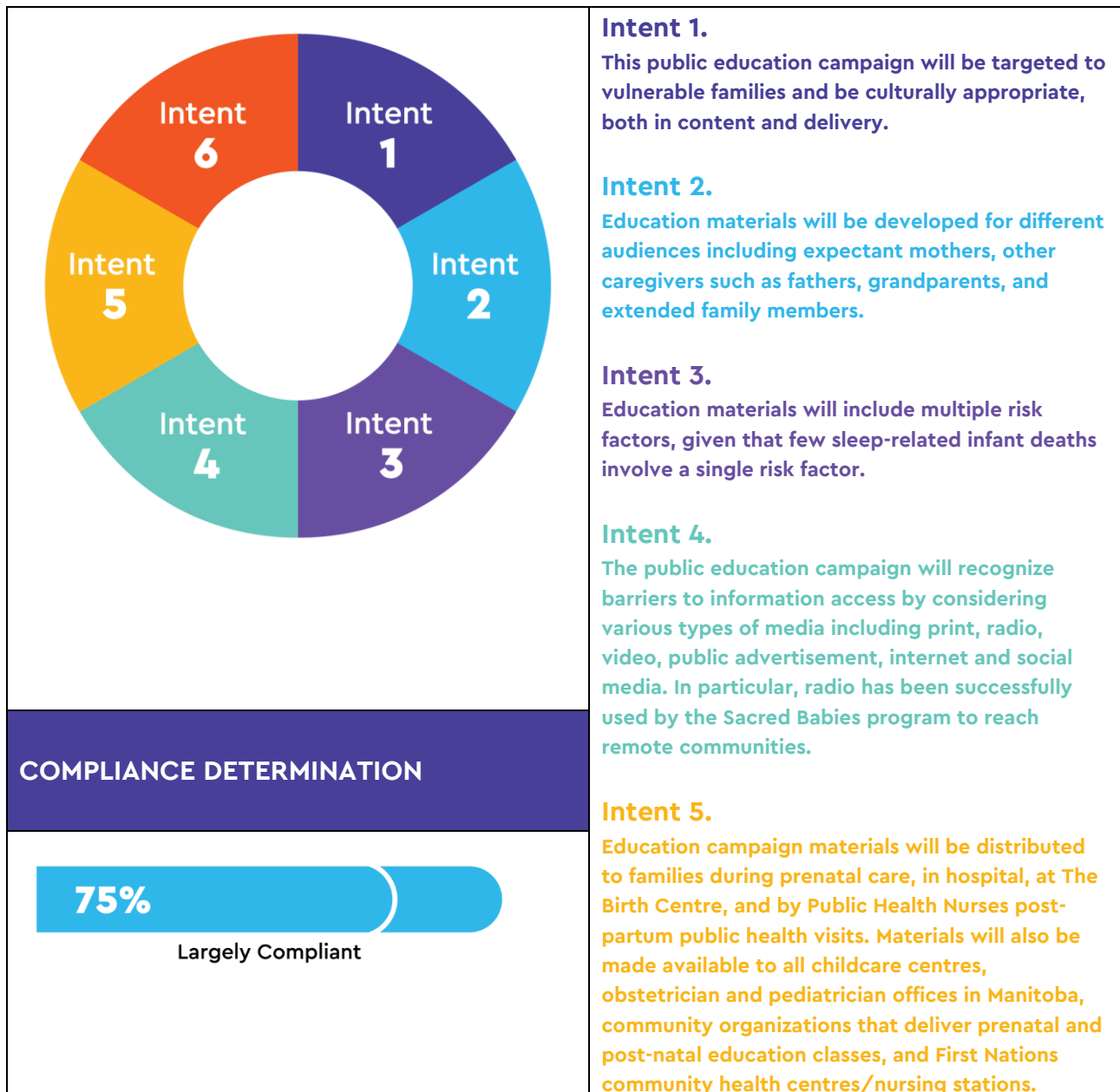


COMPLIANCE DETERMINATION

Safe Sleep – Recommendation 4

Recommendation Summary: The new public education campaign must be informed by data and evidence on effective risk communication and behaviour modification.

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	
Report Name:	Safe and Sound: A Special Report on the Unexpected Sleep-Related Deaths of 145 Manitoba Infants
Date Released:	3/13/2020
Full Recommendation: (including details)	<p>Recommendation Four:</p> <p>The Manitoba Advocate for Children and Youth recommends that the public education campaign be informed by data presented in this report and by evidence on effective risk communication and behaviour modification.</p> <p>DETAILS:</p> <ul style="list-style-type: none"> • This public education campaign will be targeted to vulnerable families and be culturally appropriate, both in content and delivery. • Education materials will be developed for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family members. • Education materials will include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor. • 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. • 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.
Intent(s) of Recommendation:	<ol style="list-style-type: none"> 1. This public education campaign will be targeted to vulnerable families and be culturally appropriate, both in content and delivery. 2. Education materials will be developed for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family

	<p>members.</p> <ol style="list-style-type: none"> 3. Education materials will include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor. 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. 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. 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.
Issue:	Safe Sleep
Public Body	Manitoba Health
Dates of Previous Official Updates from Public Body:	July 21, 2023
	May 19, 2023
	June 30, 2022
	July 13, 2021
2. Compliance Determination	
Largely Compliant 0.75	Requirements have been met almost entirely and only negligible requirements remain to be implemented.
Self-Assessment	Largely Compliant
Previous Compliance Determination	Partially Compliant
3. Rationale for Determination	
<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

- The Department reported the Safe Sleep Committee was coordinated to address MACY recommendations concerning safe sleep. Further detail on specifics is noted in the compliance determination form for recommendation 3.
- The Committee utilizes the *Safe Sleeping for Your Baby* resource, which communicates the risks of unsafe sleep and offers varied alternatives to ensure safe sleeping habits. Content is presented in written and picture formats. The resource was created in consultation with experts including 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 a focus group of new/expectant parents.
- The educational material presents an array of varied safe sleep options which may mitigate risks for families with fewer resources (e.g., conversion of a drawer, basket, box, etc., into a safe sleep space). A summer campaign was reported which includes messaging for caregivers to utilize when travelling away from their primary sleep location.

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 contracted 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

- The Department reported it modified their resource to include the following text: "Share this information with grandparents, childcare, and anyone else who takes care of your baby." Of note, a link to ensure this updated content is publicly available online, and/or physical copies of print resources, is required to confirm.
- Additional details are noted in the compliance determination form for recommendation 3.
- The Department reports continued discussions are required for alternative strategies for educational materials and raising awareness among diverse populations, including all infant caregivers.

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 its educational materials and associated posts, including sleep surface, swaddling, overheating,

sleep position, objects in the sleep environment, bed sharing, and smoking. Behavioural modification information includes smoking cessation, safer swaddling, choosing safe sleep sacks, alternate safe sleep options, and safer bed-sharing.

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. Additional specifics and reported plans are outlined in the compliance determination form for recommendation 3.

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

- 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.

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**

- At this time, there is no reported timeline to translate existing resources into any Indigenous languages. See information provided in the analysis sheets for recommendations 3 and 5 for further detail on this intent.

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: A Safe Sleep Committee has been established, and a project manager hired to lead public education work, with evidence of meetings and collaboration provided to MACY. Members of the Committee come from diverse areas of expertise, and there is evidence of consultations and evidence-informed content comprising the published materials. Public education materials are expanding in their messaging and mediums. While primarily targeting immediate caregivers, the educational materials are

applicable to different audiences, and the department reports an updated (bilingual) handout is in production which includes messaging for all caregivers. Multiple risk factors are communicated and options for behavioural modifications are listed in the materials. Enhanced media forums have been established with more mediums in the process of development through committee discussions. The recipients of the distribution list were provided this year, with anticipated expansion reported. There is evidence of progress in the past year, and information indicates actions by the Committee continue to increase, with expanding collaborative efforts. Further consultations and engagement with Indigenous groups is a reported intention of the Department, which may result in increased compliance with recommendation 6. 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.