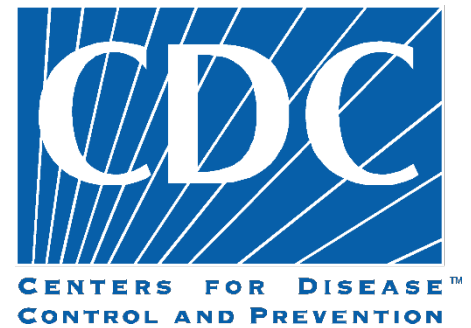




Sudden Unexpected Infant Death (SUID) Case Registry Overview

Grant Information

- **Award Project Title:** The Sudden Unexpected Infant Death (SUID) and Sudden Death in the Young (SDY) Case Registry
- **Awarded and Funded By:** Department of Health and Human Services | Centers for Disease Control and Prevention
- **Grant Timeline:** September 30, 2023 – September 29, 2028



What is SUID?

S

Sudden

U

Unexpected

I

Infant

D

Death

SUID is not SIDS

What is SUID?

SUID

Death of a baby less than 1 year old in which the cause of death was not obvious before investigation.

Includes:

- **Accidental and explained infant deaths in a sleep environment.**
- **Sudden Infant Death Syndrome (SIDS).**
- **All unknown or undetermined causes of death.**

SUID Case Registry Project



**SUID monitoring programs in 32 sites,
covering approximately 2 in 5 SUID Cases in
the United States.**

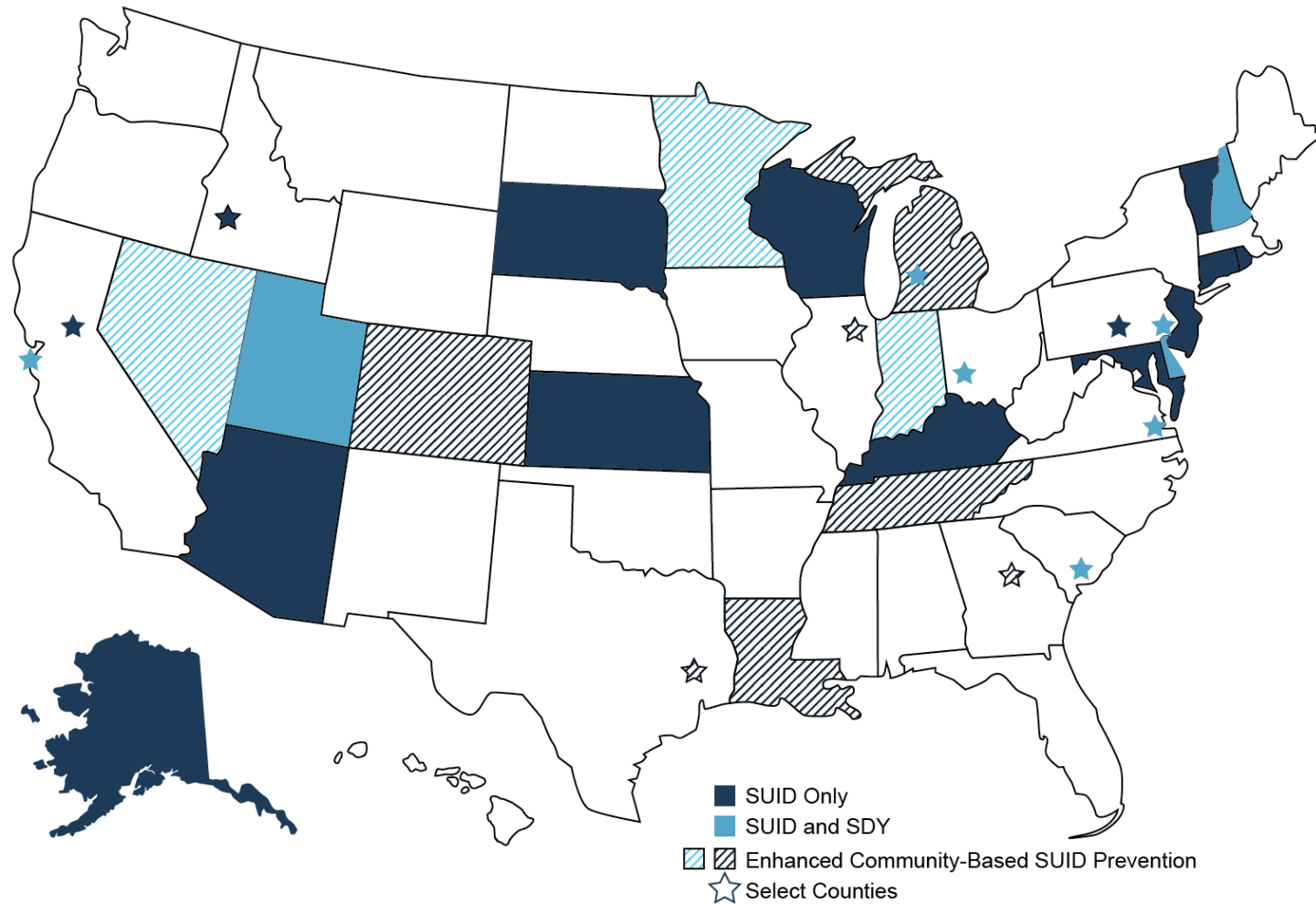
SUID Case Registry Project



Goals

- Monitor SUID trends and characteristics that may affect the risk of SUID, such as infant sleep position
- Improve quality and consistency of Death Scene Investigations
- Use data to reduce future SUID deaths
- Implement enhanced community-based SUID prevention to address community-specific needs
 - Develop community participatory data-driven planning to address challenges to the implementation of safe sleep practices

Current SUID and SDY Case Registry Awardees



TN SUID Grant Overview

Goal

Implement new strategies, as well as enhance existing ones, to improve surveillance and prevention of SUID in Tennessee.

How

Improve data quality and monitor trends to inform development of data-driven SUID prevention strategies aligned with the American Academy of Pediatrics guidance.

TN SUID Grant Overview



Completed Grant Activity Outcomes

1. Increase in high quality, timely data in SUID for program improvement.
2. Increase in number of implemented policies and practices to standardize investigation practices.
3. Increase opportunities for networking, cooperation, and data sharing with communities that are disproportionately impacted by sleep-related infant deaths.
4. Increase implementation of community, data-driven prevention strategies in communities that are disproportionately impacted.

TN SUID Grant Overview

**Tennessee Participates in
Two Grant Components**

```
graph TD; A[Tennessee Participates in Two Grant Components] --> B[Component A]; A --> C[Component C]; B --> D[Identify and categorize all SUID cases in a timely manner.]; C --> E[Develop data-driven SUID prevention initiatives.]
```

Component A

Identify and categorize all SUID cases in a timely manner.

Component C

Develop data-driven SUID prevention initiatives.

Component A Action Items



Identify

1. Risk Factors
2. Burden
3. Prevention Opportunities
4. Conditions and policies affecting health



Data Dissemination

1. Death Scene Investigators
2. Community Partners
3. Public



Important Timelines for CFR Teams

1. Review all cases within **150 days** of identification.
2. Enter all case information into NCFRP Case Reporting System within **30 days** of CFR meeting.

Component C Action Items



Safe Sleep Collaborative

Quarterly meetings with community partners and stakeholders to provide resources and support for promoting safe sleep practices in the state.



Education & Outreach

Prioritizing education and outreach efforts across the state to provide information on safe sleep practices.



Statewide Safe Sleep Needs Assessment

1. Listening Sessions
2. Focus Groups
3. Surveys



Safe Sleep Strategic Plan

Data-driven strategic plan with the goal of decreasing the rate of SUIDs in Tennessee.

Safe Sleep Collaborative



Purpose of the SSC

**Convene state agencies, community partners,
and hospitals to:**

- 1. Gain a thorough understanding of education practices**
- 2. Develop and share new prevention opportunities**
- 3. Connect partners**

Safe Sleep Collaborative



Goals of the SSC

- 1. Address SUIDs in the greatest impacted communities**
 - a. Disseminate safe sleep education & prevention materials
- 2. Support community needs assessment**
 - a. Assist in participant recruitment
 - b. Convey assets of the community
 - c. Identify areas of improvement
- 3. Provide feedback on Safe Sleep Strategic Plan**

Safe Sleep PSAs | Social Media Campaigns

TN Tennessee Department of H...
Jan 18, 2024 3:21 PM

Alone. Back. Crib. The key to reducing risks and ensuring a



Clicks 86 Reactions 31 Comments 1 Shares 6
Reach 8177 Impressions 9037

TN Tennessee Department of H...
Mar 6, 2024 8:00 AM

Prioritize the ABCs - Alone, Back, Crib, for a safer sleep for your little



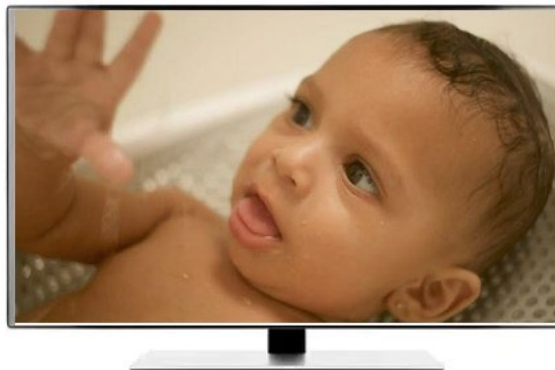
Clicks 398 Reactions 23 Comments 3 Shares 7
Reach 9165 Impressions 11972

TN Tennessee Department of H...
Feb 6, 2024 7:37 AM

When exhaustion sets in, we may be tempted to forget the ABCs of sleep.



Clicks 206 Reactions 21 Comments 8 Shares 5
Reach 7323 Impressions 8876



Safe Sleep – 30 Second PSA with Dad



Safe Sleep – 15 Second PSA with Mom



Safe Sleep | Effect Recap

Three Broadcast Release Periods



First

Dec 2023 –
Mar 2024



Second

Mar 2024 –
Jun 2024



Third

Oct 2024 –
Nov 2024

Statewide Release

**Targeting High-Risk
SUID Zip-Codes**

**West, Upper Cumberland,
Northeast, and East**



**6.7 million streaming
TV impressions**

**2,971,562 social
media impressions**



Safe Sleep Needs Assessment



Community Engagement

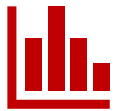
- ☐ Develop and use guiding questions for caregiver listening sessions
- ☐ Host focus groups to test safe sleep messages and materials



Surveys & Assessments

- ☐ Survey community organizations, health departments, birthing hospitals, and home birth workers
- ☐ Identify gaps, needs, and barriers to promoting safe sleep

Safe Sleep Needs Assessment



Data & Reporting

- ☐ Analyze qualitative and quantitative data
- ☐ Submit findings summary to inform next steps



Strategic Planning

- ☐ Draft statewide Safe Sleep Strategic Plan with priorities, maps, and partners
- ☐ Finalize plan after stakeholder feedback

Contact Information

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Thank You