

SUMMARY STATEMENT

Over the past year we have made progress in the number of sleep related deaths. We created a new website and campaign to help educate families about safe sleeping environments for babies, www.safesleepforme.org. Through a survey, we learned that some of the families we aimed to help, did change the way they were putting their baby down to sleep. More importantly, they were talking to others about it.

ACTIVITIES AND RESULTS

Safe sleep materials were created and sent to MaineCare families who were pregnant or had a baby in the past year. A crib distribution program was also set up to ensure that hospitals who were safe sleep certified had access to cribs to distribute. This was a cross-department project. TV and radio advertisements, along with purchased media presence were also created and distributed.

COVID RELATED WORK

Public Health Nursing continued to provide visits for pregnant and postpartum women. In addition, Maine Families Home Visiting provided virtual visits with families. Additionally, work was done with the immunization program to increase the number of children who received their immunizations on time or were provided the opportunity to get caught up. This was done through clinics with Public Health Nursing and promotional messaging.