AAP recommendations related to safe sleep environment, pacifier use, breastfeeding, and messaging strategies; trainees demonstrated the lowest proficiency (<80%) in describing the diagnosis of SIDS, temperature regulation, identifying the AAP recommendations related to crib location, and secondhand smoke. Following the training, SSI trainees successfully demonstrated improved knowledge on all topics of safe sleep ($t=14.0$, $p<0.001$); achieving high proficiency (>95%) on all questions.

- Outcome 2: Trainees will learn to do Safe Sleep Crib Demonstrations:
SSI trainees were evaluated on their ability to perform a Safe Sleep Crib Demonstration, including their ability to answer related questions (e.g., cost of crib, where to get recall information, size infant crib can accommodate). All participants successfully completed the Safe Sleep Crib Demonstration with 90% or higher score. Individual feedback was provided regarding any items missed or suggestions for improvement.

- **KIDS Network Certified Safe Sleep Instructor Led Safe Sleep Training**

- Outcome 1: Trainees provide one training to at least 10 professionals:
Fifty-six KIDS Network Certified Safe Sleep Instructors (SSIs) conducted 117 safe sleep training events between July 1, 2018 and June 30, 2019. These SSIs trained approximately 1,172 professionals and 195 caregivers across the state.
- Outcome 2: Trainee safe sleep knowledge will increase:
Prior to training, the average professional trainee correctly answered 8.7 questions (SD=1.9) out of 12, and following training the average score on knowledge questions was 9.7 (SD=1.4) out of 12. This improvement was statistically significant ($t=14.9$, $p<0.001$).
- When asked to self-assess their knowledge increase, professional trainees stated that their knowledge on a scale from 1 to 10 rose from 6.9 (SD=2.0) to 9.1 (SD=1.1) following the training ($t=45.3$, $p<0.001$).

- **KIDS Network Safe Sleep Community Baby Showers**

- Outcome 1: Safe Sleep Instructors will facilitate Community Baby Showers
The Kansas Infant Death and SIDS (KIDS) Network, in collaboration with its Safe Sleep Instructors and other community partners, conducted 34 baby showers and numerous crib clinics throughout Fiscal Year 2019. Events occurred across 30

Kansas counties between July 1, 2018 and June 30, 2019. An average of 40 participants were in attendance at the baby showers.

The majority of participants were non-Hispanic white (53%) and married or partnered (61%). The highest proportion reported receiving Medicaid (42%). Prenatal care was reportedly received at either a private provider's office (39%) or hospital clinic (31%).

Following the events, there was a significant increase in participant knowledge of recommended safe sleep practices. The majority plan to place infant on back to sleep (95%) in a safe location (94%) with no unsafe items in the sleep environment (88%). Significantly more participants were aware of three ways to avoid secondhand smoke exposure and three local smoking cessation resources after the event. When asked about breastfeeding, there were increases in the likelihood of breastfeeding, intention to breastfeed longer than six months, and confidence in ability. Baby shower attendees receive a Sleepkit, based on availability, which includes a portable crib and wearable blanket.

- **Cribs for KIDS Hospital Certification and KIDS Network Safe Sleep Star Toolkit Certification**
 - Outcome 1: Senior Safe Sleep Instructors will facilitate either the Cribs for KIDS Hospital Certification project with delivering hospitals and/or Safe Sleep Star Certification project with OB, family medicine and pediatric clinics:
 1. Twelve Cribs for KIDS Safe Sleep Hospital Certifications were implemented in Kansas in FY19.
 2. Thirteen KIDS Network Safe Sleep Outpatient Toolkits were implemented in OB/Ped/FM clinics in Kansas in FY19.

[Ahlers-Schmidt CR, Schunn C, Engel M, Dowling J, Neufeld K, Kuhlmann S. Implementation of a Statewide Program to Promote Safe Sleep, Breastfeeding and Tobacco Cessation to High Risk Pregnant Women. Journal of Community Health. 2018.](#)

[Ahlers-Schmidt CR, Schunn C, Kuhlmann S, Kuhlmann Z, Engel M. Developing a state-wide infrastructure for safe sleep promotion. Sleep Health. 2017; 3\(4\):296-299.](#)

[Kuhlmann Z, Kuhlmann S, Schunn C, Klug B, Greaves T, Foster M, Ahlers-Schmidt CR. Collaborating with obstetrical providers to promote infant safe sleep guidelines. Sleep Health 2016;2:219–224.](#)

[Ahlers-Schmidt CR, Schunn C, Dempsy M, Blackmon S. Evaluation of Community Baby Showers to Promote Safe Sleep. Kansas Journal of Medicine. 2014. 7\(1\):1-5.](#)

Replication

- The KIDS Network Safe Sleep Instructor (SSI) Certification Project began as a pilot in Wichita, KS to determine if certified Safe Sleep Instructors could efficiently and effectively educate providers, parents and caregivers on standardized safe sleep modules. Since 2015, the project has been successfully replicated in 31 Kansas counties, Philadelphia, PA, Lawrence, MI and North Platt, NE.

- In an effort to utilize only the highest quality, evidence-based practices, the KIDS Network partnered with the KU School of Medicine-Wichita to evaluate these programs in order to develop efficient and effective practices that are adaptable to various communities.
- The KIDS Network disseminates the results of these programs through publications and presentations. As a result, programs developed in Kansas have been shared nationally and internationally. In addition, our publication (Mason, 2013) was one of only three programs referenced in HRSA the request for proposals for a “Safe Infant Sleep Systems Integration Program” (HRSA-14-095).
- Through presentations at national and international conferences, as well as participation in national webinars (<https://www.childrenssafetynetwork.org/webinar/infant-safe-sleep-introduction-model-program>), KIDS Network SSI Certification Program implementation has been developed for offsite trainings. Missouri, Mississippi and Hawaii have been among the first to inquire about offsite training.

Section II: Practice Implementation

Internal Capacity

- Safe Sleep Instructors can be physicians or other health care providers, health educators, representatives from a local infant or family health organizations or coalitions or trusted community leaders who are dedicated to reducing the risk of SIDS and other sleep-related causes of infant death. Successful candidates demonstrate the ability to effectively present safe sleep recommendations and materials.
- The most successful SSI has support from leadership to attend the 2-day Safe Sleep Instructor Training, coordinate the 1-hour Safe Sleep Training for at least 10 professionals and facilitate one Safe Sleep Community Baby Showers/Crib Clinic per year.
- Support staff to assist with data entry and training/community baby shower logistics is warranted. Ideally, support staff would be available to assist with Community Baby Shower logistics for 2-4 hours per month.
- Staff should be competent in standard computer software (e.g. Microsoft) survey software (e.g. Survey Monkey) and social media (e.g. Facebook, Instagram).

Collaboration/Partners

- The KIDS Network Safe Sleep Instructor Certification Project has been successful because of the collaboration with the local medical school, health departments and grassroots organizations. The Wichita Black Nurses Association, the University of Kansas Medical School Department of Pediatrics, Safe KIDS Kansas and the Kansas Department of Health and Environment have been instrumental in the development of the project.
- The Wichita Black Nurses Association, Wichita Alumnae Chapter of Delta Sigma Theta Sorority, Inc. and the Wichita Chapter of Alpha Kappa Alpha Sorority, Inc. assisted with logistics, communication and guidance of the Safe Sleep Community Baby Shower. Approximately, five representatives assist with the planning and organization of the events twice a year. 15-20 volunteers from the organizations assist on the day of the event.
- The University of Kansas Medical School Department of Pediatrics assisted with the development and evaluation of the project. One community psychologist, pediatrician, OBGYN assisted with the project. The development team meets six times per year.

- Fetal Infant Mortality Review and the initiation of a local maternal infant health coalition helped engage and sustain the involvement of these partners.

Practice Cost

Budget			
Activity/Item	Brief Description	Quantity	Total
Safe Sleep Instructor Training	2-day training in Wichita, KS	1	\$500.00
Training lodging and per diem	\$155 in Wichita, KS	3	\$465.00
Travel to Wichita	Mileage or flight required to attend SSI training in Wichita, KS	1	Location specific
Safe Sleep Training Venue	Conference room to seat 10 professionals	1	\$100.00
Sleepkits for Community Baby Showers (CBS)	\$100 per participant that includes portable crib and wearable blanket	20	\$2,000.00
CBS Venue	Community center/conference room	1	\$250.00
CBS Refreshments	Light snack	20	\$100.00
CBS supplies	Copies of pretest/posttest, signage and promotional flyers	20	\$100.00
Total Amount:			\$3,515.00

Practice Timeline

Practice Timeline				
Phase	Description of Activity	Date/Timeframe	# of hours needed to complete/oversee activity	Person(s) Responsible
Planning/ Pre-implementation	Apply for Safe Sleep Instructor (SSI) Certification training	July	2	SSI trainee
	Arrange travel and lodging	August	4	SSI trainee
Implementation	Attend SSI training in Wichita	2 days in September	16	SSI trainee

	Organize Safe Sleep training	October/November following SSI training	5	SSI trainee
	Present safe sleep training	By March 31 following SSI training	6	SSI trainee
	Organize Community Baby Shower (CBS)	December-February	12	SSI and committee members
	Implement CBS	March/April	10	SSI and committee members
Sustainability	Submit safe sleep training data to KIDS Network Data Site	By April 30 following SSI training	1 hour (each survey takes ~1 minute)	SSI trainee
	Attend SSI webinars hosted by KIDS Network	Jan, March, May, July, October	10 hours	SSI trainee
	Submit CBS data to KIDS Network Data Site	By May 31 following SSI training	3 hours (each survey takes ~10 minutes)	SSI trainee
	Recertify SSI certification via webinar	October	2 hours	SSI trainee

Resources Provided

- Safe Sleep Crib Demonstration Kit—Portable crib, wearable blanket, pacifier, doll, blanket, pillow, diapers, wipes and burp cloth.
- [KIDS Network Safe Sleep Instructor Project Website](#)
- [KIDS Network Publications](#)
- [Safe Sleep Star Outpatient Toolkit Video](#)
- [KIDS Network Safe Sleep Community Baby Shower Video](#)

Lessons Learned

- The most significant asset we identified was the strong collaboration developed within and between community partners and those we serve. We have established long term volunteers and, in some cases, welcomed new colleagues to the field.
- One of the most noteworthy challenges has been the retention of Safe Sleep Instructors. Due to staff turnover, attrition and securing SSIs that “fit” the role, we implemented an application process to ensure we had candidates with tenure and capacity to perform the activities.

- We learned the project is more of a marathon than a sprint. The project was more effective when we began with smaller, more manageable outcomes and expanded as we learned from our experiences. Piloting the SSI training and initial community baby shower allowed us to formalize operations and strategies to achieve the measurable outcomes (e.g. initial community baby shower attendance goal was set at 25 rather than 100-150 attendees).

Next Steps

- The KIDS Network Safe Sleep Instructor Certification development team hopes to provide external trainings to states looking to implement the full Safe Sleep Instructor Certification Project vs. SSI trainees attending the Kansas based training.
- The development team hopes to expand the Safe Sleep Instructor Certification Project to early childhood services, pre-hospital staff and law enforcement.
- The Safe Sleep Star Outpatient Toolkit development team is in process of applying for Pediatric QI Project for Maintenance of Certification through the American Academy of Pediatrics.

Practice Contact Information

For more information about this practice, please contact:

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