



CALIFORNIA SUDDEN INFANT DEATH SYNDROME PROGRAM

California State SIDS Advisory Council Activity Report

January 25, 2011

The following information is based on services provided from October 1 – December 31, 2010 by the California Sudden Infant Death Syndrome Program.

- ◆ **Total Number of Contacts: 801**
 - Contacts during regular office hours: 794
 - Contacts during non-office hours: 7
 - Non-emergent: 7
 - Emergent: 0

- ◆ **Number of Presumed SIDS Deaths Reported: 95**
 - Pending: 78
 - SIDS: 5
 - Not SIDS: 5
 - SUID: 3
 - Undetermined: 4

- ◆ **Technical Assistance/Consultations: 65**

Highlights of Activities/Services provided from October 1 – December 31, 2010 by the California Sudden Infant Death Syndrome Program.

- ◆ **Meetings//Conferences/Trainings**
 - October 4, 2010 ~ Attended the State SIDS Advisory Council Meeting; Pre-Conference Service of Remembrance; and Welcome Reception at the Doubletree Hotel Anaheim/Orange County.
 - October 5, 2010 ~ Coordinated/attended 30th Annual California SIDS Program Fall Conference, *Angels Among Us*, at the Doubletree Hotel Anaheim/Orange County.
 - November 9, 2010 ~ Attended the Southern California Regional SIDS Council Meeting.
 - November 19, 2010 ~ Attended the Northern California Regional SIDS Council Meeting.

- ◆ **Compliance Monitoring**
 - The monthly epidemiology log and compliance monitoring reports for calendar years 2009 and 2010 were submitted to the CDPH MCAH Division on October 12, November 15 and December 15, 2010.
 - Quarterly letters for coroners and public health departments non-compliant with reporting were mailed by the Program Manager on December 23, 2010.
 - The July-September 2010 third quarter Compliance Monitoring Report was compiled and provided to the State SIDS Advisory Council on October 4th. The report included county specific data for calendar years 2009 and 2010 through September 30, 2010.
 - The October- December 2010 fourth quarter Compliance Monitoring Report was compiled and provided to the State SIDS Advisory Council for the January 25, 2011 teleconference. The report includes county specific data for calendar years 2009 and 2010 through December 31, 2010.

◆ **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.
- October 5, 2010 ~ Added the agenda for the October 4, 2010 State SIDS Advisory Council meeting; minutes for the August 3rd Council meeting; updated the What's New main page for October SIDS Awareness Month; and added the *FDA Infant Sleep Positioner Consumer Alert*.
- October 22, 2010 ~ Program Director reviewed updates/changes to the redesigned *Reducing the Risk* section including additions to the safe sleep/risk reduction resources; and replaced California Smokers' Helpline *SIDS and Secondhand Smoke* PDFs.
- October 29, 2010 ~ All changes/updates to the revised *Reducing the Risk* section of the Program's website were approved by the CDPH MCAH SIDS Program Consultant.
- November 1, 2010 ~ The revised *Reducing the Risk* section of the Program's website as approved was activated.
- November 1, 2010 ~ The State SIDS Advisory Council meeting minutes of October 4th were added to the website with a link posted on the *What's New* section.
- November 4, 2010 ~ The November 2010 *Director's Message* was added upon approval by the CDPH MCAH SIDS Program Consultant. The June 2010 *Director's Message* was archived in the SIDS Coordinator's section.
- November 8, 2010 ~ The California SIDS Program Activity Report and Compliance Monitoring Report for July 1 - September 30th and Calendar Years 2009/2010 Monitoring Reports by County of Residence were added to the State SIDS Advisory Council section.
- November 29, 2010 ~ Added to the *News and Events* calendar the January 27, 2011 SIDS Training for Emergency Personnel and Public Health Professionals including the flyer and registration form with a link to the *What's New* section of the main page.
- November 29, 2010 ~ Added the NIH *Caregivers Safe Sleep Winter Alert* and December 12th Worldwide Candle lighting announcement to the *What's New* section of the website.
- November 29, 2010 ~ Added to the 2011 *News and Events* calendar CSULB Foundation holidays for the California SIDS Program; State SIDS Advisory Council teleconferences; and Northern/Southern California Regional SIDS Council meetings.
- December 1, 2010 ~ Added the online video *Safe Sleep for Babies* released in November by the Consumer Product Safety Commission, AAP, Keeping Babies Safe and the NY Presbyterian/Morgan Stanley Children's Hospital.
- December 7, 2010 ~ Added to the *Reducing the Risk* section the newly released Consumer Product Safety Commission (CPSC) online video entitled *CPSC Advises Parents "Use Extra Caution with Infant Carrier Sling"*; research article from the *Journal of Pediatrics* March 2009 entitled *Does Breastfeeding Reduce the Risk of Sudden Infant Death Syndrome?* ; and *Qualitative Analysis of Beliefs and Perceptions about SIDS in African American Mothers* from the July 2010 *Journal of Pediatrics*.
- December 7, 2010 ~ Added to the *SIDS Facts* section an article authored by Dr. Henry Krous entitled *Sudden Unexpected Death in Infancy and the Dilemma of Defining SIDS* published in *Current Pediatrics Reviews* June 2010.
- December 20, 2010 ~ The December 2010 *Director's Message* was added upon approval by the CDPH MCAH SIDS Program Consultant. The November 2010 *Director's Message* was archived in the SIDS Coordinator's section.
- December 21, 2010 ~ Suggestions for holiday rituals were added to the *What's New* section with linkage to the handout entitled *Tips/Suggestions for Holidays and New Year's Resolutions*.
- December 21, 2010 ~ Conferred with Modcom website staff regarding programming, linkages and site mapping for 2010 Annual SIDS Conference highlights to be added to the website including research article and summary of the afternoon professional workshop discussion.

◆ **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.
- Previewed on October 26th the newly launched CPSC Safe Sleep Campaign video moderated by Joan Lunden. (Video is online at <http://www.cpsc.gov/cpsc/pub/prere/11/11021.html>).

- Obtained from the CPSC a news alert issued on November 19th to new parents on the proper use of infant slings. (Note: CPSC has posted the news alert and online video on their website. Access the News Alert at <http://www.cpsc.gov/CPSCPUB/PREREL/prhtml11/11044.html> and the online video at http://www.youtube.com/uscpsc#p/f/7/GDculeKH_Rk).
- A variety of handouts included in the *SIDS Handbook for Public Health Professionals* were updated as needed. Handbooks were distributed to newly appointed SIDS Coordinators on October 18th (City of Long Beach); November 18th (San Benito County) and December 8th (Nevada County).
- Obtained copies on November 21st of the *SIDS and Infant Death Survival Guides* in English/Spanish for dissemination as needed and upon request.
- Submitted inquiry on November 22nd to the Consumer Product Safety Commission (CPSC) regarding obtaining a DVD copy of the newly launched Safe Sleep Campaign video moderated by Joan Lunden. A CPSC Public Affairs Specialist responded via email that the DVD in English/Spanish would be available possibly in January 2011. (Note: Since this video is public domain it can be reproduced without permission as long as attribution is made to the CPSC).
- Obtained from the National Project IMPACT list serve a copy of their second E-Newsletter which was distributed on December 7, 2010.
- Obtained on December 16th a news alert for a newly released research study conducted at UC San Diego concerning a connection between SIDS and alcohol consumption. Commentary reviews by Dr. Keens and Dr. Krous were obtained on December 31st for dissemination with the research article.
- Alert obtained from the National Institute of Health concerning overheating of infants during the winter months due to over bundling. The audio version of this HHS *Health Beat* tip obtained on December 16th is available at <http://www.hhs.gov/news/healthbeat/2010/12/20101216a.html>
- Training handouts, research articles, speaker power points and resource materials were reviewed for inclusion in the training packets for the January 27, 2011 SIDS training for Emergency Personnel/Public Health Professionals.
- Ordered and obtained on November 29th and December 22nd a variety of materials from the National Back to Sleep Campaign for inclusion in the emergency personnel/public health professionals SIDS training packets.
- Obtained from the National Sudden and Unexpected Infant/Child Death and Pregnancy Loss Resources Center a PDF of the newly developed Spanish leaflet *Helping Baby Back to Sleep* on December 28th.

◆ **Other Miscellaneous Activities/Services**

- October 6-12, 2010 ~ Processed receipts for conference registration and CEUs; issued certificates and refunds; sent thank you letters to exhibitors; and finalized conference attendance records.
- October 18, 2010 ~ Updated Council membership rosters for the Northern California Regional SIDS Council and State SIDS Advisory Council.
- October 25, 2010 ~ Emailed the minutes and agenda to the Southern California Regional SIDS Council for the November 9th meeting.
- October 25, 2010 ~ Collaborated with Kitty Roche regarding the professional conference workshop summary including discussion points and dissemination of the report to the SIDS Coordinators.
- October 26, 2010 ~ Participated in the National Institute for Health Care Management (NIHCM) Foundation webinar, *Investing in Early Childhood: Partnerships to Implement Home Visiting Programs*.
- October 29, 2010 ~ November *Director's Message* submitted to the CDPH MCAH SIDS Program Consultant for review/approval.
- Consultation with CDPH MCAH SIDS Program Consultant and SIDS Council professionals to coordinate locations/dates for the 2011 SIDS trainings for emergency personnel/public health professionals.
- Conferred with the Los Angeles County SIDS Coordinator concerning a request for a California SIDS Program Peer Contact Training in 2011.
- November 4, 2010 ~ The approved November 2010 *Director's Message* was distributed via email to all SIDS/MCAH Coordinators and MCAH Directors.
- November 4, 2010 ~ Conferred with Ventura County SIDS Coordinator regarding date/location for the Southern California Regional SIDS training for Emergency Personnel/Public Health Professionals in Oxnard on January 27, 2011.
- November 5, 2010 ~ Emailed the minutes and agenda to the Northern California Regional SIDS Council members for the November 21st meeting.

- November 5, 2011 ~ Conferred with the Santa Clara County SIDS Coordinator to confirm the date for the Northern California Regional SIDS training for Emergency Personnel/Public Health Professionals in Santa Clara County on April 7, 2011.
- Worked with Stanford University/Lucille Parkard Children's hospital staff to identify possible locations for the April 7th SIDS training in Santa Clara County; submitted request for training needs/audio-visual equipment.
- November 9, 2010 ~ Conferred with Kitty Roche, Southern California PHN Representative to the State SIDS Advisory Council regarding the content/format for summarizing the professional workshop at the October 5th Annual SIDS Conference; a draft summary was reviewed on November 15th.
- November 17-18, 2010 ~ Thank you letters sent to general session speakers and workshop facilitators for the 30th Annual California SIDS Program Conference.
- Week of November 22, 2010 ~ Identified possible facilities/hotels for the 2011 Annual SIDS Conference in Northern California and submitted requests for facility usage specifications, dates, lodging needs, etc.
- November 23, 2010 ~ Submitted to the CDPH MCAH SIDS Program Consultant the participant evaluation summary for the 2010 Annual California SIDS Conference. Approved summary emailed to the State SIDS Advisory Council on November 29th.
- Week of November 29, 2010 ~ Coordinated details for the January 27th SIDS training including SIDS parents for the panel presentation; meeting space set up; audio-visual needs; local hotels for lodging requests; drafted training flyer/registration form; and other details confirmed.
- November 30, 2010 ~ Email announcement sent to the California SIDS Program professional data base for the January 27th SIDS Training for Emergency Personnel/Public Health Professionals in Oxnard.
- December 4, 2010 ~ Participated in the ASIP national webinar entitled *Addressing Racial Disparities in Infant Sleep Practice: New Perspectives and Recommendations*. (Note: To access this webinar at a later date go to: http://www.sidscenter.org/podcasts/2010/asip_amchp/4_webinar.html).
- Week of December 6-10, 2010 ~ The Program Manager conferred with local SIDS parent support organizations and trained peer contacts to identify SIDS parents to serve as-needed to provide grief/bereavement support to newly bereaved SIDS/SUID families; training announcements faxed/emailed to local/state emergency personnel/law enforcement agencies for the January 27, 2011 SIDS training.
- December 10, 2010 ~ Submitted draft of the December 2010 *Director's Message* to the CDPH MCAH SIDS Program Consultant for review/approval. The approved e-newsletter was distributed to all SIDS/MCAH Coordinators and MCAH Directors on December 15, 2010.
- Week of December 6-10, 2010 ~ Emailed State SIDS Advisory Council members to identify possible dates for the October 2011 Annual SIDS Conference; worked with CSULB Foundation to obtain internal approval for contract funding documents for FY 2011-2014 CDPH MCAH Request for Proposal.
- December 13-17, 2010 ~ Worked with members of the Northern California Regional SIDS Council to identify/contact facilities for the Annual 2011 SIDS Conference; obtained bids from local hotels and facilities; training announcements faxed to Regional DSS Child Care Licensing offices/emailed to the California State Sheriff's Association for the January 27th SIDS training.
- December 20, 2010 ~ Email remainder announcement sent to the California SIDS Program professional data base for the January 27th SIDS Training for Emergency Personnel/Public Health Professionals in Oxnard.
- December 21, 2010 ~ Submitted revised draft summary of the October 5th Annual SIDS Conference professional workshop to the CDPH MCAH SIDS Program Consultant for review/approval. The edited document was then formatted with linkages for posting on the Program's website.

◆ **Upcoming Activities**

- January 27, 2011 ~ SIDS Training for Emergency Personnel/Public Health Professionals at the Ventura County Public Health Administration Building in Oxnard, CA.
- February 10, 2011 ~ Southern California Regional SIDS Council Meeting.
- March 18, 2011 ~ Northern California Regional SIDS Council Meeting and 2011 Annual SIDS Conference Planning Meeting.
- April 7, 2011 ~ Northern California SIDS Training for Emergency Personnel/Public Health Professionals in Santa Clara County.
- May 10, 2011 ~ State SIDS Advisory Council teleconference.