

CHILD INJURY ACTION GROUP

Ohio Collaborative to Prevent Infant Mortality, March 11, 2014



OHIO INJURY PREVENTION PARTNERSHIP



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PARTNERSHIP

Child Injury Action Group

The **Ohio Injury Prevention Partnership (OIPP)** is a statewide group of professionals representing a broad range of agencies and organizations concerned with the prevention of injury.

Priorities for the OIPP include Prescription Drug Misuse, Falls Among Older Adults, and Child Injury.

The **Child Injury Action Group (CIAG)** was formed as an action group under the umbrella of the OIPP and developed its strategic plan.

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CIAG Strategic Priorities:

- Teen Driving
- Child Passenger Safety Law Review/Revision
- Sports-related Traumatic Brain Injury
- Bicycle and Wheeled Sports Helmets
- **Infant Sleep-related Suffocation**

Reduce unintentional sleep-related deaths for infants aged 0 to 12 months from 38.0 per 100,000 by 10% by Sept. 30, 2016.

PARTNERSHIPS & CIAG MEMBERS

- CIAG Infant Safe Sleep Committee Members
 - Safe sleep experts from agencies across Ohio including local health departments, birthing hospitals, children's hospitals, parent advocates
 - Internal Ohio Department of Health Partners
 - Violence and Injury Prevention Program
 - Maternal and Child Health Programs
 - Office of Public Affairs
 - SID Network of Ohio
 - Ohio Chapter, American Academy of Pediatrics
 - Cribs for Kids
 - Ohio Collaborative to Prevent Infant Mortality
 - Ohio Children's Trust Fund
 - Ohio Hospital Association
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Infant Safe Sleep Subcommittee Objectives

- Promote and support parent education policies in birthing hospitals and licensed child care centers
- Partner with baby product retailer to promote safe sleep to customers
- Ensure that prenatal care providers and pediatric health care providers are promoting and distributing current safe sleep messages

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Infant Safe Sleep Subcommittee Objectives

- Enact a policy requiring all identified state agencies with a role in parent education, early intervention, or child care to follow and promote current safe sleep recommendations
- Collaborate with other organizations to conduct a statewide safe sleep marketing campaign

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Marketing Campaign – Supporting Projects

- Development of website for parents/caregivers
- Printing/Distribution of brochures, posters, etc.
- Expansion/Support of Cribs for Kids in Ohio
 - Customized Survival Kits with Ohio marketing materials, Charlie’s Kids books, sleep sacks, fitted crib sheets, pack n plays
 - CFK sites supported in 9 OEI cities

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Future Projects

- **Safe Sleep Awards** for health care providers, retailers, state agency, etc.
- Development of **model policies** for hospitals and other needed materials based on outcome of SB 276
- Development of **toolkits** for reaching out to OB/GYNs, birthing educators, etc.
- Anything else group identifies!

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Contact

- Sara Morman, Child Injury Prevention Coordinator
- Sara.morman@odh.ohio.gov
- Phone – 614/995-1428