



Montgomery County Safe Sleep Coalition
General Meeting Minutes
September 4, 2019

Welcome/Introductions

Elected Positions

- ❖ New Coalition Co-Chair – Ashton Herring, NRP Outreach Coordinator

Group Discussion

- ❖ Coalition Education Outreach Update
 - **Primary focus to build a website** – currently using Wix as the platform. Easy, drag and drop type platform so can be edited by anyone who is added as an administrator. Basic design and structure complete (see screenshot of homepage below). Need to finalize design and edit copy and content, as well as add depth.
 - Needs to be divided into 2 sections (families and community partners)
 - Downloadable tool kits and forms
 - Local stats and annual reports
 - Video testimonials
 - Modeled after <https://www.cradlecincinnati.org>
- ✚ *Please email Karen Thomas – kjthoma2@texaschildrens.org if interested in helping to build copy and edit the website.*



- ***Consider reaching out to daycares*** – provide education (CEU's) around safe sleep, offer digital toolkit, direct to the website. Be thinking of ways to develop a list of these centers and how to facilitate a campaign to reach them.
 - ***Reached out to TCH SOAR clinic*** – a multidisciplinary clinic that follows up TCH Woodlands NICU patients. (high risk for sleep related death). Provided PowerPoint presentation, copy of the flyer with community specific data, and teaching so that the message in SOAR is the same as what is being modeled in TCH NICU.
 - ***Plan to have a presence at upcoming community events – website complete?***
 - ✧ Baby Fair, MHTH – Safe Sleep booth and demo **10/19**
 - ✧ TCH NICU Conference – Safe Sleep set-up/demo **10/24 & 10/25**
 - ✧ Baby on Board, St. Luke's – Safe Sleep booth and demo **11/16**
- ❖ Community Data Flyer – positive feedback from MHTW when flyers were placed in the unit.
- ***Plan to email list of community partners and TCPs*** (compiled by Susan Romero) with the flyer as well as direction to the website once complete (or at least baseline functional).
 - ***Each facility that wants to distribute community flyer and direction to website*** – to compile a list of OB practice manager emails or contact numbers as well as Pediatricians and specialty follow-ups.

❖ Action Items

- File for 501C3 – ease of fundraising, establishment as a non-profit provides multifactorial benefits.
- Continue to work on website – possibly meet with a subcommittee between now and next meeting.
- Karen to email resources to share with the coalition members:
 - Safe sleep bedside signage
 - Link to Cincinnati cradle video
 - Link to AAP policy statement and press release
 - Safe Sleep audit tool
 - Link to website
 - Flyer (without typo – see below and attached)
 - PP presentation for SOAR clinic
- Before the next meeting, please try to think of 2 ways to fundraise (ideas for events, spirit night, reaching out to area businesses for direct support, education events, grants)

Next meeting – proposed date November 6, 2019 at 6:00 pm (early to avoid holiday hustle)

Adjournment

MONTGOMERY COUNTY



Child Fatalities
IN MONTGOMERY
COUNTY

DID YOU KNOW?

35 *Babies have died* SINCE 2016
IN MONTGOMERY COUNTY IN SLEEP-RELATED DEATHS



27% CHILD FATALITIES *IN OUR COMMUNITY*
ARE SLEEP-RELATED DEATHS (almost 1/3)
AS COMPARED TO THE STATE AVERAGE OF **5%**

3500 BABIES DIE ANNUALLY ACROSS THE US
IN SLEEP RELATED DEATHS

WHAT CAN YOU DO?



BABIES SHOULD BE IN SAFE SLEEP ENVIRONMENTS
FOR EVERY SLEEP.

safe sleep **100%** OF THE TIME

FIRM and FLAT sleep surface
On their BACK
NOTHING in bed with them
NO LOOSE BLANKETS

