



CALIFORNIA SUDDEN INFANT DEATH SYNDROME PROGRAM

California State SIDS Advisory Council Activity Report

August 9, 2011

The following information is based on services provided from April 1 – June 30, 2011 by the California Sudden Infant Death Syndrome Program.

- ◆ **Total Number of Contacts: 865**
 - Contacts during regular office hours: 865
 - Contacts during non-office hours: 0
 - Non-emergent: 865
 - Emergent: 0

- ◆ **Number of Presumed SIDS Deaths Reported: 42**
 - Pending: 40
 - SIDS: 0
 - Not SIDS: 1
 - SUID: 0
 - Undetermined: 1

- ◆ **Technical Assistance/Consultations: 81**

The following are highlights of Activities/Services provided from April 1 – June 30, 2011 by the California Sudden Infant Death Syndrome Program.

- ◆ **Meetings//Teleconferences/Trainings**
 - April 7, 2011 ~ Conducted SIDS Training for Emergency Personnel and Public Health Professionals at the Santa Clara County Government Center in San Jose.
 - May 3, 2011 ~ Participated in a teleconference for the Safe Sleep Policy Workgroup hosted by Steve Wirtz and Rachel Zerbo of the CDPH Safe and Active Communities Branch.
 - May 10, 2011 ~ Participated in the State SIDS Advisory Council teleconference.
 - May 12, 2011 ~ Attended the Southern California Regional SIDS Council Meeting.
 - May 20, 2011 ~ Attended the Northern California Regional SIDS Council Meeting and 2011 Annual SIDS Conference Planning Meeting.
 - June 9, 2011 ~ Participated in a teleconference for the Safe Sleep Policy Workgroup hosted by Steve Wirtz and Rachel Zerbo of the CDPH Safe and Active Communities Branch.
 - June 22, 2011 ~ Conducted a teleconference with members of the Northern California Regional SIDS Council for planning of the 2011 SIDS Conference.

- ◆ **Compliance Monitoring**
 - The monthly epidemiology log and compliance monitoring reports for calendar years 2010 and 2011 were submitted to the CDPH MCAH Division on April 18, May 13 and June 15, 2011.
 - Quarterly letters for coroners and public health departments non-compliant with reporting were mailed by the Program Manager on June 30, 2011.
 - The January to March 2011 first quarter Compliance Monitoring Report was provided to the State SIDS Advisory Council on May 9th for the May 10, 2011 teleconference. The report includes county specific data for calendar years 2010 and 2011 through March 31, 2011.
 - The April-June 2011 second quarter Compliance Monitoring Report was compiled and emailed as an attachment to the State SIDS Advisory Council for the August 9th teleconference. The report includes county specific data for calendar years 2010 and 2011 through July 14, 2011.

◆ **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.
- April 7, 2011 ~ Added SIDS/safe sleep events submitted by Orange and Nevada County and the City of Long Beach to the NPHW local events section of the website.
- April 12, 2011 ~ Added to the NPHW local events section of the website a safe sleep event submitted by San Benito County.
- April 20, 2011 ~ Conference call with Ingrid Hart of Modcom to discuss options for a possible Community Action addition to the website for the purpose of sharing local SIDS education/outreach projects and activities.
- Week of May 9-13, 2011 ~ Added the May 10th State SIDS Advisory Council agenda to the website; reviewed and revised content for the *SIDS Facts* section in preparation for website programming changes.
- Week of May 16-19, 2011 ~ Reviewed and revised content and support materials for the *SIDS Awareness Training* section in preparation for website programming changes.
- May 22, 2011 ~ Deleted the May 10th State SIDS Advisory Council agenda and added the Council Chair Update of that meeting. Added to the State SIDS Advisory Council section the California SIDS Program Activity Report and Quarterly Compliance Monitoring Report for January 1-March 31, 2011; added the Compliance Monitoring Report by County of Residence for Calendar Years 2010 and 2011 through March 31, 2011.
- May 22, 2011 ~ Added to the Reducing the Risk section the new Consumer Product Safety Commission handout, *Your Guide to New Crib Standards*, which outlines the new crib standards effective June 28, 2011 (www.californiasids.com/Universal/MainPage.cfm?p=24#B19).
- May 25, 2011 ~ Conference call with Ingrid Hart, Modcom, to discuss and review updates to the *What's New* section, *Director's Messages*, *About Us* section and *News/Events* calendar. Discussed adding a *Community Events and Projects* page for ongoing sharing of local SIDS education/outreach projects and activities.
- June 3, 2011 ~ Deleted the audiotape *Coping After a Sudden Infant Death* and added to the Grief and Bereavement section an online link to The Compassionate Friends video, *After A Child Dies* (http://www.compassionatefriends.org/Other_Pages/After_a_Child_Dies.aspx).
- June 3, 2011 ~ Added the minutes of the May 10, 2011 State SIDS Advisory Council meeting; added a new page for *Community Events and Projects*; updated the education and training pages of the SIDS and Professionals section. Added a Father's Day Remembrance link to First Candle for the *What's New* main page.
- June 3, 2011 ~ Added to the Reducing the Risk section two articles, *Alcohol as a Risk Factor for SIDS* (www.californiasids.com/Universal/MainPage.cfm?p=24#D21) and *A Commentary Review of Alcohol as a Risk Factor for SIDS* by Dr. Thomas G. Keens and Dr. Henry F. Krous. (www.californiasids.com/Universal/MainPage.cfm?p=24#D22).
- Week of June 6-10, 2011 ~ Reviewed and revised content and support materials for the *SIDS Child Care Provider Training* (English) section in preparation for website programming changes.
- June 8, 2011 ~ Created new linkages for *Death of an Infant Twin*, *Parents' Grief*, *Healing A Father's Grief* and *Is there Anything I Can Do To Help?* booklets.
- June 14, 2011 ~ The June 2011 *Director's Message* was added to the website and the March 2011 edition archived in the SIDS Coordinators' section with a new format.
- Week of June 20-24, 2011 ~ Reviewed and revised content and support materials for the *SIDS Child Care Provider Training* (Spanish) section in preparation for website programming changes.
- June 27, 2011 ~ Updated 2011 California SIDS Program Fall Conference listing on the *News and Events* Calendar with information about Dr. Rachel Moon as the keynote speaker; linkage to *What's New* main page added for the Conference; and updated the State SIDS Advisory Council members' page.

◆ **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.
- A variety of educational/informational materials, handouts and speaker power point presentations were updated for the April 7th SIDS training.

- April 5, 2011 ~ Received April e-newsletter from the National Sudden Unexplained Death in Childhood Program
- April 18, 2011 ~ Received the monthly e-newsletter *Pulse* from the Association of Maternal and Child Health Programs.
- April 28, 2011 ~ Received the April 2011 e-newsletter *Every Baby Counts* from the CJ Foundation for SIDS.
- During May and June 2011, the Program Manager reviewed and updated miscellaneous handouts including those posted in the SIDS Awareness and Childcare Provider (English/Spanish) training sections and Grief/Bereavement section (Crisis Support) of the website.
- May 3, 2011 ~ A variety of handouts included in the *SIDS Handbook for Public Health Professionals* were updated as needed. Handbooks were then distributed to the newly appointed SIDS Coordinators for Yuba and Merced counties.
- May 11, 2011 ~ Obtained from the National Back to Sleep Campaign English *Safe Sleep for Your Baby* brochures.
- May 19, 2011 ~ Obtained from the National Back to Sleep Campaign English and Spanish doorknob hangers; Spanish *What Does a Safe Sleep Environment Look Like?* tear pads; Spanish *Safe Sleep for Your Baby* brochures; and *Honor the Past, Learn from the Future* Native American handouts.
- May 20, 2011 ~ Received English and Spanish copies of the *SIDS and Other Infant Death Survival Guides*.
- June 1, 2011 ~ Received from the National Sudden and Unexpected Infant/Child Death & Pregnancy Loss Resource Center at Georgetown their monthly e-newsletter *MCH Alert: Focus on Infant Mortality*.
- June 8, 2011 ~ A variety of handouts included in the *SIDS Handbook for Public Health Professionals* were updated as needed. Handbooks were then distributed to the newly appointed SIDS Coordinator and MCAH Director for El Dorado County.
- June 10, 2011 ~ Duplicated copies of the US Consumer Product Safety Commission bilingual CD, *Safe Sleep for Babies*, for distribution to local SIDS Coordinators and Regional DSS Community Care Licensing Offices.
- June 13, 2011 ~ Received the June 2011 e-newsletter *Pulse* from the Association of Maternal and Child Health Programs.
- June 14, 2011 ~ Received from the US Consumer Product Safety Commission an online handout entitled, *The New Crib Standards: Questions and Answers*. (www.cpsc.gov/info/cribs/cribqa201106.html)
- June 15, 2011 ~ Purchased from First Candle bilingual *Safe Sleep Saves Lives* DVDs for distribution to local SIDS Coordinators and Regional DSS Community Care Licensing Offices.
- June 24, 2011 ~ Obtained a website copy of the newly released American Academy of Pediatrics publication, *Caring for Our Children, 3rd edition* (<http://nrckids.org/CFOC3/index.html>).

◆ **Other Miscellaneous Activities/Services**

- Collaborated with the Santa Clara County SIDS Coordinator to finalize details for the April 7th SIDS training. Worked with presenters to confirm handouts/power point presentations; confirmed participation of SIDS parents as presenters; and identified training resources and materials to be updated and/or revised.
- Conferred with the CPSC Senior Public Affairs Specialist regarding duplication/distribution of their new DVD *Safe Sleep for Babies*.
- Conferred with Henry Krous MD and Rachel Moon MD as possible speakers for the October 2011 SIDS Conference in Sacramento. Obtained feedback from Northern California Regional SIDS Council members regarding suggestions for topics to be covered at the conference.
- Worked with the CDPH MCAH Contract Manager to provide miscellaneous documents, agreement forms and revised budget justifications for the CSULB Foundation/California SIDS Program FY 2011-2014 RFA.
- Conferred with Steve Wirtz and Rachel Zerbo, CDPH SAC Branch to develop an action plan for promoting safe sleep education/outreach during National Public Health Week April 4-10, 2011 on the California SIDS Program website and among SIDS Coordinators.
- Worked with the Sacramento County Child Abuse Council to obtain a SIDS parent participant for a video being produced as part of the ABCs of Infant Safe Sleep education project.
- Issued training/CEU certificates for registrants attending the April 7th SIDS training; sent thank you letters to facility staff and SIDS parents; and compiled summary of participant evaluations.
- Conferred with staff from the Riverside Convention and Visitors' Bureau soliciting a bid for the Annual 2012 SIDS Conference.

- May 5, 2011 ~ Emailed the minutes and agenda to the Northern California Regional SIDS Council members for the May 20, 2011 meeting.
- May 9, 2011 ~ Emailed Contractor's Report for January 1 to March 31, 2011 and member roster to the State SIDS Advisory Council and Academy members.
- May 11, 2011 ~ Emailed members of the Northern California Regional SIDS Council a draft conference agenda with workshop information for discussion at the May 20th Council meeting.
- May 19, 2011 ~ Participated in the Forensic Science Education web-based course, *Sudden Unexplained Infant Death Investigation: An Overview and Top 25 Critical Points to Consider*.
- May 24, 2011 ~ Participated in the Forensic Science Education web-based course, *Sudden Unexplained Infant Death Investigation: Infant Growth and Development*.
- June 1, 2011 ~ Submitted to the CDPH MCAH SIDS Program Consultant the training evaluation summary for the April 7th SIDS Training for Emergency Personnel /Public Health Professionals.
- June 3, 2011 ~ Submitted the June *Director's Message* to the CDPH MCAH SIDS Program Consultant for review and approval.
- June 10, 2011 ~ Emailed members of the Northern California Regional SIDS Council a draft agenda and details for the June 22nd Conference Planning teleconference; Emailed the June 2011 *Director's Message* to SIDS/MCAH Coordinators and MCAH Directors.
- June 21, 2011 ~ Reminder notice emailed to members of the Northern California Regional SIDS Council with draft agenda and details for the June 22nd Conference Planning teleconference.
- June 28, 2011 ~ Participated in the Forensic Science Education web-based course, *Sudden Unexplained Infant Death Investigations: Death Scene Re-creation*.
- June 29, 2011 ~ Participated in the ASIP webinar, *Infant Sleep Position and Bedsharing: Using PRAMS to Impact Programs and Policy*.
- June 29, 2011 ~ Mailed to SIDS Coordinators, DSS Community Care Licensing Regional Office Managers and DSS Child Care Advocates bilingual *Safe Sleep Saves Lives* DVDs and CPSC CDs, *Safe Sleep for Babies*.
- June 30, 2011 ~ Emailed the minutes and agenda to the Northern California Regional SIDS Council for the July 15th meeting.
- Conferred with Kitty Roche, Southern CA PHN Representative State SIDS Advisory Council and the CDPH MCAH SIDS Program Consultant to draft a survey for SIDS Coordinators to assess educational/training needs and identify strategies for addressing the needs and concerns of local health jurisdictions.
- Coordinated details for the 2011 Annual SIDS Conference including confirming general session and workshop speakers; finalizing the hotel room block/meeting space; working with a graphic specialist for the conference logo design and graphic support materials; and drafting the website announcement.
- Conferred with members of the CDPH SAC Branch Safe Sleep Policy Workgroup regarding safe sleep issues in licensed child care centers, SIDS risk reduction training/outreach education and Title 22 regulations.
- Worked with CSULB Foundation staff for FY 2010-2011 year to close project accounting; activated the CDPH MCAH Division Contract for FY 2011-2014 and processed project agreements including the Program's lease renewal.

◆ **Upcoming Activities**

- August 9, 2011 ~ State SIDS Advisory Council teleconference.
- August 11, 2011 ~ Southern California Regional SIDS Council Meeting.
- October 27, 2011 ~ State SIDS Advisory Council Meeting at the CDPH Capitol East End Complex, Sacramento.
- October 27, 2011 ~ Pre-Conference Welcome Reception and book signing hosted by the SIDS Alliance of Northern California at the Hyatt Regency Hotel, Sacramento.
- October 28, 2011 ~ 31st Annual California SIDS Program Fall Conference, *Pathways To Understanding* at the CDPH Capitol East End Complex, Sacramento.
- November 10, 2011 ~ Southern California Regional SIDS Council Meeting.
- November 18, 2011 ~ Northern California Regional SIDS Council Meeting.