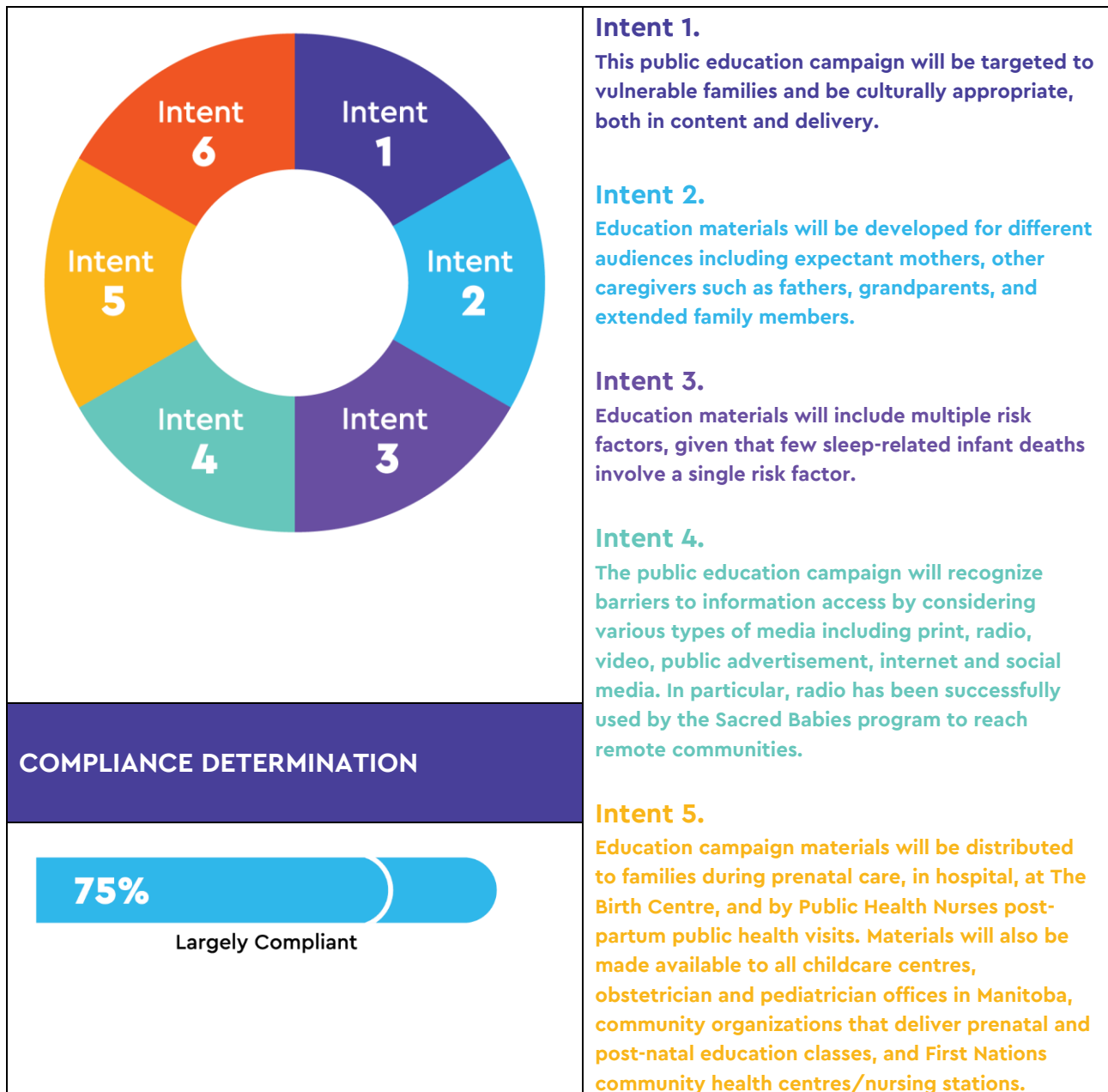


# COMPLIANCE DETERMINATION

## Safe Sleep – Recommendation 3

**Recommendation Summary:** Develop, implement, and evaluate a new public education campaign to raise awareness of the risk factors of sleep-related infant deaths.

**Primary Public Body:** Manitoba Health



**Intent 6.**

Public education materials (e.g., books, pamphlets, videos, posters, etc.) developed by the Government of Manitoba, as part of any safe sleep education campaign, will be written in accessible language and available in the prominent Indigenous languages of Manitoba.

# Recommendation Compliance Summary



This form details the assessment of compliance with recommendations made under Section 27 and Section 31 of *The Advocate for Children and Youth Act*. MACY assesses recommendations for compliance once a year but receives updates from the public bodies every six months.

1. Recommendation Information	
<b>Report Name:</b>	<b>Safe and Sound: A Special Report on the Unexpected Sleep-Related Deaths of 145 Manitoba Infants</b>
<b>Date Released:</b>	3/13/2020
<b>Full Recommendation:</b> (including details)	<p><b>Recommendation Three:</b></p> <p>The Manitoba Advocate for Children and Youth recommends that Manitoba Health, Seniors and Active Living, in partnership with the Assembly of Manitoba Chiefs' First Nations Health and Social Secretariat of Manitoba, and First Nations and Metis governments develop, carry out, and subsequently evaluate, a new public education campaign that raises awareness of the known risk factors associated with sleep-related infant deaths.</p> <p><b>DETAILS:</b></p> <ul style="list-style-type: none"> <li>• This public education campaign will be targeted to vulnerable families and be culturally appropriate, both in content and delivery.</li> <li>• Education materials will be developed for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family members.</li> <li>• Education materials will include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor.</li> <li>• The public education campaign will recognize barriers to information access by considering various types of media including print, radio, video, public advertisement, internet and social media. In particular, radio has been successfully used by the Sacred Babies program to reach remote communities.</li> <li>• Education campaign materials will be distributed to families during prenatal care, in hospital, at The Birth Centre, and by Public Health Nurses post-partum public health visits. Materials will also be made available to all childcare centres, obstetrician and pediatrician offices in Manitoba, community organizations that deliver prenatal and post-natal education classes, and First Nations community health centres/nursing stations.</li> </ul>
<b>Intent(s) of Recommendation:</b>	<b>1. This public education campaign will be targeted to vulnerable families and be culturally appropriate, both in</b>

	<p>content and delivery.</p> <ol style="list-style-type: none"> <li>2. Education materials will be developed for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family members.</li> <li>3. Education materials will include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor.</li> <li>4. The public education campaign will recognize barriers to information access by considering various types of media including print, radio, video, public advertisement, internet and social media. In particular, radio has been successfully used by the Sacred Babies program to reach remote communities.</li> <li>5. Education campaign materials will be distributed to families during prenatal care, in hospital, at The Birth Centre, and by Public Health Nurses post-partum public health visits. Materials will also be made available to all childcare centres, obstetrician and pediatrician offices in Manitoba, community organizations that deliver prenatal and post-natal education classes, and First Nations community health centres/nursing stations.</li> <li>6. Public education materials (e.g., books, pamphlets, videos, posters, etc.) developed by the Government of Manitoba, as part of any safe sleep education campaign, will be written in accessible language and available in the prominent Indigenous languages of Manitoba.</li> </ol>
<b>Issue:</b>	Safe Sleep
<b>Public Body</b>	Manitoba Health
<b>Dates of Previous Official Updates from Public Body:</b>	July 21, 2023
	May 19, 2023
	June 30, 2022
	July 13, 2021
<b>2. Compliance Determination</b>	
<b>Largely Compliant 0.75</b>	Requirements have been met almost entirely and only negligible requirements remain to be implemented.
<b>Self-Assessment</b>	Largely Compliant
<b>Previous Compliance Determination</b>	Partially Compliant
<b>3. Rationale for Determination</b> <i>(How did you reach this compliance determination)</i>	

**Intent 1: Launch a public education campaign targeted towards vulnerable families and ensure it is culturally appropriate both in content and delivery.**

**2023**

- As reported last year, a Project Manager was hired to coordinate the Safe Sleep Committee to address MACY recommendations concerning Safe Sleep. Committee minutes for 2023 meetings were shared with MACY, in addition to the Terms of Reference established/approved. The first meeting was held February 10, 2023, and evidence of follow-up meetings and associated agenda items were relayed. The committee is chaired by the Project Manager with membership including the following experts and specialists: Pediatric Medical Consultant for Injury Prevention, Healthy Families, Child Health; Medical Officer of Health, Government of Manitoba; Injury Prevention Specialists, Clinical Nurse Specialist/Indigenous Health Promotion Specialist, Nurse Advisor from Strengthening Families/Maternal Child Health (FNHSSM), Government of Manitoba Communications. New members include: Acting Provincial Director of Program and Policy – Population and Public Health Branch; Planning Analyst Manitoba Health, and Clinical Nurse Specialist, Injury Prevention Team. Effective May 15, 2023 the Coordinator for Healthy Parenting and Early Childhood Development will be joining the committee.
- The Department utilizes *Safe Sleeping for Your Baby* (provided handout dated October 15, 2021). As previously shared with MACY in 2022, the resource was created in consultation with: WRHA Nursing Practice Council, FF Practice Council, Child Health Program, FNHSSM, Provincial Obstetrical Working Group, CFS, Healthy Start, College of Physicians and Surgeons of MB Child Health Standards Committee, and focus group of new/expectant parents. The Department contracted an Indigenous design firm (Vincent Design), consulted with Indigenous knowledge around traditional sleep practices, and utilized focus groups. The resource includes information on cradle boxes and moss bags, and has pictures representative of Manitoba families.
- A social media campaign through the Government of Manitoba was released in March, 2023 for Safe Sleep Week to coincide with national partners in Safe Sleep education (Baby's Breath/Health Canada). These posts reinforced previous social media messaging (released October 2021, October 2022) with refreshed images and national partners. X (formerly Twitter) and Facebook are the social media platforms used, and posts include links to information through the Healthy Parenting Winnipeg website. The Department reported the posts were designed to reach multiple infant care givers. The next social media campaign is ready for posting during June to September and includes information on safe sleep practices and summer travel. These posts will be re-posted during popular travel times.
- A short article on safe sleep for the Provincial Child Care Association Newsletter was written in October to promote awareness among providers at childcare facilities across Manitoba.
- The Committee reports plans to pursue a request to the Government of Manitoba

to proclaim either a Manitoba Safe Sleep Awareness Week in March (to coincide with Canadian national organizations such as Health Canada, Parachute Canada, Baby's Breath Canada) or a Safe Sleep Month in October (to coincide with the USA and Australia's safe sleep campaigns). It was agreed a request will be submitted to Health Canada, Parachute Canada, and Baby's Breath Canada to consider Safe Sleep Awareness Month in October. If October is not preferred by national organizations, the Committee agreed with the plan to follow the direction of Canadian organizations and pursue Safe Sleep Week in March. An advisory note will be submitted once a decision is reached regarding Safe Sleep Month versus Safe Sleep Week.

- The Department advised public education will be evaluated on an on-going basis as resources and training are implemented. At present, evaluation of helping professional training in safe sleep will help demonstrate the potential reach of families. Ultimately, the evaluation including sleep-related infant deaths will require a provincial child death review process to be resumed. Briefing notes regarding funding of a new death review process are pending approval.
- Manitoba Health reported the Committee has continued discussions of alternative strategies for educational materials and raising awareness amongst diverse populations through creative messaging forums (e.g., messaging on crib sheets, songs, and books). The Committee feels strongly when looking at the development of educational materials, that it consider the feedback shared by the Nurse Advisor from Strengthening Families/Maternal Child Health (FNHSSM) and the Clinical Nurse Specialist/Indigenous Health Promotion Specialist. Further consultation and collaboration with community partners and groups is required.

## **2022**

- A committee has been established to address this recommendation. The committee will utilize the "[Safe Sleeping for Your Baby](#)" resource (WRHA, 2021) in its work.
- The resource was developed in consultation with WHRA Nursing Practice Council, FF Practice Council, Postpartum Child Health Program, FNHSSM, Provincial Obstetrical Working Group, Child and Family Services Healthy Start, College of Physicians and Surgeons of Manitoba, Child Health Standards Committee, and a focus group of new/expectant parents.
- The creators of the resource used an Indigenous design firm (Vincent Design) and consulted with Indigenous Knowledge Keepers around traditional sleep practices.
- A project manager was hired to lead this work, starting on October 14, 2022.
- A series of social media posts were released throughout the month of October through Government of Manitoba channels. The topics covered include safe sleep, planning baby's safe sleep space, baby's safe sleep space, sharing a room but not a bed, firm sleep space without extra bedding, back to sleep, overheating, keeping baby smoke free, breastfeeding, and grandparents/other caregivers.

- Our understanding is that Manitoba Health is advocating for the proclamation of Safe Sleep Awareness Month in Manitoba, which would make Manitoba the first Canadian province to participate in this monthly campaign.
- In addition, it was reported that Manitoba Government Communications intends on connecting with relevant stakeholders to share the department's core messaging.

## 2021

- As stated in the response from Manitoba Health, and Seniors Care: "The Public Health Branch has been committed to responding to the current pandemic and will be able to return to regular and routine work such as responding to these recommendations once the COVID-19 vaccination campaign has been completed and has moved into the universal on-going public health systems and processes."

**Intent 2: Develop education materials (pamphlets, webpages, etc.) for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family members.**

## 2023

- As was reported in 2022, the Safe Sleeping for Your Baby resource is utilized to raise awareness, and is available on the Healthy Parenting Winnipeg website and through print format. The Department reports the Manitoba Government website meets current accessibility guidelines (includes alt-tags).
- In 2023, the resource was updated to include messaging for all infant caregivers, using the following text: "Share this information with grandparents, childcare, and anyone else who takes care of your baby." The Department reported the resources will be available for distribution in English and French this year.
- Facebook and X (formerly Twitter) posts referenced in intent 1 were designed to reach multiple infant caregivers. For instance, the March 2023 social media campaign included messaging awareness to grandparents, and the summer campaign included messaging for all infant caregivers related to safe sleep surfaces when traveling (with links to the Government of Canada "Safe Sleep on the Go" page).
- Discussions are ongoing to explore the creation and development of a Safe Sleep Kit for the Healthy Baby Program targeting pregnant women and new families. This plan was deferred due to time constraints, though the Department reported plans to explore the development and partners for the initiative this year.
- The Department reported the creation of Safe Sleep posters with a QR code linking its website as a means to connect with multiple caregivers. The roll-out of the posters, to be available in health care offices, birthing centres, and health care facilities, is to coincide with the release and implementation of the health care training module this year.
- See intent 1 details regarding discussions for alternative strategies for educational materials, which would include multiple caregivers/audiences.

- Manitoba Health reported an updated bilingual Safe Sleep handout is in production that includes messaging for all caregivers, includes multiple risk factors, and will be provincially distributed and accessible in a variety of settings.

## **2022**

- Manitoba Health reported that the "[Safe Sleeping for Your Baby](#)" resource (WRHA, 2021) will be adopted for the public education campaign.
- The department acknowledged that the resource is currently not suitable for different audiences.
- The committee has decided to modify the language to make it applicable to all caregivers.
- There are plans to engage in a media campaign where it will be reinforced that the information is for all who care for infants.

## **2021**

- As stated in the response from Manitoba Health, and Seniors Care: "The Public Health Branch has been committed to responding to the current pandemic and will be able to return to regular and routine work such as responding to these recommendations once the COVID-19 vaccination campaign has been completed and has moved into the universal on-going public health systems and processes."

### **Intent 3: Include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor.**

## **2023**

- The Department continues to include multiple risk factors in their educational materials and associated posts, including sleep surface, swaddling, overheating, sleep position, objects in the sleep environment, bed sharing, and smoking.

## **2022**

- Manitoba Health reported that multiple risk factors are included in the adopted resource "[Safe Sleeping for Your Baby](#)".
- Bed sharing information continues to be included in the resource.

## **2021**

- As stated in the response from Manitoba Health, and Seniors Care: "The Public Health Branch has been committed to responding to the current pandemic and will be able to return to regular and routine work such as responding to these recommendations once the COVID-19 vaccination campaign has been completed and has moved into the universal on-going public health systems and processes."



**Intent 4: Make education materials (pamphlets, webpages, etc.) available via various forms of media.**

**2023**

- Manitoba Health reported its educational materials are available in print format, online, and through social media channels.
- The Department reported the creation of Safe Sleep posters with a QR code (to be posted in birthing centres and health care facilities) will occur this year.
- The Department reported other formats are being considered by its partner organization FNSSHM, who has consulted with Indigenous communities. Findings are that oral traditions should be supported, in addition to or in lieu of written material, so the creation of short videos and other non-print resources to address this need was reported.
- Manitoba Health reported the Committee has continued discussions of alternative strategies for educational materials, as noted in other intents.
- The Department reported the Committee members agree further consultation and collaboration with community partners, front-line workers, Indigenous groups, newcomers, and vulnerable families is important to gather information about effective and preferred communication for safe sleep education. Ideas shared include radio, podcast, posters, video, and info graphics. Further planning is required and will be ongoing at future committee meetings regarding the consultation process and groups.

**2022**

- Manitoba Health reported that there are plans to engage in a media campaign.

**2021**

- As stated in the response from Manitoba Health, and Seniors Care: "The Public Health Branch has been committed to responding to the current pandemic and will be able to return to regular and routine work such as responding to these recommendations once the COVID-19 vaccination campaign has been completed and has moved into the universal on-going public health systems and processes."

**Intent 5: Distribution list for education materials (pamphlets, webpages, etc.).**

**2023**

- Beginning in January of 2023, the Department reported its plan to distribute the "Safe Sleeping for Your Baby" resource to also include birthing centres, prenatal health providers, funded community health clinics, and resource centres.
- The Department reported the October 2021 launch list included: FNHSSM, community offices, Health Sciences Centre, St. Boniface General Hospital, Regional Health Authorities, Doctors Manitoba (prenatal and pediatricians), The Birthing Centre, Child and Family Services (shared with their network), and related health

faculties (medicine, nursing, and occupational therapy). Manitoba Health reported a provincial fan-out of the updated resource will occur via e-mail to these contacts. The resource is available on the Healthy Parenting Winnipeg website, and is downloadable/printable.

## **2022**

- No list was provided.

## **2021**

- As stated in the response from Manitoba Health, and Seniors Care: "The Public Health Branch has been committed to responding to the current pandemic and will be able to return to regular and routine work such as responding to these recommendations once the COVID-19 vaccination campaign has been completed and has moved into the universal on-going public health systems and processes."

### **Intent 6: Translate educational materials to Indigenous languages.**

## **2023**

- The Department reported recognition of this intent, though the Committee recommends further engagement with Indigenous communities on the creation of a safe sleep resource in a way that is culturally safe and reaches families whose infants are at higher risk for sleep-related deaths is needed. At this time, the Department does not have a specific timeline for the translation of the *Safe Sleeping for Your Baby* resource.
- Manitoba Health indicated purposeful discussion has been given to this recommendation. The Committee heard from FNHSSM that there are Indigenous youth who understand and speak the language of their communities, but may not be fluent in reading the written word. It noted accessing printed resources in both English and Indigenous languages should be available, however, the message should not be printed in one language without a translation into English provided on the same resource.
- The Department reported an intent to pursue additional modes of communication, such as infographics, video, etc., which may help reach Indigenous families. Manitoba Health advised it will continue to support their Indigenous partners in addressing gaps with regular meetings and ongoing consultation, in addition to working with MACY.
- Manitoba Health reported further consultation and community engagement with Indigenous groups to assess barriers to information and on the creation of a safe sleep resource in a way that is culturally safe is underway.

## **2022**

- Manitoba Health reported that a committee was set up in January 2022 to address MACY recommendations for safe sleep.

- The committee has decided not to translate to Indigenous languages, despite this service being available through GOM Communications.
- The committee's position is that a translated resource may not provide accessibility given the word/action dynamic of Indigenous languages.
- Manitoba Health reported that the committee is exploring alternative ways to engage with Indigenous communities that reflect the oral tradition, elders, and community knowledge. In the past, this has been in the form of radio ads, posters, in-person discussions, and Sacred Babies curriculum.

## 2021

- As stated in the response from Manitoba Health, and Seniors Care: "The Public Health Branch has been committed to responding to the current pandemic and will be able to return to regular and routine work such as responding to these recommendations once the COVID-19 vaccination campaign has been completed and has moved into the universal on-going public health systems and processes."

**Analysis Summary:** As with last year, a committee has been established, and a project manager hired to lead public education work, with evidence of meetings and collaboration provided to MACY. Public education materials are expanding in their messaging and mediums. It is noteworthy the provided Safe Sleeping for Your Baby handout referenced does not include any information on how to access this material via social media channels, and the QR code at present brings users to a general 'Healthy Parenting Winnipeg' site. It is strongly encouraged the Department consider these modifications to increase accessibility. For intent 2, while primarily targeting immediate caregivers, the educational materials can be applicable to different audiences, and the Department reports an updated (bilingual) handout is in production which includes messaging for all caregivers. MACY awaits confirmation of updated resources, though is encouraged by the progress. Multiple risk factors continue to be listed in the materials, meeting the intent of recommendation 3. Enhanced media forums are reported topics of discussion for the Committee. It is encouraged social media be more widely utilized through continual posts and increased use of applications to reach wider audiences who may not use Facebook and X (formerly Twitter). The recipients of the distribution list were provided this year, with anticipated expansion reported, serving to enhance compliance with intent 5. There is evidence of progress in the past year, and information indicates actions on the part of the Committee continue to increase, with expanding collaborative efforts. Further consultation and engagement with Indigenous groups is a reported intention of the Department, which may result in increased compliance with the outstanding recommendation 6, though the Department does not have a timeline of when translation may occur. The developments reported this year, and anticipated intentions relayed by the Department to continue to fulfill the intents of this recommendation, have resulted in an assessment of Largely Compliant.