**ISA ISPID  
  
Abstract Submission  
  
Nº: 290**

|  |
| --- |
| Topics: **SIDS/SUID** |
| Type: **Poster** |
| **Promoting better child care practices:  lessons learned from the Irish SIDS campaign. Cliona McGarvey1, Michelle Mary McEvoy1, Karina Hamilton1, Tom Matthews2, Alf Nicholson3.** |
| **McGarvey, Cliona**1; **Matthews, Tom** 2; **Nicholson, Alf** 3 *1 - Temple Street Children’s University Hospital. 2 - The Children’s University Hospital, Temple Street. 3 - Children’s University Hospital, Temple Street.* |
| **Introduction** The SIDS rate in Ireland is currently at 0.36 per 1000 livebirths, having declined significantly following introduction of the ‘Reduce the Risk’ public health campaign: Gaining an understanding of measures that effectively changed parenting practices during the SIDS risk reduction campaign can provide valuable information relating to the effective dissemination of child health information to the public in such a way that it changes practice. Previous studies have identified the media as the leading source of advice to parents regarding SIDS risk reduction  **Material and Methods** TThe control database of the National Sudden Infant Death register was analysed over the 15 year period from 1994-2009 (n=2198). Families of control infants are invited to participate in a home interview with a trained researcher, designed to provide information relating to their awareness of risk reduction advice, the source and their understanding of this advice.o establish the most prevalent source of advice on the Reduce the Risk guidelines to Irish parents, quantify resultant changes if any, in parenting practice and identify measures that resulted in positive behaviour change.  **Results** Health professionals are now the leading source of information on SIDS and safe sleep, the proportion having increased significantly during the study period (p<0.001) and can influence positive behavioural change. Socially disadvantaged families are less likely to receive advice about risk reduction and their prevalence of risk factors remains high. However, socially disadvantaged families were significantly more likely to change to correct practice and follow advice regarding safe sleep practices and smoking cessation (p<0.01)..  **Conclusions** Raising awareness among health professionals that addressing child care practices with socially disadvantaged families can result in positive change may encourage health professionals to consistently and uniformly communicate information regarding risk reduction to this high risk group. |
|  |

|  |  |
| --- | --- |
| **CONTACT** | |
| Name: | **Cliona** |
| Lastname: | **McGarvey** |
| E-mail: | **Cliona.mcgarvey@cuh.ie** |
| Country: | **Ireland** |
| Institution | **Temple Street Children’s University Hospital** |
| Cellphone: |  |
| City: |  |