# SAFE SLEEP & ABUSIVE HEAD TRAUMA/ SHAKEN BABY SYNDROME SURVEY

Children's Health Alliance of Wisconsin (the Alliance) and the Child Abuse and Neglect Prevention Board partnered to survey public health departments, Women, Infants, and Children clinics and hospitals, in order to understand how infant safe sleep and abusive head trauma (AHT) information is shared with new and expecting families. In 2023-24, the survey was piloted to agencies in Milwaukee County.

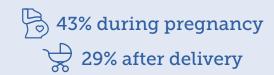
## WHO PROVIDES INFORMATION TO FAMILIES?

50% nurses

33% nurses

#### WHEN IS EDUCATION PROVIDED TO FAMILIES?





### WHO RECEIVES THE EDUCATION?

94% primary caregivers 25% any present family member

SAFE SLEEP RESULTS

100% of newborn parents (of hospitals surveyed)

#### **HOW IS THE INFORMATION SHARED?**

Nearly 20% do not share verbally (pamphlets or videos were shared)

53% through the Period of PURPLE Crying Program

13% do not provide any education

Free resources are available for organizations and professionals to provide infant safe sleep and AHT/shaken baby syndrome information to parents and caregivers.



The Alliance develops tools to promote a clear and consistent safe sleep message and resources for professionals working with families. Included are tips on how to talk with families and resources on creating spaces for always sleeping baby safe day and night.



The Child Abuse & Neglect Prevention Board has resources and trainings providers can access that explain the infant crying period and how to reduce the incidence of AHT in infants which can be fatal or lead to serious injury.