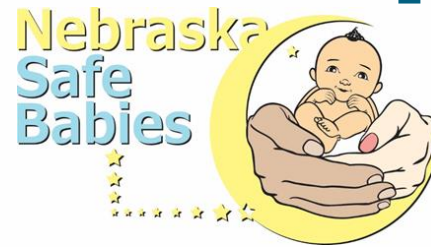


# NE Safe Babies: Clinic Campaign



Jackie Moline, BSN, RN, CLC  
Maternal Infant Health Program Manager  
Nebraska Department of Health and  
Human Services

**NEBRASKA**

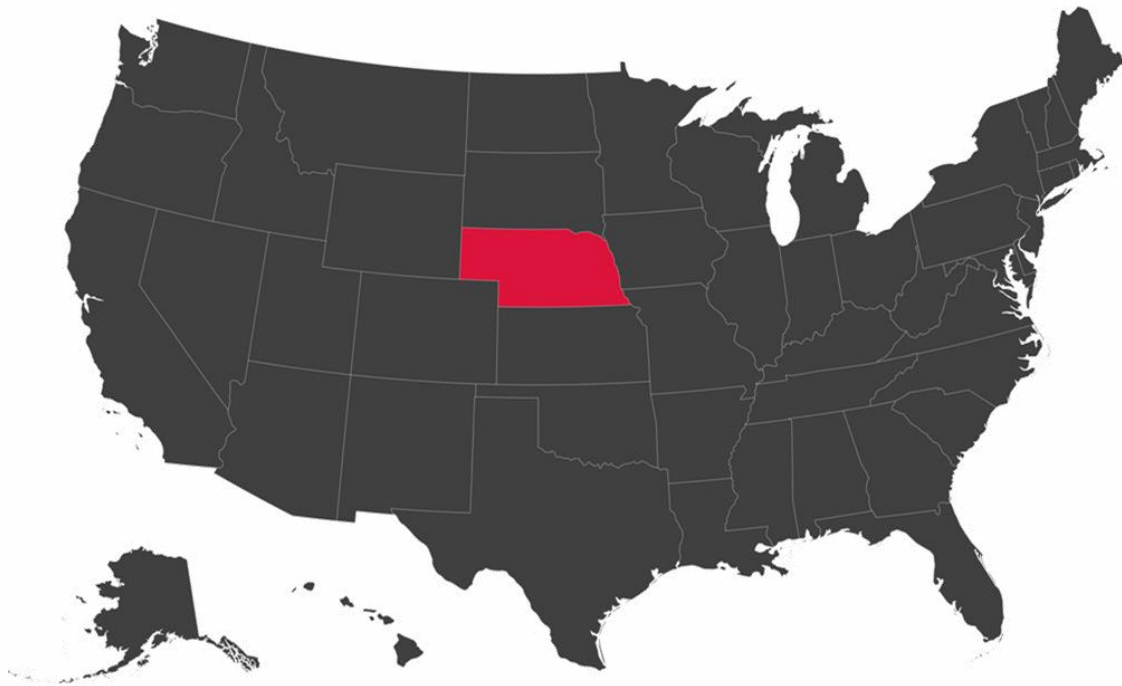
Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*

# Nebraska Infant Mortality:

---



Nebraska IM Rate: 5.5  
per 1,000 live births

United States IM Rate: 5.4  
Per 1,000 live births in 2020

[https://www.cdc.gov/nchs/pressroom/sosmap/infant\\_mortality\\_rates/infant\\_mortality.htm](https://www.cdc.gov/nchs/pressroom/sosmap/infant_mortality_rates/infant_mortality.htm)

**NEBRASKA**

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*

# Nebraska Infant Mortality Focus:

---

- Needs Assessment every 5 years  
Infant Safe Sleep and Infant Abuse and Neglect priority
- Area of focus for MCASH and MIH Program
- Joined the National Infant Mortality Collaborative Improvement & Innovation Network "IM-CoIIN"  
NE State Statute 71-2103  
Survey of NE Hospitals  
NE Safe Babies Campaign

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*

# Development:

## NE Safe Babies Campaign



Three components:



Safe Sleep



Abusive Head Trauma / Shaken Babies Syndrome (AHT/SBS) Prevention



The Clinic Campaign

**NEBRASKA**

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*

# Safe Sleep:

## A: Alone

- Room share, and not bed share
- If baby feeds or is comforted in parents' bed, baby is placed back into crib for sleep
- Positional devices or prop are not proven to be effective and may be dangerous.

## B: Back

- Every time, every sleep
- Use Sleep clothing or sleep sack for warmth
- No blankets

## C: Crib

- Firm mattress that fits tightly, no gaps
- Tight fitting sheet
- No pillows, bumper pads, quilts, blankets, soft toys

**NEBRASKA**

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*





# The CRYing Plan

Babies Cry. Sometimes they cry a lot. Don't be caught off guard.

A CRYing Plan is a predetermined plan that focuses on techniques and methods to deal with crying before they get frustrated.

*Helping People Live Better Lives.*

**Babies CRY**



**C**rying is a baby's way of communicating and is a normal behavior. Sometimes babies just cry, and there is nothing you can do about it. It's not your fault. Non-stop crying is a primary trigger for shaking a baby. Don't be caught off guard. Shaking, throwing, hitting, or hurting a baby is never O.K. What can you do to be prepared? Have a Crying Plan in place to refer to if you get frustrated with a crying baby.

**Stay calm. Rule out the following reasons a baby may cry:**

- Dirty Diaper?
- Too Hot?
- Diaper Rash?
- Tired?
- Hungry?
- Fever?

If you think the baby may be sick, call your healthcare provider. Make a decision to never shake your baby and have a plan in place to cope with the challenge of crying.

Join the fight against Abusive Head Trauma/Shaken Baby Syndrome. Talk with everyone who cares for your baby and make a plan for how to calm your baby and what to do if they won't stop crying.

**Nebraska Family Helpline. Any Problem. Any Time.**  
RAISING KIDS IS HARD. IT'S OK TO ASK FOR ADVICE.  
**1-888-866-8660**  
[www.nebraskafamilyhelpline.ne.gov](http://www.nebraskafamilyhelpline.ne.gov)

More information about Abusive Head Trauma is on the **Nebraska Department of Health and Human Services** website at:  
[dhhs.ne.gov/MomAndBaby](http://dhhs.ne.gov/MomAndBaby)

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Dept. of Health & Human Services (HHS) under Maternal Child Health Title V Funding. This information or content and conclusions are those of the presenters and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS, or the U.S. Government.

## Make your CRYing Plan

**Crying happens.  
To deal with crying, my plan is:**

- 1 Choose a Calming Technique**
- ☐ Swaddle the baby, hold baby close
  - ☐ Use "white noise" or rhythmic sounds like a vacuum cleaner or fan
  - ☐ Offer a pacifier
  - ☐ Sing, talk to the baby, or use a shushing noise
  - ☐ Gently rock the baby or use an infant swing
  - ☐ Put the baby in a car seat and take a ride in the car
  - ☐ Take the baby for a walk in the stroller

- 2 Choose a Relief Method**
- ☐ Put the baby in a safe place like a crib, close the door and walk away. Give yourself a break. Check back every 5 to 10 minutes until the crying stops or when you are calm
  - ☐ Call a friend, relative or someone you trust for support or to give you a break
- Who and Phone # \_\_\_\_\_  
Who and Phone # \_\_\_\_\_  
Who and Phone # \_\_\_\_\_
- ☐ Call your healthcare provider

- 3 Discuss Your Crying Plan**
- ☐ Talk with everyone who cares for your baby about the best ways to calm your baby. Ask them what they will do if they become frustrated and how they plan to cope
  - ☐ Remind all caregivers they can always put the baby down in a safe place and walk away for a few minutes
  - ☐ Instruct caregivers to call you before they become frustrated and ask for help. Write your name and phone number here: \_\_\_\_\_

**Never, Never Shake a Baby!**

# Stay Calm:

---

## Reasons a baby may cry:

- Dirty diaper or diaper rash
- Hungry
- May need to burp
- Too hot or too cold, clothing too tight
- Tired
- Sick or has a fever



# Make your CRYing Plan

**Crying happens.  
To deal with crying, my plan is:**

1

## Choose a Calming Technique



- ☐ Swaddle the baby, hold baby close
- ☐ Use "white noise" or rhythmic sounds like a vacuum cleaner or fan
- ☐ Offer a pacifier
- ☐ Sing, talk to the baby, or use a shushing noise
- ☐ Gently rock the baby or use an infant swing
- ☐ Put the baby in a car seat and take a ride in the car
- ☐ Take the baby for a walk in the stroller

2

## Choose a Relief Method



- ☐ Put the baby in a safe place like a crib, close the door and walk away. Give yourself a break. Check back every 5 to 10 minutes until the crying stops or when you are calm
- ☐ Call a friend, relative or someone you trust for support or to give you a break  
Who and Phone # \_\_\_\_\_  
Who and Phone # \_\_\_\_\_  
Who and Phone # \_\_\_\_\_
- ☐ Call your healthcare provider

3

## Discuss Your Crying Plan



- ☐ Talk with everyone who cares for your baby about the best ways to calm your baby. Ask them what they will do if they become frustrated and how they plan to cope
- ☐ Remind all caregivers they can always put the baby down in a safe place and walk away for a few minutes
- ☐ Instruct caregivers to call you before they become frustrated and ask for help. Write your name and phone number here:  
\_\_\_\_\_

**Nebraska Family Helpline. Any Problem. Any Time.**

RAISING KIDS IS HARD. IT'S OK TO ASK FOR ADVICE.

**1-888-866-8660**

[www.nebraskafamilyhelpline.ne.gov](http://www.nebraskafamilyhelpline.ne.gov)



# Clinic Champion Five Step Process:

---

1. Sign a pledge
2. Incorporate infant safe sleep and AHT/SBS Prevention into a policy
3. Provide prevention education to clinic personnel and providers annually and submit an Education Plan
4. Educate parents with evidenced based prevention materials
5. Incorporate Safe Sleep, AHT/SBS, and The CRYing Plan into prenatal, post-partum and well baby visits for first year.

## Champion step-by-step process

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*



---

It's working!  
Still more work to do....

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*

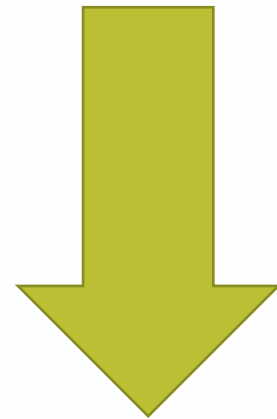
# Results:

---

## SUID Deaths

2017 Report: 26 Babies  
(2016 Data)

2019 Report: 16 Babies  
(2018 Data)



38%

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*

# Successes:

As of 11-01-2020

## Safe Sleep:

- 53 Champion Hospitals
- 5 Pledged Hospitals
- 2 Iowa Hospitals
- 2 non-birthing Hospitals

## Abusive Head Trauma/Shaken Baby Prevention:

- 41 Champion Hospitals
- 4 Pledged Hospitals
- 2 Iowa Hospitals
- 1 Non-birthing Hospital

## Clinic Campaign:

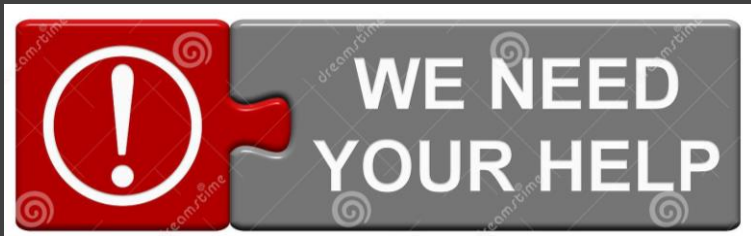
- 5 Champion Clinics + one Local Health Department
- Many Clinics in process

## Incorporated into other programs:

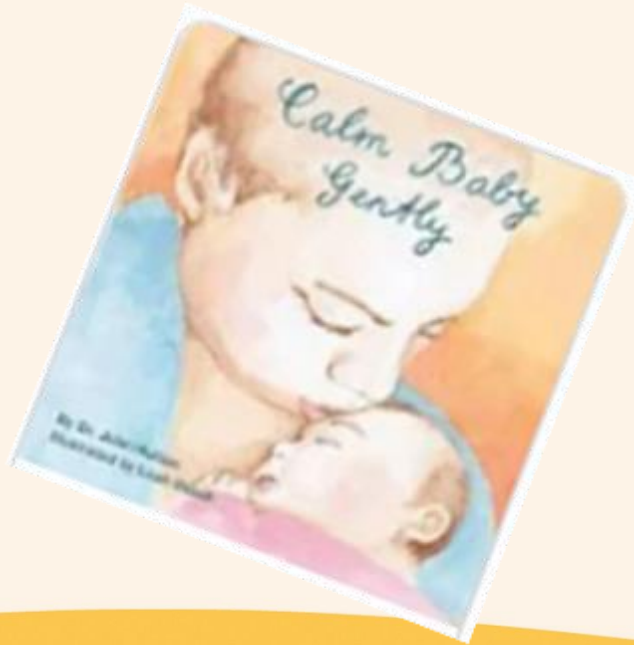
- NE-MIECHV
- Childcare Licensure
- Children and Family Services
- Sudden Infant Death Reporting Education and Report Form







# Office of Rural Health



Helping People Live Better Lives.

Clinics and Local Health Departments that become a Clinic Champion by December 30, 2022, receive:

- *Sleep Baby, Safe and Snug*
- *Calm Baby Gently* Board books.

# Resources:

---

NE Maternal Infant Health Program

<http://dhhs.ne.gov/Pages/Maternal-and-Infant-Health.aspx>

NE Safe Babies Campaign

<http://dhhs.ne.gov/Pages/Nebraska-Safe-Babies-Hospitals.aspx>

Resources: Brochures and DVD's

<http://dhhs.ne.gov/Pages/Pregnancy-Resources.aspx>

**NEBRASKA**



Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*



# Maternal Mortality



**WARNING SIGNS TO KNOW DURING AND AFTER PREGNANCY**

CALL YOUR DOCTOR OR GO TO THE HOSPITAL IF YOU ARE EXPERIENCING ANY OF THE FOLLOWING SYMPTOMS DURING OR AFTER YOUR PREGNANCY. REMEMBER TO SAY THAT YOU ARE PREGNANT OR RECENTLY GAVE BIRTH.

URGENT WARNING SIGNS AND SYMPTOMS DURING PREGNANCY	EARLY LABOR SIGNS AND SYMPTOMS BEFORE 37 WEEKS GESTATION	POST-BIRTH WARNING SIGNS AND SYMPTOMS
<ul style="list-style-type: none"><li>• A headache that does not get better, even after taking medicine</li><li>• Dizziness or fainting</li><li>• Fever of 100.4F or higher</li><li>• Swelling, redness, or pain in your leg</li><li>• Trouble breathing</li><li>• Severe nausea or vomiting</li><li>• Baby's movement slowing down or stopping</li><li>• Overwhelming tiredness</li><li>• Chest pain or fast-beating heart</li><li>• Changes in your vision</li></ul>	<ul style="list-style-type: none"><li>• Contractions (abdomen tightens like a fist) every 10 minutes or more often</li><li>• Change in vaginal discharge – a significant increase in the amount of discharge, leaking fluid or bleeding from the vagina</li><li>• Pelvic pressure – the feeling that the baby is pushing down</li><li>• Low, dull backache</li><li>• Cramps that feel like a menstrual period cramps</li><li>• Abdominal cramps with or without diarrhea</li></ul>	<ul style="list-style-type: none"><li>• <b>P</b>ain in chest</li><li>• <b>O</b>bstructed breathing or shortness of breath</li><li>• <b>S</b>eizures</li><li>• <b>T</b>houghts of hurting yourself or someone else</li><li>• <b>B</b>leeding, soaking through one pad/hour, or blood clots, the size of an egg or bigger</li><li>• <b>I</b>ncision that is not healing</li><li>• <b>R</b>ed or swollen leg, that is painful or warm to touch</li><li>• <b>T</b>emperature of 100.4F or higher</li><li>• <b>H</b>eadache that does not get better, even after taking medicine, or a bad headache with vision changes</li></ul>

**NEBRASKA**  
Good Life. Great Mission.  
DEPT. OF HEALTH AND HUMAN SERVICES  
PH-PAM-30 6/21

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Dept. of Health & Human Services (HHS) under Maternal Child Health Title V Funding. This information or content and conclusions are those of the presenters and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS, or the U.S. Government.

## Prematurity Prevention

## Maternal Mortality Review Committee





# Jackie Moline BSN, RN, CLC

Maternal Infant Health Program Manager

Jackie.Moline@Nebraska.gov

402-471-0165

[dhhs.ne.gov/MomAndBaby](http://dhhs.ne.gov/MomAndBaby)



@NEDHHS



NebraskaDHHS



@NEDHHS

[dhhs.ne.gov](http://dhhs.ne.gov)

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES

*Helping People Live Better Lives.*