



National Children's Study NCS Advisory Committee Meeting

Provision of Educational Materials to Potential NCS Participants

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National Institutes of Health
Centers for Disease Control and Prevention
U.S. Environmental Protection Agency

January 26, 2011

Example Material: NICHD's Back to Sleep Campaign



For more information on sleep position for babies and reducing the risk of SIDS, contact the Back to Sleep campaign at:
Mall: 31 Center Drive, 312A32
Bethesda, MD 20892
Phone: 1-800-606-CRIB (2742)
Fax: (301) 486-7101
Web site: <http://www.nichd.nih.gov/SIDS>

Back to Sleep campaign sponsors include:
 Eunice Kennedy Shriver National Institute of Child Health and Human Development
 Maternal and Child Health Bureau/HRSA
 American Academy of Pediatrics - First Candle/SIDS Alliance
 Association of SIDS and Infant Mortality Programs



NIH Pub. No. 05-5955
 November 2005

Partners in this outreach include:

Alpha Kappa Alpha Sorority - Chi Eta Phi Sorority
 Chicago Department of Public Health
 Congress of National Black Churches
 District of Columbia Department of Health
 National Association for the Advancement of Colored People
 National Black Child Development Institute
 National Coalition of 100 Black Women
 National Medical Association
 National Association of Black Owned Broadasters
 Pampers Parenting Institute - Zeta Phi Beta Sorority



If you use a blanket, place the baby with feet at the end of the crib. The blanket should reach no higher than the baby's chest. Tuck the ends of the blanket under the crib mattress to ensure safety.

Babies Sleep Safest on Their Backs.

One of the easiest ways to lower your baby's risk of SIDS is to put him or her on the back to sleep, for naps and at night. Health care providers used to think that babies should sleep on their stomachs, but research now shows that babies are less likely to die of SIDS when they sleep on their backs. Placing your baby on his or her back to sleep is the number one way to reduce the risk of SIDS.

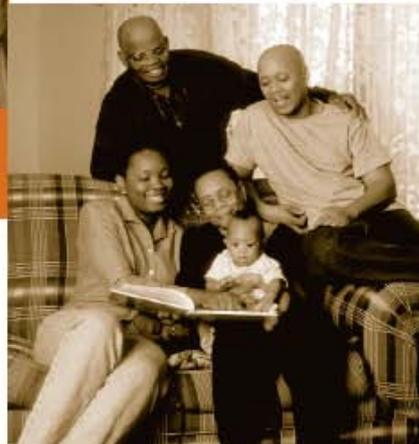
Q. But won't my baby choke if he or she sleeps on his or her back?

A. No. Healthy babies automatically swallow or cough up fluids. There has been no increase in choking or other problems for babies who sleep on their backs.

Spread the Word!

Make sure everyone who cares for your baby knows the Safe Sleep Top 10! Tell grandparents, babysitters, childcare providers, and other caregivers to always place your baby on his or her back to sleep to reduce the risk of SIDS. Babies who usually sleep on their backs but who are then placed on their stomachs, even for a nap, are at very high risk for SIDS—so every sleep time counts!

Enjoy Your Baby!



Fast Facts About SIDS

- SIDS is the leading cause of death in infants between 1 month and 1 year of age.
- Most SIDS deaths happen when babies are between 2 months and 4 months of age.
- African American babies are more than 2 times as likely to die of SIDS as white babies.

Safe Sleep For Your Baby

Reduce the Risk of Sudden Infant Death Syndrome (SIDS)



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 NATIONAL INSTITUTE OF HEALTH
 Eunice Kennedy Shriver National Institute of Child Health and Human Development



NCS iSMOC Dec 2010 Review



- The NCS iSMOC met 7 December 2010
- The Committee discussed the concept of provision of educational materials to potential study participants
- Intervention or obligation?
- Ethical, statistical, and study design issues considered
- Report conveyed to the Director, NICHD



NCS iSMOC Recommendations



- From the 12/9/2010 report to the Director:
 - The Committee endorsed the concept that health and safety information (such as NICHD's "Back to Sleep" campaign to prevent Sudden Infant Death Syndrome) should be provided to potential participants.
 - The Committee recommended that provider incentives not include capitation-based monetary incentives but should include a uniform menu of incentive options across all locations [for the provider-based recruitment strategy substudy].

