



Since 2008, 277 healthy babies have died in their sleep. That is, 277 Hampton Roads families unable to celebrate their baby's 1st birthday because of preventable, accidental suffocation or strangulation.

In 2017, under the auspices of the Hampton Roads Community Foundation, Minus 9 to 5, an early childcare and education collective impact initiative, committed to safe sleep as its first priority area of focus.

Sleeptight and key community stakeholders were convened to form an advisory committee representing 24 partners from the region's hospitals, departments of health and social services, community-based health and human services agencies, and others, unified under **Sleeptight Hampton Roads (STHR)**.

The most effective programs in the country have aligned and branded through a shared commitment to collaboration, partnership and action. Together they have moved the needle on infant mortality. **STHR** has created opportunities for partners to share expertise and improve community access, while maintaining a branded message. **STHR** has inspired passionate community advocates and created a collective responsibility, everyone has a role to play in this important mission and public health crisis.

How Sleeptight Hampton Roads is providing 4 touch points for consistent messaging

Education

STHR developed a community-wide, aligned, branded media and marketing campaign, including two levels of trainings to address different community needs. An online learning module developed by **STHR**, for home visitors and is available to everyone. **STHR** provides targeted education that is not limited to the healthcare community. Following training, sites report improved conversations with families and development of safe sleep policies and protocols. In total, **STHR** has trained 2,550 individuals in safe sleep.

Hospitals

Hospitals are critical sites for modeling safe sleep practices and conversations. In addition to physicians and nurses, **STHR** is training secretarial, nutritional, and janitorial staff in infant safe sleep. **STHR** presented the intervention at EVMS Grand Rounds and is replicating this model in other local hospitals.

Community Partnerships

STHR knew that if we kept doing the same thing, we would keep seeing the same results. So, partnerships with the faith community, home maintenance businesses, hotels, and many others were created. Currently, 75 pharmacies across Hampton Roads provide **STHR** materials to customers. **STHR** is also collaborating with babysitting and CPR courses. A safe sleep designation for childcare centers, medical practices and hotels was created. In the fall of 2019, **STHR** will launch *Sleeptight First Response*, in which first responders are trained to identify and remove hazards from an infant's sleep space while on scene and provide cribs, if needed.

Pack-n-Play Cribs

Since June 2018, **STHR** has distributed over 400 pack-n-play cribs to help save the lives of babies. By developing a network of providers and satellite sites across the region, families, in the most need, have better access to a safe sleep space for their baby. Additionally, **STHR** has filled a critical need and armed hospitals, children's protective service units, and domestic violence shelters with resources needed for after hours and emergent circumstances to ensure no infant spends even one night sleeping unsafely.