



# E-NEWS

March 2016

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## **Safe to Sleep Campaign In Georgia**

Carla Morton, APRN, CNS, NP  
Neonatal Outreach  
Medical Center Navicent Health

We are certainly in a season of campaign in our country right now (if you are not aware ...you might be dead). But I am not talking about that kind of campaign; I am talking about Safe to Sleep Campaign.

This campaign can saves lives. Did you know that every week at least three babies in Georgia die from a sleep - related cause in which most are preventable? Georgia has one of the highest infant mortality rates in the country.

Multiple organizations are partnering to help spread the message about Safe to Sleep. This campaign is not only about putting babies on their back to sleep ~ every single time ~ but also creating a separate space and a safe environment.

It is critical that hospitals and staffs not only teach/educate on the safe to sleep practices but they must model them. Research indicates that parents do what they see done, not just what they were told. So, our walk must match our talk. We have to model safe to sleep practices in the hospital.

Do you know what the risk factors are for sleep related deaths?

- Babies on tummy
- Babies on tummies (when normally sleep on back) - 7 to 8x greater risk - change in caregiver
- Bed sharing or other surface
- Soft bedding
- Environmental Tobacco Smoke (2.5 x greater risk)
- Alcohol/drug use in caregiver
- Late or no prenatal care

What can you do? Know the three key messages, have a consistent message.

- Back to sleep every time - naps & night time
- Separate Space- Share the room not the bed
- Safe Environment- Firm sleep mattress in safety approved crib, fitted sheet, nothing else in crib

Encourage your hospital, to join the Safe to Sleep Campaign. Model and educate safe to sleep practices where ever you work or whenever you can talk with parents, caregivers about protecting our most valuable resource.

**For more information:**

Please contact the DPH Safe to Sleep Campaign Coordinator at, 404-657-2904 or [terri.miller@dph.ga.gov](mailto:terri.miller@dph.ga.gov)

<http://www.cpsc.gov/Safety-Education/Safety-Education-Centers/cribs/>

## LRMC Encourages Mothers to Carry Babies to Term

Jan St John, RNC-OB  
Director, Department of Perinatal  
Liberty Regional Medical Center



Liberty Regional Medical Center was awarded Georgia's 39 Weeks recognition banner for reducing the number of elective inductions and cesarean deliveries and cesarean deliveries performed before 39 completed weeks of pregnancy. This will give more babies a healthy start in life, the March of Dimes says. This

quality improvement program, sponsored by the March of Dimes, Georgia Department of Public Health, Georgia Hospital Association, and Georgia Obstetrical and Gynecological Society, asks all obstetric hospitals in Georgia to sign a pledge to implement firm policies to reduce early elective deliveries and support ongoing efforts to reduce Georgia's infant mortality rate. The program encourages hospitals to adopt the American College of Obstetricians and Gynecologists (ACOG) guidelines to not induce labor or perform cesarean sections before 39 weeks gestation without a medical reason. In order to receive banner recognition, hospitals have to have clear policies in place to prevent early elective deliveries, plus demonstrate data that shows their rate is 5% or less. The March of Dimes offers professional and consumer education materials about the importance of a full term pregnancy and the critical development of the brain, lungs and other organs that occur during the last weeks of pregnancy. More information is available at [marchofdiimes.com/39weeks](http://marchofdiimes.com/39weeks).

**Save the Date**  
**30th Annual GPA Conference**  
**September 21-23, 2016**  
**King & Prince Beach & Golf Resort**



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