

SAFE SLEEP TRAINING



Public Health



PROVIDER TOOLKIT

Our families have multiple entry points into our system of care. By raising awareness about safe sleep risk reduction strategies in one collective voice, whether in a conversation with a nurse at a prenatal appointment, with a community health worker at a home visit, or with a health services assistant at a WIC appointment, together we can reduce infant mortality in San Bernardino County.

This toolkit was designed to support referrals to the San Bernardino County local Maternal, Child, and Adolescent Health (MCAH) Third Trimester Safe Sleep intervention. Learn more inside.

OUR GOALS

- ✓ RAISE AWARENESS
- ✓ INCREASE SAFE SLEEP PRACTICES
- ✓ IMPROVE ACCESS FOR FAMILIES IN NEED

3 EASY STEPS!

- Order materials
- Share materials
- Refer families

CONTACT US



800-782-4264



askMCAH@SBcounty.gov



dph.sbcounty.gov/mcah



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Dear Perinatal Provider:

In San Bernardino County, between 2019 and 2021, the Sudden Unexpected Infant Death (SUID) rate was the highest among Southern California counties (80.2 SUID deaths per 100,000 live births). Additionally, among Fetal and Infant Mortality Review cases reviewed in 2024, 42.3% of infant deaths were sleep related. We're excited to launch the San Bernardino County Maternal, Child, and Adolescent Health (MCAH) Program's **Third Trimester Safe Sleep Intervention** where families will be incentivized to receive a free, in-person safe sleep training. To further reduce barriers and promote equity, families who do not have a safe sleep space for their baby will be provided with a portable Pack 'N Play through our partnership with the local Cribs for Kids program administered by Children's Network.

Your participation in these collective efforts is crucial to reducing preventable infant deaths and fostering healthier outcomes for families throughout San Bernardino County.

- **Contact us**, and we will provide free marketing collateral for your hospital's prenatal and labor and delivery areas.
- Families can scan the QR code to enroll and our team will follow up directly.
- One of our designated health workers will follow up with the family to schedule the training and connect them to a portable Pack 'N Play if needed.
- Every family who completes the in-person safe sleep training receives a free gift.

If you're ready to order your marketing materials, visit bit.ly/SBCSleepOrder to complete our short order form. Thank you for your continued commitment to community health and infant safety.

Sincerely,

Sharon Wang, DO, MSHPE, FIDSA
San Bernardino County Health Officer

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PROBLEM STATEMENT

In San Bernardino County, between 2020 and 2022, the Sudden Unexpected Infant Death (SUID) rate was higher than any other Southern California county (73.8 SUID deaths per 100,000 live births). Additionally, for Fetal and Infant Mortality Review cases reviewed between 2024–2025, **42.3% of infant deaths were sleep-related.**



INTERVENTION OBJECTIVES



RAISE AWARENESS ABOUT INFANT MORTALITY

San Bernardino has the highest infant mortality compared to neighboring counties.

INCREASE THE USE OF SAFE SLEEP PRACTICES BY FAMILIES

The American Academy of Pediatrics guidance is not new, but we continue to see infant deaths as a result of unsafe sleep practices.

IMPROVE ACCESS TO EQUIPMENT FOR FAMILIES IN NEED

Barriers such as un/underemployment, multi-family residences, etc., may leave families without the financial means to buy a crib.



The Third Trimester Safe Sleep intervention was designed with the goal of improving the rates of sleep-related infant deaths in San Bernardino County by ensuring safe sleep reduction practices are modeled, and equipment needs are met **before** delivery.

Expectant parents only have to scan the QR code to start the process for the in-person training. Families in need will be provided with a free Pack N' Play through the generous support of the Children's Network, as well as a free gift for completing the training.

Collective Impact: Expanding the Safe Sleep Conversation

Work with us in 3 steps.

1

Visit bit.ly/SBCSleepOrder to order your materials.

- Posters for your lobbies and/or L&D units
- Flyers for discharge and after visit summary materials

2

Display the materials in a prominent space and ask families to scan the QR codes.

3

Share this information with your staff and have them refer families.



Local Maternal, Child, and Adolescent Health (MCAH)



Public Health

Seeking to improve health outcomes of the County's reproductive age women, infants, children, adolescents and their families



Third Trimester Safe Sleep

42.3% of the cases of infant death reviewed in 2024-25 were sleep-related. We're training families on safe-sleep risk reduction and giving Pack 'N Plays to families in need.



Count the Kicks (CTK)

51% of fetal loss in 2024-25 may have been prevented if moms had connected with a physician when they noticed decreased fetal movement. CTK tools help prevent loss.



Digital Perinatal Guide

Newly pregnant moms need to find a doctor. Maybe they need help finding food. Our perinatal resources guide is going digital to improve access!

Source: SBC Fetal & Infant Mortality Review

The San Bernardino County local MCAH Program seeks to:



Assure access to quality care, especially for those with low-income or limited access to care.



Improve pregnancy outcomes, including low birth weight, prematurity rates, and Sudden Infant Death Syndrome (SIDS).



Mobilize the community to implement policy and best practice for sustainable systems improvements.

We want to partner with you! Connect with us today!



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