



CALIFORNIA SUDDEN INFANT DEATH SYNDROME PROGRAM

California State SIDS Advisory Council Activity Report

October 29, 2012

The following information is based on services provided from July 1 – September 30, 2012 by the California Sudden Infant Death Syndrome Program.

- ◆ **Total Number of Contacts: 1045**
 - Contacts during regular office hours: 1037
 - Contacts during non-office hours: 8
 - Non-emergent: 1045
 - Emergent: 0

- ◆ **Number of Presumed SIDS Deaths Reported: 22**
 - Pending: 22
 - SIDS: 0
 - Not SIDS: 0
 - SUID: 0
 - Undetermined: 0

- ◆ **Technical Assistance/Consultations: 90**

The following are highlights of Activities/Services provided from July 1 – September 30, 2012 by the California Sudden Infant Death Syndrome Program.

- ◆ **Meetings/Teleconferences/Trainings**
 - July 19, 2012 ~ Conducted teleconference with members of the Southern California Regional SIDS Council to discuss and plan the SIDS Coordinators' Workshop for the October 30th Annual California SIDS Program Fall Conference.
 - August 9, 2012 ~ Attended the Southern California Regional SIDS Council Meeting and 2012 Annual SIDS Conference Planning Meeting.
 - August 14, 2012 ~ Participated in the State SIDS Advisory Council teleconference.
 - September 21, 2012 ~ Attended the Northern California Regional SIDS Council Meeting.

- ◆ **Compliance Monitoring**
 - The monthly epidemiology log and compliance monitoring reports for calendar years 2011 and 2012 were submitted to the CDPH MCAH Division on the July 16, August 15, and September 19, 2012.
 - Quarterly letters for coroners and public health departments non-compliant with reporting were mailed by the Program Manager on September 28, 2012.
 - The April - June 30, 2012 second quarter Compliance Monitoring Report was compiled and was submitted on July 30th to the CDPH MCAH SIDS Nurse Consultant as part of the Contractor's Annual Report for Fiscal Year 2011-2012. This report included county specific data for calendar years 2011 and 2012 through July 16, 2012. These same reports were emailed to the State SIDS Advisory Council on August 8th in advance of the Council's teleconference on August 14th.
 - The third quarter July - September 2012 Compliance Monitoring Report was compiled for dissemination at the October 29th State SIDS Advisory Council meeting and includes cases received through October 25, 2012.

◆ **Website**

- The Contractor worked with Modcom to update and add PDFs; identify/repair broken links; update the *What's New* section and *SIDS Coordinator* listing; edit content as needed; and replace the California SIDS parent support organization listing as necessary.
- July 2, 2012 ~ Added new resources to the Grief and Bereavement section including the National SIDS/SUID Resource Center's leaflets *The Death of a Child ~ The Grief of Parents* and *The Grieving Child ~ Helping Children Cope When an infant Dies*; added a podcast entitled *Home Visiting and Grief Counseling*; and added a link to the First Candle booklet *Surviving the Death of a Baby*. Deleted outdated 2003 SIDS Conference videos *Circle of Research* and *Circle of Understanding* and *SIDS for Native Americans* brochure no longer available from Massachusetts.
- July 11, 2012 ~ Reviewed and updated the About Us section of the website including: revised the introduction and added the California SIDS Program Mission Statement as a PDF; updated photos of staff and the Southern California Regional SIDS Council; updated State SIDS Advisory Council roster as needed; reformatted State SIDS Advisory Council Communications page so that updates/actions are in chronological order and the agenda/minutes page so that the current year's minutes are setup as separate PDFs by meeting date; deleted memorial tribute PDF for Senator Boatwright; and updated privacy policy statement.
- July 16, 2012 ~ Added to the News and Events calendar for October 29, 2012 the Pre-Conference events including the *Meet and Mingle*, *Celebration of Love* and *Dessert Welcome Reception* along with a save the date conference announcement (PDF) with linkage to the main page What's New; added the announcement for the *Social Media and Safe Sleep Webinar* scheduled for July 25th to the What's New main page.
- July 19, 2012 ~ Updated pre-conference/conference information and added a save the date conference announcement (PDF) to the News and Events calendar for October 29-30, 2012 with linkages to the main page What's New.
- July 30, 2012 ~ Added to the What's New main page a link to the August 23rd webinar entitled the *New and Improved SUID/SIDS Resource Center*.
- August 6, 2012 ~ Added to the State SIDS Advisory Council section the August 14th Council agenda with a link to the main page What's New.
- August 8, 2012 ~ Added the conference registration form to the News and Events calendar for October 29-30th and updated the content as needed.
- August 20, 2012 ~ The 32nd Annual California SIDS Program Fall Conference and Pre-Conference events for *Hearts United in Healing* scheduled for October 29-30, 2012 in Los Angeles were added to the website including; registration information/form, fee schedule, hotel/travel information, transportation options, driving directions, agenda, conference highlights, concurrent workshops overview, other conference events and an updated save the date flyer. Links were set up on the main page What's New for easy access to the pre-conference events and conference page of the website.
- August 22, 2012 ~ Telephone conference call with Ingrid Hart, Modcom to discuss website priorities, risk reduction updates, 2012 SIDS Conference postings and general maintenance items.
- August 28, 2012 ~ Added to the Reducing the Risk section the August *Journal of Pediatrics* article entitled *Safe Sleep Recommendations on the Internet: Let's Google It*; added to the Bereavement section a tri -fold brochure by Empty Arms Bereavement Support Inc., *Lactation After Loss*.
- August 30, 2012 ~ Identified and repaired broken website linkages for the listing by local health jurisdiction for SIDS Coordinators.
- September 6, 2012 ~ August 2012 *Director's Message* added to website main page and to the SIDS Coordinator's Section; archived the April 2012 edition.
- September 10, 2012 ~ Replaced the *Hearts United in Healing* Conference flyer on the Pre-Conference/Conference website pages and the October 29-30th News and Events calendar pages.

- September 17, 2012 ~ Added to the State SIDS Advisory Council section minutes of the August 14th State SIDS Advisory Council Meeting; *California SIDS Program Activity Report* of August 14th; *Quarterly Compliance Monitoring Report* of April 1 - June 30, 2012; and *Calendar Years 2011 and 2012 Compliance Monitoring Reports by County of Residence* through July 17, 2012. What's New main page updated to include launch of the NICHD Safe to Sleep Campaign, SIDS Coordinators linkages and minutes from the August 14th State SIDS Advisory Council Meeting.
- September 19, 2012 ~ Updated and replaced the 2012 Annual SIDS Conference agenda.

◆ **SIDS Educational/Informational Materials**

- The Contractor identified and obtained newly published journal articles regarding SIDS/SUID for the Program's resource library, website posting and/or dissemination.
- July 3, 2012 ~ Received from the California Childcare Health Program *E-News for Child Care Health Consultants* the July 2012 e-newsletter
- July 5, 2012 ~ Received the July 2012 *National MCH Alert: Focus on Infant Mortality* e-newsletter.
- July 9, 2012 ~ Received the California Smokers' Helpline electronic newsletter.
- July 11, 2012 ~ Received from the Commission on Peace Officer Standards and Training a limited supply of DVDs, *SIDS: Response to Infant Death* for distribution to fire, EMT and paramedic trainers.
- July 25, 2012 ~ Free brochure developed by Empty Arms Bereavement Support, Inc., *Lactation After Loss*, received via email from HAND of San Francisco.
- July 30, 2012 ~ Received the July/August 2012 electronic newsletter *Pulse* produced by the Association of Maternal and Child Health Programs and the August 2012 *National MCH Alert: Focus on Infant Mortality* e-newsletter.
- August 1, 2012 ~ *SIDS Handbook for Public Health Professionals* mailed to the newly appointed SIDS Coordinator for Del Norte County; replacement handbook sent to Colusa County PHN.
- August 2, 2012 ~ Received the California Childcare Health Program August 2012 *E-News for Child Care Health Consultants* electronic newsletter.
- August 7, 2012 ~ Received the August 2012 edition of The Compassionate Friends e-newsletter.
- August 22, 2012 ~ Received the National ASIP Project IMPACT Summer 2012 e-newsletter.
- August 30, 2012 ~ *SIDS Handbook for Public Health Professionals* mailed to the newly appointed SIDS Coordinator for Sutter County.
- August 31, 2012 ~ Received from the US Department of Health and Human Services Agency (HRSA) copies of the leaflet *The Grieving Child: Helping Children Cope When an Infant Dies* and the bilingual *HRSA Information Center* bookmark.
- August 31, 2012 ~ Received the *National Maternal and Child Alert: Focus on Infant Mortality* E-Newsletter.
- September 4, 2012 ~ Received the *National MCH Alert: Focus on Infant Mortality* and *The Compassionate Friends* e-newsletters for September 2012.
- September 5, 2012 ~ Received from the National Back to Sleep Campaign (NICHD) *Safe Sleep for Your Baby: Reduce the Risk of SIDS* brochures and *Safe Sleep for Your Baby: What Does a Safe Sleep Environment Look Like?* tearpads.
- September 5, 2012 ~ Received the California Childcare Health Program September 2012 *E-News for Child Care Health Consultants* electronic newsletter.
- September 12, 2012 ~ Received via email from the National Institute of Health the newly released Safe to Sleep one page bilingual fact sheet, *What Does a Safe Sleep Environment Look Like?* and the new *Safe Sleep for Your Baby* brochure. (To access go to: <http://www.nichd.nih.gov/SIDS>)
- September 14, 2012 ~ Received via email from the US Consumer Product Safety Commission the newly developed bilingual handouts, *Bare is Best*. (Access at: <http://www.cpsc.gov/nsn/bareisbest.pdf>)
- September 20, 2012 ~ Received the *Children's Safety Network e-Newsletter* featuring Infant Mortality Awareness Month information.
- September 27, 2012 ~ Received the September/October 2012 electronic newsletter *Pulse* produced by the Association of Maternal and Child Health Programs

◆ **Other Miscellaneous Activities/Services**

- July 11, 2012 ~ Email to all California SIDS/SUID Peer Support Organizations in California to request support for conference financial assistance for parents/family members needing help with conference expenses.
- July 17, 2012 ~ Conference call with the Child Care Health and Safety Workgroup to discuss the 2011 AAP safe sleep recommendations and implications for infants in licensed child care centers and family child care homes and education of providers/ DSS staff.
- July 19, 2012 ~ Conducted telephone conference call with professionals from Southern California Regional SIDS Council and CDPH MCAH SIDS Nurse Consultant to discuss/plan the SIDS Coordinators' workshop content/agenda for the October 30th SIDS Conference in Los Angeles.
- July 25, 2012 ~ Emailed agenda/minutes to the Southern California Regional SIDS Council members for the August 9th meeting.
- July 25, 2012 ~ Program Manager participated in the National Project IMPACT *Social Media to Encourage Safe Sleep Environments (and Much More)* webinar.
- July 30, 2012 ~ Submitted to the CDPH MCAH Division the Contractor's Annual Report for Fiscal Year 2011-2012.
- August 1, 2012 ~ Save the date email announcement sent to the Contractor's data base for the 32nd Annual California SIDS Program Fall Conference, *Hearts United in Healing* at the California Endowment Center in Los Angeles and pre-conference events on Monday October 29th.
- August 3, 2012 ~ Letters of invitations mailed to SIDS parent support organizations and other MCAH agencies to exhibit at the Annual California SIDS Program Conference.
- August 22, 2012 ~ Email announcement sent to the Contractor's data base for the 32nd Annual California SIDS Program Fall Conference, *Hearts United in Healing* at the California Endowment Center in Los Angeles and pre-conference events on Monday October 29th.
- August 23, 2012 ~ Participated in the National Health Resources and Services Administration webinar *Orientation to the New and Improved SIDS/SUID Resource Center Website*.
- August 29, 2012 ~ Emailed to all SIDS/MCAH Coordinators and MCAH Director the August 2012 *Director's Message* upon review and approval by the CDPH MCAH SIDS Nurse Consultant.
- August 29, 2012 ~ Emailed agenda/minutes to the Northern California Regional SIDS Council members for the September 21st meeting.
- September 5, 2012 ~ Conference call with Jeri Wilson to plan/discuss the opening and closing sessions for the October 30th SIDS Conference.
- September 5, 2012 ~ Email announcement reminder sent to the Contractor's data base for the 32nd Annual California SIDS Program Fall Conference, *Hearts United in Healing* at the California Endowment Center in Los Angeles and pre-conference events on Monday October 29th.
- September 18, 2012 ~ Participated in the CDPH SAC Branch Safe Sleep Health and Safety Regulatory Workgroup teleconference, *Sleep Practices and Sleep Related Infant Death Prevention Strategies in Child Care*.
- September 18, 2012 ~ Participated in the MCHB Webcast, *Bringing it all Together: Addressing Infant Mortality Through Best Babies Zones*.
- September 20, 2012 ~ The Program Manager reviewed and updated the SIDS Coordinators listing including websites, contact information and email addresses.
- September 20, 2012 ~ Email announcement reminder sent to the Contractor's data base for the 32nd Annual California SIDS Program Fall Conference, *Hearts United in Healing* at the California Endowment Center in Los Angeles and pre-conference events on Monday October 29th.
- September 21, 2012 ~ Confirmed date/location for the Northern California 2013 SIDS Training for Emergency Personnel/Public Health Professionals as January 24th in Sacramento at the CDPH Auditorium.
- September 27, 2012 ~ Conducted telephone conference call with Kitty Roche and Pam Wright to discuss and plan the content/agenda for the SIDS Professionals/Paraprofessionals Workshop for the October 30th Annual California SIDS Program Fall Conference.
- Coordinated details for the State SIDS Advisory Council meeting on October 29th and October 30th Annual SIDS Conference with staff from the California Endowment Center.

- Worked with the DoubleTree Hotel (formerly Kyoto Grand Hotel and Gardens) regarding details for the October 29th Pre-conference *Meet and Mingle/Celebration of Love/Welcome Reception* and hotel room block; conferred with Southern California Regional SIDS Council parents concerning the pictorial tribute and pre-conference events. Secured private shuttle service for transportation of conference hotel guests to /from the Endowment Center.
- Conferred with the CDPH MCAH SIDS Nurse Consultant and State SIDS Advisory Council Southern California PHN Representative concerning content/agenda for the October 30th SIDS Coordinators' Workshop. Developed and emailed questionnaires to Coordinators registering for this session.
- Processed conference registrations/payment of fees and sent confirmation notices to registrants; coordinated requests from SIDS/SUID family members for financial assistance and/or participation in the *Celebration of Love* pictorial tribute.
- Identified miscellaneous handouts and resource materials for the parent and professional conference workshops and for inclusion in the conference attendee packets.
- Collaborated with the PHN Representatives to the State SIDS Advisory Council to contact newly appointed SIDS Coordinators in Del Norte, Shasta, Sierra, Siskiyou and Sutter counties to provide a brief orientation to the California SIDS Community.
- Worked with CSULB Research Foundation staff for FY 2011-2012 year to close project accounting; activated the CDPH MCAH Division Contract for FY 2012-2013 and processed project agreements/purchase orders, etc. to support Scope of Work activities.
- Conferred with members of the CDPH SAC Branch Safe Sleep workgroup in regards to evidenced based research to support the 2011 AAP safe sleep recommendations for inclusion in the Health and Safety Regulatory Workgroup DSS Community Care Licensing white paper.
- Collaborated with graphic consultant to design/develop signage, name badges, table tents, certificates and other graphics for the pre-conference and conference events on October 29-30, 2012.
- Worked with CDPH MCAH and guest speakers to identify and coordinate the Northern California Regional SIDS training for FY 2012-2013 on January 24, 2013.
- Conferred with identified general session and workshop presenters regarding conference details including obtaining biographical sketches; identifying handouts, processing audio-visual requests, room setup; and coordinating other arrangements. Letters of confirmation sent to presenters via mail and/or email.

◆ **Upcoming Activities**

- October 29, 2012 ~ State SIDS Advisory Council Meeting at the California Endowment Center in Los Angeles.
- October 29, 2012 ~ Pre-Conference *Meet and Mingle, Celebration of Love and Dessert Welcome Reception* hosted by Isabella's Giraffe Club and Guild for Infant Survival Orange County at the DoubleTree by Hilton Los Angeles Downtown.
- October 30, 2012 ~ 32nd Annual California SIDS Program Fall Conference, *Hearts United in Healing* at the California Endowment Center in Los Angeles.
- November 8, 2012 ~ Southern California Regional SIDS Council Meeting.
- November 16, 2012 ~ Northern California Regional SIDS Council Meeting.
- January 24, 2013 ~ Northern California Regional SIDS Training for Emergency Personnel and Public Health Professionals at the CDPH Auditorium in Sacramento.