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| **Delivering Safe Sleep Messages across all health care sectors: successes and challenges** |
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| **Introduction** Providing consistent information to new and expectant parents is a key factor in shifting beliefs and practices regarding Safe Infant Sleep (SIS), but this must happen at every health care contact. Accomplishing this within a single sector such as a community-led ante- and post-natal care service or one hospital might be possible, but is insufficient. We attempted to provide such consistent information within an entire population. Alberta is Canada’s 4th most populous province with a diverse population, a large geographic area and nearly 58,000 births per year. There have been 274 infant deaths in unsafe sleep situations during 2005 - 2013, where 55% were sharing a sleep surface with an adult. As Alberta has one health-service provider, Alberta Health Services (AHS), a multidisciplinary, multisystem provincial SIS Initiative was created. This presentation will highlight the challenges and opportunities of creating a population-wide approach to SIS.  **Material and Methods** **Objectives:** the goal of the SIS Initiative was to create consistent, evidence-based, cost-effective SIS resources accessible to both parents and health care providers throughout the province to further reduce sudden unexpected infant deaths, particularly those associated with a sleep surface. **Methods:** a multidisciplinary, multi-sectoral Working Group with provincial representation was formed to conduct a situational analysis, environmental scan, develop a set of evidence-informed key messages and create a set of standardized resources for parents and health care providers. Professional development sessions held around the province uncovered inconsistent  held around the province uncovered inconsistent practices, so a province-wide SIS Policy was created to guide professional education and care of infants across all AHS settings throughout the province.  **Results** results from the one year policy review indicated that majority (83.6%) of surveyed health care providers (HCPs) were aware of the policy; compliance to SIS practices in acute care settings were high (over 90%); communication to parents/families regarding SIS recommendations varied, but was better integrated within community health settings; and key implementation challenges included lack of buy-in among HCPs, parental non-adherence and inadequate resources.  **Conclusions** working in collaboration with a single focus of providing consistent, evidence-informed information for staff and parents has led to successful implementation of policy and highlighted the need for additional supports to ensure ongoing policy implementation. **Next steps**: working with provincial stakeholders to implement recommendations from policy evaluation: continuing with knowledge translation activities to raise staff knowledge, awareness and buy-in; ensuring that parent education is standardized and done routinely and timely within the care pathway; and ensuring that information and material resources are available to support policy implementation. |
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