

November 2018

The Ministry of Health's National Sudden Unexpected Death in Infancy (SUDI) Prevention Programme (NSPP), aims to reduce the SUDI rate from 0.7 to 0.1 in every 1,000 births by 2025 with equity across all ethnicities.

National SUDI Prevention Programme Crown Funding Agreement (CFA)

The two biggest modifiable risks for SUDI are exposure to tobacco smoke in pregnancy and unsafe bed sharing. The NSPP Crown Funding Agreement (CFA) requires continued prioritisation of safe sleep device provision and increased stop smoking support for women who smoke during the antenatal and postnatal periods. The Government's expectation is a minimum of 8,500 safe sleep devices will be supplied per annum nationally. This equates to around 15 percent of the total number of babies born each year and is equivalent to the current reported number of mothers who smoke during pregnancy. Whilst DHBs are able to be flexible in how they utilise their NSPP funding to best meet the needs of their population, they are required to:

- Provide a minimum number of safe sleep devices for the high risk population estimated by the funding formula for their DHB region.
Across the South Island DHBs, this totals approximately 1,570 safe sleep devices per annum
- Support women who smoke during antenatal and postnatal periods through increasing referrals to existing Ministry funded stop-smoking services or funding innovative stop smoking programmes (eg, financial incentive programmes)
- Increase focus on addressing the wider SUDI risk and protective factors eg, reducing harm caused by alcohol and drugs, and increasing immunisation and breastfeeding rates.

Te Rā Mokopuna – Annual National Safe Sleep Day, Friday 07 December 2018

A high number of SUDI deaths are linked to a baby not being in their own sleep space and being unintentionally suffocated. Ensuring that every baby has their own sleep space and that caregivers, whānau and communities understand how to safely put baby to bed, is key to SUDI prevention and is the focus of Te Rā Mokopuna – National Safe Sleep Day.

The 'PEPE' safe infant sleep framework has been developed by SUDI prevention advocates. It is based on the best available evidence about how to prevent SUDI:

Place baby in their own bed, if co-sleeping is desired, consider placing baby safely in a wahakura (woven bassinet for infants) or pepi pod.

Eliminate smoking during pregnancy and protect baby with a smokefree whānau (family), whare (home) and environment. The wider whānau can also provide support to mum by also becoming smokefree.

Position baby flat on their back to sleep.

Encourage and support mum to breastfeed.

National Safe Sleep Day provides health practitioners and organisations working in SUDI prevention services with the opportunity to remind caregivers, whānau and the wider community of the importance of ensuring every baby has their own sleep space and that persons of all ages understand how to safely put baby to bed.

Awareness and understanding can start as early as our preschool children. Developed by Southern DHB, the [Safe sleep practices through doll-play](#) video provides information and advice for early childhood educators to demonstrate role-modelling safe sleep practices with pre-schoolers.

Exposure to maternal smoking during pregnancy reduces the frequency of a baby's arousal from sleep (important response to a life-threatening stimulus). Smoking in pregnancy is also a significant modifiable risk factor for preterm birth and intrauterine growth retardation (IUGR).

Engaging pregnant women in smoking cessation programmes is essential to reducing SUDI rates. National Safe Sleep Day is another opportunity to increase community awareness of the availability of stop smoking support for pregnant women and their families, including how to access free and often incentivised stop-smoking support from specialist practitioners in this field.

Smoking cessation support for pregnant women is available across the South Island. The support can include a quit coach for one-on-one support, home visits, workplace support, community clinics, as well as access to services and resources, such as nicotine replacement therapy. Support is provided throughout the pregnancy and into the postnatal period.

The smoking cessation providers in each DHB are:

[Nelson Marlborough – Pepi First](#)

[West Coast – Coast Quit](#)

[Canterbury – Te Hā – Waitaha](#)

[South Canterbury – Pregnancy Mama programme](#)

[Southern – Southern Stop Smoking Service](#)

Smokers can refer themselves to the services, or ask their GP, midwife or other health practitioner to refer them.

Workforce development

In response to identified need, a series of one-off workshops are being provided by Dr Nick Baker, in conjunction with Ann Shaw (South Island SUDI Prevention Programme Regional Coordinator), and supported by SIAPO. The workshop is for health professionals and other workers who have direct engagement with pregnant women and new parents and provides attendees with an opportunity to explore and discuss SUDI risk factors and preventative actions/behaviours, with safe sleep being the key part of the discussion.

To date eight 3-hour sessions have been held across five days; one in Westport, two in Greymouth, two in Invercargill, one in Frankton and two in Dunedin. Attendees totalled 101, from a range of providers including hospital midwives, LMCs, neonatal staff, paediatric staff, Well Child Tamariki Ora staff, Oranga Tamariki staff, public health staff, smokefree services, Family Works/Family Start staff.

The South Canterbury sessions are scheduled for the end of November and Nelson Marlborough and Canterbury will be scheduled early 2019. Current options for SUDI prevention-Safe Sleep online education and training include:

[Change for Our Children Baby Essentials](#) – introductory level

[Learn on Line Sudden Unexpected Death in Infancy \(SUDI\)](#) – intermediate level

[Whakawhetu SUDI Online Workshop](#) – intermediate level

Queensland E-Learning Resources Clinical Skills Development Service [Safe Infant Sleeping](#) – advanced level.

Some recommended reading includes:

1. Child and Youth Mortality Review Committee [SUDI Special Report](#), June 2017
2. [Learning from parents: about using pepi pod sleep spaces with more vulnerable infants](#) (Change for Our Children, Stephanie Cowan)
3. [Recommendations recap: a summary of coronial recommendations and comments made 01 July to 31 December 2017 Issue 14](#) – contains SUDI case study.