Joining the cause to save babies’ lives in Ohio

Personal stories of turning tragedy into efforts to spread the word about safe sleep

Programs available through the Ohio AAP

Safe Sleep Awareness Month
Ohio's pediatricians and child health advocates are likely aware of Ohio's infant mortality problem, however, many others still find the statistics shocking. According to Ohio's Child Fatality Review statistics, more than 1,000 Ohio babies die before their first birthday each year. Besides prematurity and congenital deaths, a large percentage of infants die from sleeping in the wrong position and environment. As a result, the Ohio Chapter, American Academy of Pediatrics (Ohio AAP) has developed programs, ranging from social media outreach to full Quality Improvement initiatives that help pediatricians educate families about infant safe sleep practices (you can learn more about all of these programs on pages 4-5).

The purpose of this special edition of Ohio Pediatrics is to share the stories of a few individuals and organizations helping the Ohio AAP lead this effort. These are the stories of families who have turned the tragedy of a lost infant into prevention movements, and public officials and organizations who are answering the call of their communities.

It is our hope that this special edition will inspire you to take action to reduce infant mortality and sleep related deaths in your community. Three specific opportunities will be highlighted:

Be Educated:
- Know the facts of Ohio’s infant mortality challenge, and the simple steps you can take to decrease risks for all infants in your community.
- Be aware of the programs operating all over Ohio, and the infant mortality prevention efforts best suited for you.

Be an Advocate:
- Share the knowledge you gain with legislators and other influential parties to help make changes to ensure infants are healthier and safer. Don’t shy away from any opportunity to speak out for Ohio’s most vulnerable citizens when they cannot speak for themselves.
- Be sure to share this publication with everyone in your network as a catalyst for discussion and action.

Be a Partner:
- Work with the Ohio AAP to spread innovative programs, such as those featured here or others in your community.

On behalf of the Ohio AAP Injury Prevention team, thank you for your interest and help to reduce infant mortality and sleep related deaths. Whether you are already partnering with others in our state or you are just learning about the infant mortality challenge through this publication, you are taking steps that will protect Ohio infants. The Ohio AAP is here to help you on this journey! Please contact our hio AAP Infant Mortality and Safe Sleep Initiative Program Manager Hayley Southworth at hsouthworth@ohioaap.org or 614-846-6258 to learn how you can take action or how we can support your efforts.

Together, we can help more of Ohio’s infants reach their first birthdays!

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Ohio ranks 47th overall in the country for infant mortality

49th for African American babies
37th among white babies

2007-2011 Child Fatality Review

Sleep Environments

Of 819 sleep-related deaths, only 51 (6%) of reviews indicated the baby was placed

Alone, On the Back, In a Crib or Bassinet

Statistics

- SIDS and unintentional suffocation is the leading cause of death for infants between 1 month and 12 months of age, most commonly occurring among infants who are 1-4 months old.

- More than three Ohio infant deaths each week are sleep related.

What Can You Do?

Be Educated
Know the facts to decrease risk of infant mortality, and be aware of available programs.

See pages 4-5

Be An Advocate
in your community. Share your knowledge, with your legislators and other influential parties.

See pages 6-9

Be a Partner
with the Ohio Chapter, American Academy of Pediatrics. Get involved and spread our innovative programs.

See page 10-11

www.ohioaap.org

Ohio Pediatrics Special Edition • October 2016
Ohio AAP Working to Prevent Infant Mortality Through Safe Sleep Programs
Three-prong Approach Includes QI Programs with Behavior Change and Media Campaign

As groups across Ohio have begun mobilizing to address infant mortality, the Ohio AAP is leading efforts on many fronts to improve infant mortality rates through safe sleep programs. The Chapter has taken a three-pronged approach to safe sleep initiatives by enhancing programs already in place and introducing new efforts specifically targeting safe sleep. All of these programs are now available on-demand for health professionals in Ohio and across the nation.

The Injury Prevention Learning Collaborative (IPLC), which launched in 2012, addresses the greatest injury risks in the first year of life while incorporating a specific focus on safe sleep. The program uses screening tools to determine areas where parents are in need of anticipatory guidance on risky behaviors, such as co-sleeping or items in cribs. As part of this project, over 5,000 sleep sacks have been distributed, and participating pediatricians report significant increases in discussion of risky behaviors in just a few months. The IPLC was also the first Ohio AAP program to operate nationally, and has involved over 100 pediatricians in five states so far. Perhaps most excitingly, two-thirds of families report making a change to at least one behavior after discussing the risks identified in their screening with their physician.

A second quality improvement project addressing safe sleep was launched in April 2014. The Education and Sleep Environment (EASE) project has been implemented in children’s and birthing hospitals in Ohio, working with hospitalist physicians and healthcare professionals to ensure a proper sleep environment for inpatients under one year of age – a practice parents are twice as likely to continue if modeled in the hospital. The project has demonstrated a 45% increase in the number of infants observed in a safe sleep environment on random audits, as well as increases in parent education on safe sleep during hospital stays. Wave 1 of the EASE project is featured in the October 2016 issue of Pediatrics.

Both Ohio AAP Safe Sleep Quality Improvement projects also have related Part II MOC Self-Assessments, providing opportunities for education on injury prevention for children birth – 4 months of age, safe sleep, and infant mortality.

The medical directors of Ohio AAP’s safe sleep initiatives created these assessments to allow for broad dissemination of the lessons learned during the successful QI projects.

The Chapter is also seeking to educate community members directly on the importance of safe sleep for infants through a social media campaign. At www.ohioaap.org/safesleep, healthcare professionals and infant caregivers can find targeted information, resources, and links to learn about promoting or practicing safe sleep in Ohio.

Ohio AAP Injury Prevention On-Demand Program Options

Injury Prevention MOC Part II Self-Assessments
• Birth to 4 Years - Addresses a broad range of topics relating to top causes of injury in children birth to 4 years of age and how to address them in the pediatric office setting; 10 Points
• Adolescent - Addresses a broad range of topics relating to top causes of injury in adolescents and how to address them in the pediatric office setting; 10 Points
• Coming Soon! Infant Mortality and Safe Sleep – Addresses a broad range of topics relating to infant mortality and safe sleep; 20 Points
  • CME also available for those completing the Self-Assessments
  • Available FREE to Ohio AAP members online and on-demand at www.ohioaap.org/MOCPartII

EASE Online: Hospital Based Safe Sleep QI Project
• Receive support from the Ohio AAP as you audit sleep environments modeled in your hospital for infants, collect data, and use the rapid breakthrough series to improve toward a safe sleep environment for every infant
• MOC Part IV Credit for completion of the project
• Learn more and register for free at www.ohioaap.org/EASEOnline

Online Injury Prevention Learning Collaborative: Live Kick Off
• Improve screening and provision of anticipatory guidance to children birth to one year of age in your practice.
• MOC Part IV Credit for completion of the project
• Learn more and register for free at www.ohioaap.org/projects/IPLC

Learn more about any of these programs at www.ohioaap.org/InjuryPrevention or contact Hayley Southworth at hsouthworth@ohioaap.org
The Ohio Chapter, American Academy of Pediatrics (Ohio AAP) invites you to increase the modeling of safe sleep behaviors in your hospital setting through the Education and Sleep Environment (EASE) project. EASE launched an on-demand, online-based quality improvement project in August 2016, available for physicians and healthcare professionals in children’s, birthing, and community hospitals to improve the modeling of safe sleep environments for infants during their hospital stays.

What parents see in the hospital can have a great influence on what they do at home - parents who see their baby supine in the nursery are nearly twice as likely to continue the practice at home. Despite this, research continues to show that more than half of healthcare providers are not following safe sleep guidelines for inpatient infants. The Ohio AAP EASE Project addresses this gap in care; in two initial project waves, 12 hospitals participated, collecting over 10,000 audits, and demonstrated:

- A 45% increase in patients less than 1 year of age in safe sleep environments (alone, on their back, in a bare crib) during random audits
- Nearly 30% increase in caregiver reports of receiving safe sleep education during hospital stays
- A 27% decrease in the presence of loose blankets in patient cribs during observations
- Updates to or introduction of hospital safe sleep policies to meet AAP recommendations

In addition, participating hospitals will receive the following benefits FREE of CHARGE:

- Access to the Ohio AAP’s audit tool, data collection system, and education
- Rolling enrollment – join and participate when it is most convenient for you!
- Opportunities to earn ABMS Part IV Maintenance of Certification (MOC) credit and ABP Part II MOC credit for participating physicians
- Quick turnaround from enrollment to completion – less than 4 months
- Option to participate independently or as part of a multi-disciplinary team
- Support from the Ohio AAP practice coach and leadership team for questions

To find out more about the project, visit www.ohioaap.org/EASEOnline, or contact Hayley Southworth, Project Manager, at hsouthworth@ohioaap.org or (614) 846-6258.

About Ohio AAP On-Demand Quality Improvement

The Ohio AAP is using the Quality Improvement Data Aggregator (QIDA) for several projects, including EASE. QIDA is a web-based system that collects, collates and reports quality improvement data for multiple QI projects for the national American Academy of Pediatrics.

EASE Team Published in Pediatrics!

October is Safe Sleep for Babies and SIDS Awareness Month

Sen. Shannon Jones - Ohio’s 7th District

The unacceptably high number of Ohio babies who die before reaching their first birthdays is stunning, which is why I have made it my mission to raise awareness for these tragic and often preventable deaths. As chair of the Senate Health and Human Services Committee and Co-chair on the Commission on Infant Mortality, I have heard too many stories from parents who have lost precious children and each story continues to resonate with me. I know that Ohio can do better.

Many factors contribute to our high infant mortality rate and battling this epidemic is complicated. Focusing on sleep-related deaths is a strategy that the State of Ohio has endorsed as a starting point. According to the Centers for Disease Control and Prevention (CDC), Sudden Infant Death Syndrome (SIDS) is the leading cause of death among infants aged 1–12 months in the United States. In 2013, 15% of all infant deaths in Ohio were due to sleep related causes, including SIDS and asphyxia. That’s three babies a week who die in this state due to sleep issues – many of those deaths were preventable.

The Commission on Infant Mortality examined many factors that contribute to our state’s infant mortality, including unsafe sleep practices. Senate Bill 332 (S.B. 332), which I co-sponsored with Senator Charleta Tavares (D-Columbus), is a bill that seeks to implement some of the recommendations of the Commission. Building on our previous safe sleep efforts, S.B. 332 would ban the sale of crib bumper pads, require the Ohio Department of Health to provide annual safe sleep training at no cost to parents and infant caregivers who reside in infant mortality hot spots, and require facilities that procure safe cribs for at-risk families to ensure that crib recipients receive safe sleep education and crib assembly instructions.

Parents, grandparents, and others who take care of babies want to do what is best for their children. Because so many mixed messages exist about safe sleep, however, we must set the record straight at every opportunity. Experts recommend following the ABCs of safe sleep. A baby should always sleep (A) Alone on a firm sleep surface covered by a fitted sheet, on his or her (B) Back, in a safety-approved (C) Crib free of soft objects including toys, loose bedding, and bumper pads. By following these recommendations, we can ensure more babies celebrate their first birthdays. For more information on how you can keep your babies safe, visit the Ohio Department of Health and American Academy of Pediatrics webpages.

It has been extremely encouraging to see the coalition of stakeholders committed to saving babies continue to grow. I am confident that S.B. 332 will lead the way to the celebration of more first birthdays. Indeed, our moms and babies deserve better.

Senator Shannon Jones represents Ohio’s 7th Senate District, which encompasses all of Warren county and portions of Butler and Hamilton Counties. To learn more, go to www.OhioSenate.gov/Jones.

Be an Advocate!

- Contact your legislator: www.legislator.ohio.gov
- Contact your local leaders
- Write a letter to the editor of your local newspaper
- Share this publication with a colleague
- Join an Ohio QI AAP program (see pages 4-5)
Of the countless trials any parent must endure, perhaps none is more heart-wrenching than the tragic and sudden loss of a child. No matter the age, the death of a child will test one’s faith to its core, and forever leave a broken heart. Of course, sometimes such a tragedy can spur action and turn sadness into a positive force for change.

Sam and Maura Hanke were college sweethearts and a blissfully happy married couple. They surrounded themselves with friends and family, and relished in anticipation of children and a life full of love and happiness. Their dreams of parenthood came true on April 6, 2010 when they welcomed their son Charlie Paul into the world. He was healthy and beautiful, and for them, like many new parents, the reason the sun rose and set each day. Sam, a pediatric cardiologist, and Maura, a kindergarten teacher, wished and hoped for their baby a long, joyful and happy life. They imagined his future. They made plans. After a healthy, routine pregnancy, Charlie came into the world a perfect 7lb. 11 oz. baby boy. “We celebrated the day he came home from the hospital - we read him stories; we gave him baths. He brought us so much joy in everyday things,” Sam painfully recalls.

At just three weeks old, in the early morning hours of April 28, Charlie died, a victim of SIDS (Sudden Infant Death Syndrome) and an unsafe sleep environment. That night, like many of us, Sam had laid on the couch with Charlie; the perfect picture of sleep-deprived father and son. It wasn’t unusual; we so often see this photo on Facebook -- baby asleep on dad’s chest, dad sound asleep too. Sam woke up, Charlie didn’t.

What we now know, that may not be realized when “liking” these cute photos is, this sleepy snuggle is actually dangerous for our babies. Co-sleeping and tummy sleeping are two of the leading risk factors for SIDS, and this includes those innocent naps on the couch or accidentally falling asleep after nursing in the night. So, when trying to calm a newborn at 2 a.m., or sneaking a few extra zzz’s during the day, think of Charlie. Maura and Sam want you to know that your baby is safest on his or her back alone in their crib, and this has become one of their life missions.

...continued on page 11

The Pain of a Baby’s Death

Claudia Borgman, Bereavement Manager
Cincinnati Children’s Hospital Medical Center

As the Bereavement Manager for Cincinnati Children’s Hospital Medical Center, and the facilitator of a community based bereavement group, I encounter parents and families who have had to deal with the most unimaginable loss possible, the death of a child. There is no way to prepare for the death of a child, but when the death is sudden and unexpected, the pain of parents often seems more intense and unbearable. I often hear “I just put them down for their nap and when I checked on them, they weren’t breathing. It wasn’t more than an hour or so.” The parents often talk of guilt and blame, “I should have checked on them sooner” or “I should have stayed in the room” or “I was so tired, what if they needed me and I didn’t hear them?”

These are natural feelings and thoughts, especially for parents who practiced safe sleep techniques for their child and kept the crib free of anything that could have caused the child to suffocate or choke. As parents, you always want to do what is best for your child and you want to protect them and keep them safe. And when the child dies in their sleep, the feelings of guilt -- and perhaps failure -- may feel overwhelming.

The parents I talk with often find it helpful to attend support groups with other parents who have experienced similar losses. It may be helpful to receive individual or family counseling. It’s important not to minimize your feelings or the feelings of your spouse or partner.

One of the lessons I have learned from bereaved parents is the importance of forgiveness. Forgive yourself and forgive the person who was home with the child at the time of their death. Sometimes there are no answers to “why: why my child, why our family?” I wish I had the magical words to ease the pain of grief, but there are no words, nor are there any easy ways to get through the pain of grief and loss. But you don’t have to go through it alone. Don’t be afraid to reach out and ask for help.
Benjamin David was born on October 20, 2014. He was 37 weeks on the dot, weighing in at six pounds, six ounces and was 19 inches long. Ben was a very curious baby, and was so strong and determined. He loved looking around and holding his head up to look at his mommy and his big brother, Trae. He was very “talkative” and made noises like a car that was desperately trying to start. Ben was thriving, and within a matter of three weeks, he had gained almost two pounds! He was a very demanding nursling, and his mommy was so happy and proud that he was such a great eater and gaining weight at such a rapid rate.

In the early hours of November 19, 2014, I awoke to his hunger cries, and did as I had always done. I laid on my side in my bed, and latched Ben on so he could eat. Being your typical exhausted mother, and adding on raising a preschooler and a newborn as a single mother, I fell asleep shortly after Ben started eating. When I awoke hours later, I found Ben unresponsive and lifeless. Ben was pronounced dead the day before he would have turned one month old. This is the unfortunate story of my son, the perfect and most loved addition to my family. The baby that I loved more than life itself. The baby brother of my older son, Trae, that could not wait for Ben to grow up and play trains with him. Although his sweet little life was so short, Ben continues to save the lives of other babies by spreading the message of the possible risks of bed sharing.

Although no physical evidence was found to rule Ben’s death as such, his death was ruled as positional asphyxiation due to unsafe sleep conditions. As far as science is concerned, my Ben was perfect and showed zero abnormalities or signs of suffocation, leading myself and others to believe Ben passed from SIDS.

If I hadn’t slept with him in my bed, would he still be here today? That is a question that will forever haunt me. Because, if Ben’s death was indeed SIDS, I still added a risk factor by doing something that seems so natural; laying my baby next to me. It is now my mission, and Ben’s legacy, to reduce the rates of our babies’ deaths. I started a non-profit organization called Benny Bears to educate expecting and new parents on safe sleep practices. The Benny Bears mission in 2016 and beyond is to assist hospitals in providing vital information on safe sleep for infants. We believe that many deaths can be prevented if caregivers are properly educated before taking their baby home from the hospital after birth.

It is my hope that no other parents, families, or caregivers will join myself, and others, on this horrible and devastating road of losing your baby. You can find out more information about Benny Bears and how you can help at www.bennybears.org.

Gabriel’s Story
Rebecca Howard

October 7, 2016 would have been my son’s sixth birthday. On January 3, 2011, Gabriel (Gabe) Scott Howard was put down for a nap at his daycare and never woke up. Tragically, we lost him to Sudden Infant Death Syndrome (SIDS) at the age of 86 days old. When we lost Gabriel, and everyday since, we were heartbroken and struggled to understand why he was taken from us so suddenly.

We followed all of the guidelines for preventing SIDS. There were no bumper pads, blankets or stuffed animals in the crib. He was placed on his back to sleep. He did not have a bottle. We, and our daycare provider, did everything right. But, sometimes following all the rules doesn’t prevent a tragedy.

As a mother who knows the pain of losing a child, I want to implore everyone to practice safe sleep habits. I don’t want another parent, grandparent, brother, sister, cousin, aunt or uncle to know the pain my family feels. I can not image how much worse this loss would be if I knew I could have prevented it from happening.

While there are many beautiful products available to create the perfect nursery, and as much as I love to sleep with a blanket, the risk presented by putting these items in a crib is quite bluntly not worth the life of your child. I struggle daily with the question of why Gabe died. I have no answers. I have no idea if there was something, anything, I could have done to prevent this from happening to my sweet little boy. And, while I have been repeatedly told I could not have stopped this from happening, I live with a guilt that is hard to bear. Trust me when I say, you don’t want to know the reason your beautiful little baby was lost could have easily been avoided.

Keep it simple..... keep the crib clear... and keep your little one safe.

“I tried to create materials that parents would want to read repeatedly with their children, which is crucial for health literacy messaging efficacy,” said Dr. Hutton. “I was in essence fighting the screen battle where it was being lost – in the marketplace.”

In 2013, Sam Hanke, MD, FAAP, a fellow pediatrician in Cincinnati, contacted Dr. Hutton to discuss how Hanke’s foundation, Charlie’s Kids, could expand and improve their safe sleep effort. Hanke and his wife, Maura, began the foundation after the sleep-related death of their son. (Read more about Charlie’s Kids on page 7.)

Dr. Hutton felt that an engaging board book showing why safe sleep was important was the key.

“Given what Sam and his wife Maura had endured with the loss of their son, Charlie, I offered to create this book pro bono, and to donate all royalties to Charlie’s Kids, in support of their mission,” said Dr. Hutton.

The goal of the book was four-fold: (1) to provide safe sleep education through an easy-to-read, narrative from a baby’s point of view, (2) to demonstrate a safe sleep environment through vivid illustrations, (3) to portray different races, ethnicities and family structures participating in safe sleep and (4) to promote early literacy. Although “Sleep Baby, Safe and Snug” seems like a simple children’s book, the creation was much more complex.

“Over several months, I condensed the 11 or so evidence-based AAP Safe Sleep Guidelines into 14 board-format pages, 28 rhymed lines of 6-10 syllables each,” Dr. Hutton explained. “Each spread (2 opposing pages) represents one or more of these guidelines, both visually and via simple gentle text, written at a first-grade reading level with diversity well-represented.”

Dr. Hutton has since added four follow-up titles to “Sleep Baby,” in response to requests from home visitors and other providers, including breastfeeding, early milestones, infant crying and calming for abuse prevention, and reading and talking to babies, the latter called “Read Baby, Every Day” benefiting Reach Out and Read.

“The response has been phenomenal, with extensive distribution nationwide, including within Reach Out and Read and the Healthy Families America network,” said Hutton.

Recently appointed an Assistant Professor in the Cincinnati Children’s Hospital Reading and Literacy Discovery Center, Dr. Hutton is currently working on a number of collaborative advocacy and research projects including early literacy screening, and completing an MRI-based study exploring the effects of screen-based platforms on narrative processing in preschoolers. He also recently released a picture book called “ADH-Me!” to help explain diagnosis and treatment to children and families in a clear, empowering way. “Many more chapters to come, I hope,” he says. “I love my job!”

Dr. John Hutton is a pediatrician, author, and owner of the award-winning Blue Manatee Children’s Bookstore in Cincinnati, Ohio. He is the national “spokes-doctor” for the Read Aloud 15 MINUTES campaign and founder of the blog Baby Unplugged, whose mission is to help keep children screen-free until age three and promote healthy, developmentally stimulating alternatives.

You may find more information at www.bluemanateepress.com.
Ohio AAP Foundation Pillar Supports Safe Sleep Initiatives

The Foundation Pillar of the Ohio AAP supports all programs of the Chapter, but has taken a special interest in injury prevention initiatives that work directly with parents and community partners. The most widely known of these initiatives is Bike Helmet Safety Awareness, but spreading and supporting the Chapter’s Safe Sleep Initiatives has become another key interest of the Foundation Pillar.

A key accomplishment in this area is the distribution of sleep sacks to Ohio families – to date over 5,000 sleep sacks have been provided to Ohio families with funding secured and supported by the Foundation Pillar. Research shows that providing an injury prevention product, like a sleep sack, when counseling families on safe behaviors increases the likelihood the family will correct any risky behaviors. The Ohio AAP has also provided the “Sleep Baby Safe and Snug” board book to families.

The Foundation Pillar also supports media outreach by the Chapter around safe sleep; in 2015, over 20 million media impressions were made through a variety of outreach efforts. These included the #SayNoToBumpers campaign, which began in 2014 and encourages retailers in Ohio to demonstrate safe sleep environments in their stores and advertising. Despite recommendations against bumper use, many stores continue to promote and sell bumpers as part of nursery decorations. The Ohio AAP supports efforts to raise awareness of the risks of crib bumpers and to educate policymakers on steps they can take to promote safe sleep environments.

Partners of the Chapter, including the Ohio Children’s Trust Fund and the Reinberger Foundation, have provided the funding that makes these efforts possible, but there are simple steps that anyone can take to get involved in the success of Safe Sleep Initiatives and the Foundation Pillar.

Ways to Get Involved:

Donate! A $10 donation provides a sleep sack to help an Ohio infant sleep safer, and just $5 can provide a board book. Donations to the Foundation Pillar may be designated for injury prevention initiatives, including safe sleep, and can even be focused on specific program or geographic areas. Visit www.ohioaap.org/donate-now to support these efforts.

Share on Social Media! Follow the Ohio AAP on Facebook and Twitter to learn about safe sleep initiatives from the Chapter and partners; then be sure to like and share posts with your network to raise awareness.

Contact Retailers and the Media! When you see an unsafe sleep environment portrayed in an ad, a store, or a commercial, make note of the retailers or program. Sending a note, whether by email, tweet, or letter, can raise awareness of a risk they may not have even known was present.

Ohio AAP Partners with “Our Babies Count” to Prevent Babies Being Born Too Soon

To face the challenge of infant mortality in Ohio head-on, the Ohio AAP has partnered with Our Babies Count, a public awareness movement to support healthy pregnancies. Ohio AAP members and other medical experts recommend early and regular care when a woman is expecting as the best way to prevent babies from being born too soon – the number one cause of baby deaths in the state.

“The Ohio AAP is proud to be a part of Our Babies Count,” said Melissa Wervey Arnold, Ohio AAP CEO. “We know that too many babies are dying every day – with African American babies dying at twice the rate of white babies. To save Ohio’s babies, we need innovative solutions and partnerships, like Our Babies Count.”

Our Babies Count was launched by Ohio’s five Medicaid managed care plans (Buckeye Health Plan, CareSource, Molina Healthcare, Paramount Advantage, UnitedHealthcare Community Plan), the Ohio Department of Medicaid, Black Doctors Ohio and the Ohio Chapter of the American Academy of Pediatrics to support local organizations that are working across the state to help save babies. Working collaboratively, this partnership seeks to help women understand their health insurance company offers special mom-to-be programs, assistance in finding doctors and midwives and resources for basic living needs like rides to the doctors and paying for bills and food.

Pregnant women, especially in at-risk areas, can enroll in presumptive eligibility which provides temporary Medicaid coverage at a doctor’s office or hospital. The women must then complete a full Medicaid application to keep their Medicaid coverage. This can help ensure all Ohio expectant mothers get the care needed for healthy delivery.

Our Babies Count and the Ohio AAP are working to educate Ohioans about the state’s health challenge and about ways everyday people can help solve it.

For more information on Our Babies Count, visit www.OurBabiesCount.org, join in the conversation on Facebook, Twitter and Instagram using #ourbabiescount, or contact Ohio AAP CEO Melissa Wervey Arnold at marnold@ohioaap.org.
With each milestone in the year that followed the loss of Charlie, Maura and Sam slowly started to pick up the pieces and heal, but they needed to make sense of losing Charlie so soon. Fueled by faith, and the strength and encouragement of friends and family, they looked for a bigger way to remember Charlie and most importantly try to prevent other families from suffering this same pain.

Charlie’s Kids Foundation was founded on what would have been Charlie’s first birthday. The mission was clear: to raise awareness and support of SIDS by educating families, providing resources for new parents and promoting dialogue about SIDS and safe sleep practices.

“My wife and I noted that we received a huge stack of papers, pamphlets and brochures when we were discharged home from the hospital with Charlie. This was information overload, and this combined with sleep deprivation made learning and comprehension challenging. We knew there was an opportunity for a different approach to teaching safe sleep practices,” explains Sam.

The goal of Charlie’s Kids Foundation became a focused passion. They wouldn’t rest until they developed and instituted a new outreach for SIDS education and safe sleep education.

Charlie’s Kids focused their outreach on education of the American Academy of Pediatrics (AAP) 2011 Safe Sleep Recommendations, creating the Do’s and Don’ts of safe sleep in an easy-to-read bulleted format. Armed with this list and their experiences as new parents and educators in early literacy and advocacy, the idea for a children’s book was born.

They commissioned pediatrician and author Dr. John Hutton, and illustrator Leah Busch, to create “Sleep Baby Safe and Snug” exclusively for Charlie’s Kids Foundation. “Sleep Baby, Safe and Snug” board book provides the safe sleep message in the context of a beautifully written and illustrated children’s story. Because books are often part of the traditional bedtime routine, this board book provides safe sleep instructions and reminders right before the child is placed in their sleeping environment.

Perhaps most important, unlike the traditional brochures on safe sleep new parents receive at the hospital, people will cherish this book and read it to their child numerous times reinforcing the safe sleep guidelines.

Learn more about Charlie’s Kids at www.charlieskids.org.
Create a safe environment for your baby to live, learn and play!

- Sleep Safety
- Car Safety
- Water Safety
- Fall Prevention
- Fire Prevention

Thank you to Ohio Children’s Trust Fund for helping Ohio AAP create safe environments for babies in Ohio