



Talking Points for Staff

- **Who is this campaign for?**
 - The Dream Big with Safe Sleep campaign is focused on uniting front-line nurses, aides and caregivers to complete the four essential steps to safe sleep before discharging families following the birth of a baby.
- **What is this campaign about and what do I need to do?**
 - Franklin County has one of the highest infant mortality rates in Ohio, with sleep-related deaths being a leading cause.
 - Every staff member has a responsibility to educate parents on safe sleep. Before a newborn is discharged, be sure to:
 - 1. Ask about a crib**
 - 2. Show the Safe Sleep video**
 - 3. Provide the door-hanger and reinforce the ABCs of safe sleep**
 - 4. Provide the sleep sack (during the winter months)**
 - Sleep-related deaths are preventable and our front-line hospital team members can influence change by ensuring every parent understands the ABCs of safe sleep before discharge.
- **Why is this campaign important?**
 - From January to September 2024, 94 infants died before their first birthday, resulting in an infant mortality rate of 7.2 per 1,000 live births. Of those 94 deaths, 15 were sleep-related or due to the sleep environment.
 - Through completing the four steps with every family and reinforcing the steps of safe sleep, we can ensure parents leave the hospital equipped with the necessary knowledge and resources to keep their baby safe.
- **What are the ABCs of safe sleep?**
 - The ABCs of safe sleep stand for:
 - A – Alone:** Baby sleeps alone – no blankets, pillows, bumpers or stuffed animals
 - B – Back:** Always place baby on their back for every sleep.
 - C – Crib:** Baby should sleep in a crib, bassinet or play yard with a firm mattress and fitted sheets.



- **What are the four steps I need to complete before discharge?**
 - Before a newborn is discharged, be sure to:
 1. **Ask about a crib** – Ensure baby has a safe sleep space at home. If a family does not have access to a crib, connect them with resources for free or low-cost options.
 2. **Show the Safe Sleep video** – Every parent should watch the hospital-approved educational video on safe sleep practices before discharge.
 3. **Provide the door-hanger** – Reinforce safe sleep practices and messaging by giving parents the educational door-hanger.
 4. **Provide the sleep sack** - During the winter months (November-March), reinforce safe sleep practices by giving parents the branded sleep sack and demonstrate proper use to keep babies warm and secure.
 - For more information and resources, please reference the Dream Team Toolkit.
- **Are these messages for safe sleep available in other languages?**
- Information about safe sleep has been translated into more than 15 languages. Additional resources to share with patients are [available online here](#).
- **How is this campaign being enforced and tracked?**
 - The COHC has partnered with each major hospital system in central Ohio to conduct this campaign and is encouraging everyone to complete the checklist for each patient before discharge.
 - Each quarter, the COHC will audit each unit's progress and award a prize to the unit with the most creative idea promoting participation.
 - More resources and information can be found in the Dream Team Toolkit.