

The NE Safe Babies Clinic Campaign

Building on the success of the Nebraska Safe Babies Hospital campaigns on Safe Sleep and the prevention of Abusive Head Trauma/Shaken Baby Syndrome (AHT/SBS), the new Nebraska Safe Babies Campaign is aimed at the clinic setting to further reinforce this information with parents and caregivers.

In Nebraska, between 2010 and 2017, 184 babies' deaths were associated with Sudden Infant Death Syndrome/ Sudden Unexplained Infant Death and 12 deaths were associated with AHT, also known as Shaken Baby Syndrome.

Even one infant death is too many, said program director Jackie Moline, Maternal Infant Program Coordinator for the Nebraska Department of Health and Human Services (DHHS).

"The stresses of parenthood can be intense, but with proper education DHHS and partners are helping parents understand the right way to deal with a crying infant," she said. "This new program provides us with another route to share the message. We want caregivers to hear the same message wherever the care of their child happens to take them."

To become a Clinic Champion, clinics will complete five steps: sign a pledge; incorporate infant safe sleep and AHT/SBS prevention into a policy; provide prevention education to clinic personnel and providers annually; educate parents with evidenced based prevention materials; and incorporate Safe Sleep; AHT/SBS prevention and The Crying Plan education into each well visit for a baby's first year.

Clinic Champions receive:

- Recognition on the DHHS website and through social media.
- Clinic Champion certificate, suitable for display.
- A press release template.

For more information about the new Nebraska Safe Babies Clinic Campaign or the hospital-based program, contact Jackie Moline, Maternal Infant Program Coordinator, at (402) 471-0165 or by email at jackie.moline@nebraska.gov. Learn more about the NE Safe Babies Clinic Campaign at: <http://dhhs.ne.gov/Pages/Nebraska-Safe-Babies-Hospitals.aspx>