

Problem Statement: Too many babies in Missouri are dying from preventable sleep-related death.

Goal: By the end of 2022, Infant Deaths Associated with Unsafe Sleep per live birth by 20% from 2018 rates, and decrease the disparity in Infant Deaths Associated with Unsafe Sleep per live birth between black and white infants by 25% from 2018.

Responsible Parties: Missouri Safe Sleep Coalition members, including representatives from Children's Trust Fund (CTF), Mo. Department of Social Services (DSS)-Children's Division (CD), Mo. Department of Social Services (DSS)-State Technical Assistance Team (STAT), Mo. Department of Health and Senior Services (DHSS), Mo. Department of Elementary and Secondary Education (DESE)-Office of Childhood (OOC), Office of Child Advocate (OCA), Missouri Hospital Association, Children's Mercy Hospital, SSM Cardinal Glennon, Washington University School of Medicine, Truman Medical Center, Nurses for Newborns, Cribs for Kids, Community Partnership of the Ozarks, Generate Health St. Louis/Flourish, Infant Loss Resources, Nurture KC, Alliance of Southwest Missouri, New Madrid Family Resource Center, The Community Partnership, St. Joseph Youth Alliance, and additional non-profit organizations.

Aim # 1 [Messaging and Public Awareness]:

Develop a safe sleep message throughout the state of Missouri to raise awareness in all communities of the importance of safe sleep practices.

Strategies	Activities	Monitoring/Progress	Year 1 (2020)	Year 2 (2021)	Year 3 (2022)
			Yellow=Planning/ Implementation	Green= Completion	Blue=Ongoing/ continuous work
Develop a clear and consistent safe sleep message.	Develop and promote a statewide safe sleep logo and message in support of the Coalition's overall mission.	Identify a logo that the Safe Sleep Coalition can include on their website, educational material and include as a "Coalition Stamp of Approval" as needed.	X		
Develop a clear and consistent safe sleep message.	Develop a statewide website to house Coalition-approved safe sleep educational trainings, resources and materials.	Launch Safe Sleep Missouri website, managed by ITSD, and continuously include/update new resources, materials, and ease of accessibility.		X	
Identify state and local partner organizations to consistently disseminate the safe sleep message.	Create a dissemination list of providers/stateholders separated by type of audience.	Completion of list, update as needed.			X
Promote consistent safe sleep education through distribution of resource material.	Share and promote Safe Sleep materials with families through state funded programs and families identified through Newborn Crisis Assessments.	Promote the use of ABCs of Safe Sleep Video and Safe Sleep Missouri SS Flyer through HV providers, SS programs, and various other direct service providers.			
Expand educational reach to additional/alternative caretakers.	Develop a PSA with Missouri's First Lady to discuss Safe Sleep from a grandparent perspective.	Completion and promotion of PSA.		X	
Promote communication packages/resources for various identified audiences.	Identify various audiences to reach and create communication packages for with various topics of interests/education material: Parents, Grandparents/Alternative Caretakers, Child Care Providers, Fathers, First Responders/Law Enforcement, and Medical Providers	Create and upload concise packages of educational/resource materials for targeted audiences, available on the Safe Sleep Missouri website.			

Aim # 2 [Education]:

Ensure that providers, professionals, parents and infant caregivers have the knowledge, skills and self-efficacy to practice safe sleep for every sleep.

Strategies	Activities	Monitoring/Progress	Year 1 (2020)	Year 2 (2021)	Year 3 (2022)
			Yellow=Planning/ Implementation	Green= Completion	Blue=Ongoing/ continuous work
Improve education on infant safe sleep practices and common barriers to practicing safe sleep to improve consistency in knowledge statewide.	Develop and promote the Introduction to Safe Sleep training to improve general knowledge of infant safe sleep.	Complete the training and add to CD Employee Learning Center and promote the training on Safe Sleep Missouri Website.	X		
Educate direct service providers on how to engage in meaningful conversations with parents/caretakers about safe sleep practices and how to overcome common barriers to practicing safe sleep.	Develop and promote the Advanced Safe Sleep Training for direct providers.	Complete the training and add to CD Employee Learning Center and promote the training on Safe Sleep Missouri Website.			
Increase professional development opportunities for licensed child care providers.	Get CEU approval for Introduction to Safe Sleep and Advanced Safe Sleep trainings to be used by Child Care Providers for licensing requirements.	Combine the two trainings into one training to be approved by DESE for CEUs and offered to license child care providers.			
Identify and be responsive to culturally and racially diverse educational materials and training resources, that adhere to message consistency, for providers, parents, and other caregivers.	Translation of Safe Sleep materials to languages outside of English and present materials/resources with culturally and racially diverse families and communities represented.	Present materials with culturally and racially diverse families and cultures visually represented to ensure inclusivity. Translate SS materials to Spanish and maintain the ability to translate to additional languages as needed.			
Train and equip health care providers to present <i>consistent</i> education on infant safe sleep through ongoing/open conversations with new parents and consistent <i>modeling</i> and teaching.	Engage delivery hospitals in MO to acquire Safe Sleep Hospital Certification (SSHC) from Cribs for Kids (currently recommended, not required) with three varying levels of certification.	Goal of 10 Missouri birthing hospital organizations to achieve any level of SSHC.			
Train and equip first responders with education on infant safe sleep.	Engage first responders and law enforcement in safe sleep training.	First responders/law enforcement virtual academy presentations, presented through STL Cardinal Glennon.			
Complete gap analysis and target key audiences to communicate safe sleep messaging and information in a global, yet personally respective way.	Create audience specific lists of resources/educational needs and topics of interest based on the audience in question, with input from varying audience groups.	Work with content experts to create communication packages containing resources, education, and topics of interests for varying targeted audiences including: new parents, grandparents/alternative caretakers, child care providers, fathers, first responders/law enforcement, medical providers, and direct service providers. Communication packages to be housed on the Safe Sleep Missouri website.			

Aim # 3 [Health Equity and Culturally Appropriate Programming]:

Ensure that all programs and interventions focus on increasing health equity to reduce disparities, particularly racial disparities.

Strategies	Activities	Monitoring/Progress	Year 1 (2020)	Year 2 (2021)	Year 3 (2022)
			Yellow=Planning/ Implementation	Green= Completion	Blue=Ongoing/ continuous work
Review Missouri data in a variety of ways in order to determine the most prevalent disparities that exist in Missouri.	Health disparities data presentation.	Present Missouri health disparities data to the Safe Sleep Coalition.	X		
Reduce barriers, systemic disparities and increase cultural norms to support families to adhere to safe infant sleep recommendations.	Identify available resources with helpful tools that focus on the priority of health disparities.	Create a comprehensive resource guide with a focus on the priority of health disparities in Missouri, available on BaseCamp.	X		
Reduce barriers, systemic disparities and increase cultural norms to support families to adhere to safe infant sleep recommendations.	Provide the option for parents of infants to work with the Coalition and the CTF Safe Sleep Grantees to provide direct insight as it relates to spreading the message of safe sleep while supporting cultural norms.	Offer focus group opportunities to families receiving services through the CTF Safe Sleep Grant Program in order to gain direct parental insight as it relates to practicing safe sleep and overcoming safe sleep barriers while supporting cultural norms.			
Assess readiness and capacity for key stakeholders to address health equity and social justice through safe sleep messaging.	Provide the Health Equity Assessment to all Coalition members for completion and review.	Coalition members completed the Health Equity Assessment and reviewed results/readiness with the Coalition as a whole.		X	
Enhance stakeholder education on implicit bias and it's relation to sleep related infant deaths and injuries.	Provide ongoing trainings on implicit bias to stakeholders and how it directly relates to safe sleep efforts.	Implicit Bias training provided to Safe Sleep Coalition members by experts who discuss applicable change efforts and needs.			X

Aim # 4 [Community Engagement]:

Engage and activate communities and community champions to provide education, resources and spread safe sleep messages

Strategies	Activities	Monitoring/Progress	Year 1 (2020)	Year 2 (2021)	Year 3 (2022)
			Yellow=Planning/ Implementation	Green= Completion	Blue=Ongoing/ continuous work
Identify and work with community partners that are influencers and/or content experts in our rural and urban communities.	Develop a list of community influencers around the state for potential email distributions.	Establish list of key community stakeholders in every county in Missouri and share it with the Coalition.		X	
Identify and work with community partners that are influencers and/or content experts in our rural and urban communities.	Work with community agencies/organizations to spread safe sleep messaging through home visits, educational conversations, and trainings across the state in urban and rural locations.	CTF Safe Sleep grants awarded to 5 partners/agencies throughout the state (in both urban and rural communities).		X	
Identify and work with community partners that are influencers and/or content experts in our rural and urban communities.	Expand Safe Sleep Coalition member list to include content experts from varying audience groups	Add coalition members to the overall group as need is expressed. Safe Sleep Coalition currently has representation from varying agencies/organizations across the state that are safe sleep experts and direct providers in the helping field.			
Identify and work with new parents and parents with lived experience in our rural and urban communities.	Provide the option for parents of infants to work with the Coalition and the CTF Safe Sleep Grantees to provide direct insight as it relates to safe sleep barriers faced by parents/caretakers.	Offer focus group opportunities to families receiving services through the CTF Safe Sleep Grant Program, in order to gain direct parental insight as to the barriers to practicing safe sleep.			

Aim # 5 [Legislation and Regulation]:

Advocate for supportive state and local policies and regulations for safe sleep practices.

Strategies	Activities	Monitoring/Progress	Year 1 (2020)	Year 2 (2021)	Year 3 (2022)
			Yellow=Planning /Implementation	Green= Completion	Blue=Ongoing/ continuous work
Enhance standardized training and policies for infant safe sleep education provision.	Require CD staff to view updated, Coalition approved safe sleep trainings.	Introduction to Safe Sleep training available on CD's employee learning center database with requirements to view the training within the six months of employment.		X	
Enhance standardized training and policies for infant safe sleep education provision.	Update newborn crisis assessment policy for CD staff to enhance direction around safe sleep education provision for all families identified in a newborn crisis assessment referrals.	Go live with updated newborn crisis assessment policy, which includes the enhancement around the provision of safe sleep education with families from newborn crisis assessment referrals.		X	
Inform and educate policy and law makers through legislative events and educational sessions.	Conduct awareness activities and coordinate with communications /media activities: Governor's proclamation	Governor's Proclamation that identifies October as Infant Safe Sleep month.	X		
Inform and educate policy and law makers through legislative events and educational sessions.	Conduct awareness activities and coordinate with communications /media activities: Governor's proclamation	In support of October being Infant Safe Sleep month, First Lady's Safe Sleep PSA going live.		X	
Enhance standardized training and policies for infant safe sleep education provision.	Update SS training opportunities for CC providers by getting CEU approval for Safe Sleep Coalition approved trainings (Introduction to Safe Sleep and Advanced Safe Sleep).	Introduction to Safe Sleep and Advanced Safe Sleep trainings combined and approved for CEUs, in order to be made available to CC providers for licensure.			