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| **ISA ISPID  Abstract Submission  Nº: 154**   |  | | --- | | Topics: **SIDS/SUID** | | Type: **Poster** | | **Analysis of Sudden Infant Death Syndrome coverage in Canadian newspapers** | | **Ahmed, Sadia**1; **Mitchell, Dr.Ian**2; **Wolbring, Dr.Gregor**2 *1 - University of Calgary . 2 - University of Calgary.* | | **Introduction** Newspapers are viewed as an essential part of society as they are the source of public knowledge and enable social participation [1]. They have the ability to shape beliefs and public perceptions. Sudden Infant Death Syndrome (SIDS) also called crib death is the target of academic inquiry since 1969 [2] and various issues such as its cause are still unresolved. This study will gain an understanding of newspaper coverage of SIDS/crib death from 1978 till 2015 through obtaining qualitative and quantitative data from 300 English language newspapers in the Canadian Newsstand Complete database.  **Material and Methods** The CNC database as a whole and “The Globe and Mail”, “Calgary Herald, and “National Post” within the database were searched for the term “sudden infant death syndrome” and “crib death”. Relevant articles from “The Globe and Mail”, “National Post” and “Calgary Herald” were downloaded for qualitative content analysis using Atlas-Ti7.  **Results** The topic of “sudden infant death syndrome” was covered in 4257 articles of the 300 English language newspapers present in the CNC database and crib death was mentioned in 1134 articles. SIDS was covered in “The Globe and Mail” (n=256 articles), the “National Post” (n=108) and “Calgary Herald” (n=185) and crib death was covered in “The Globe and Mail” (n=118), “National Post” (n=27), and “Calgary Herald” (n=41). Main themes within the newspapers covered were causes, preventative measures, social groups, blame, as well as the misdiagnosis of SIDS.  **Conclusions** Sudden infant death syndrome coverage has declined in the 2010-2015 time frame. We suggest that the reader is not well informed about SIDS after reading the newspapers. We think this is a problem given that there is still a lot of uncertainty around SIDS/crib death which could have negative consequences for the SIDS community. 1. Nord DP. A Republican Literature: A Study of Magazine Reading and Readers in Late Eighteenth-Century New York. American Quarterly. 1988;40(1):42-64. 2. Willinger M, James LS, Catz C. Defining the sudden infant death syndrome (SIDS): deliberations of an expert panel convened by the National Institute of Child Health and Human Development. Pediatr Pathol [Internet]. 1991;11(5):677–84. | |  |  |  |  | | --- | --- | | **CONTACT** | | | Name: | **Sadia** | | Lastname: | **Ahmed** | | E-mail: | **sadahmed@ucalgary.ca** | | Country: | **Canada** | | Institution | **University of Calgary** | | Cellphone: | **4035124192** | | City: | **Calgary** | |