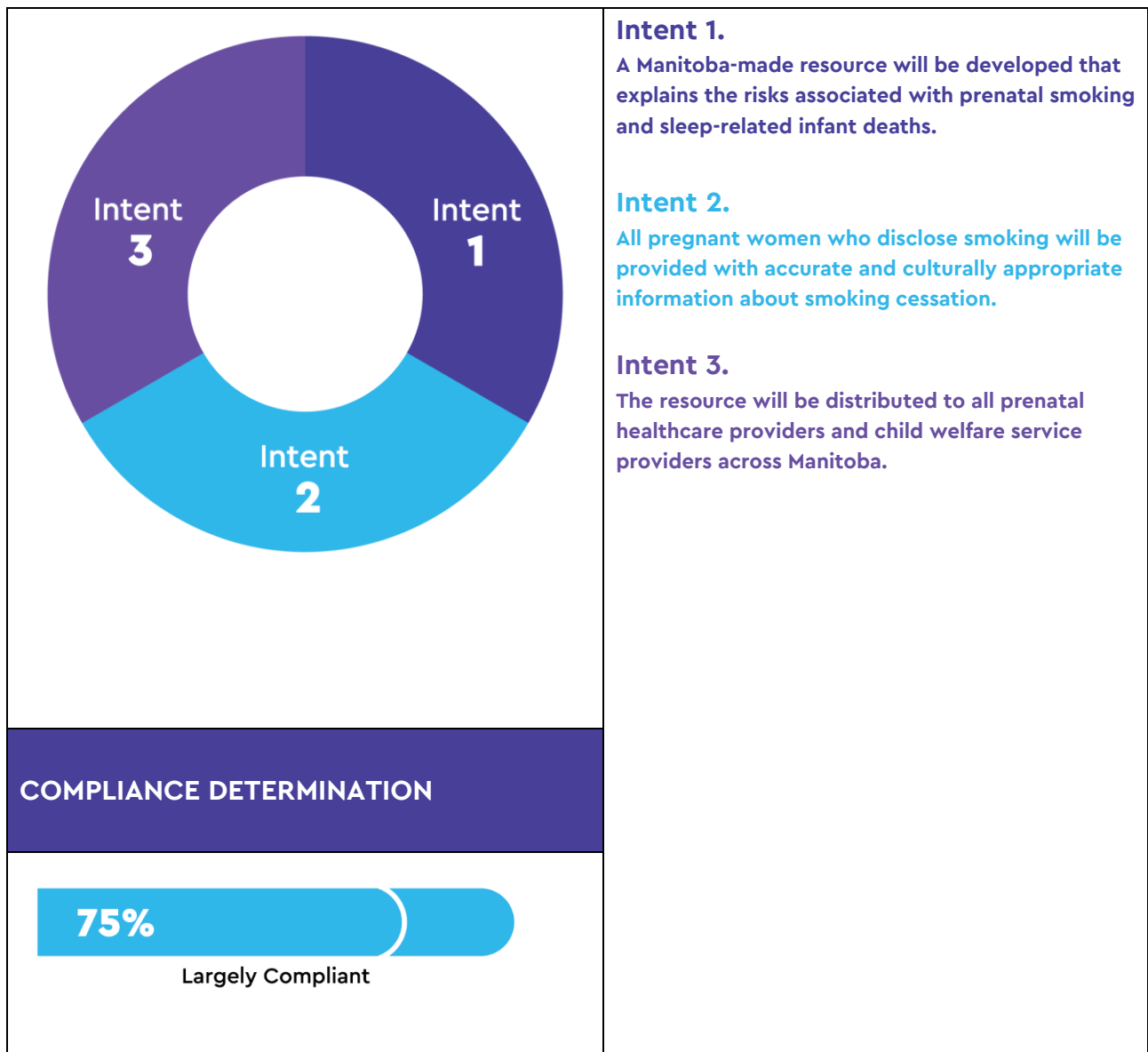


COMPLIANCE DETERMINATION

Safe Sleep – Recommendation 7

Recommendation Summary: Develop a smoking cessation resource for expectant mothers.

Primary Public Body: Manitoba Health



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 Seven: The Manitoba Advocate for Children and Youth recommends that Manitoba Health, Seniors and Active Living, in consultation with the Assembly of Manitoba Chiefs' First Nations Health and Social Secretariat of Manitoba, develop a smoking cessation resource that prenatal healthcare providers and child welfare service providers can make available to expectant mothers.</p> <p>DETAILS:</p> <ul style="list-style-type: none"> • A Manitoba-made resource will be developed that explains the risks associated with prenatal smoking and sleep-related infant deaths. • All pregnant women who disclose smoking will be provided with accurate and culturally appropriate information about smoking cessation. • The resource will be distributed to all prenatal healthcare providers and child welfare service providers across Manitoba.
Intent(s) of Recommendation:	<ol style="list-style-type: none"> 1. A Manitoba-made resource will be developed that explains the risks associated with prenatal smoking and sleep-related infant deaths. 2. All pregnant women who disclose smoking will be provided with accurate and culturally appropriate information about smoking cessation. 3. The resource will be distributed to all prenatal healthcare providers and child welfare service providers across 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	Actions taken meet the majority of requirements for implementation, only negligible requirements remain.
Self-Assessment	Largely Compliant
Previous Compliance Determination	Limitedly Compliant

3. Rationale for Determination
(How did you reach this compliance determination)

Intent 1: A Manitoba-made resource will be developed that explains the risks associated with prenatal smoking and sleep-related infant deaths.

2023

- The Department maintains its Committee views the 'Keep Baby Smoke-free Before and After Birth' portion of the *Safe Sleeping for Your Baby* resource as meeting this need, rendering it unnecessary to create an additional resource. The cited resource includes information on remaining smoke-free before and after birth, and directs the reader to contact their healthcare provider or the Smoker's Helpline for assistance. Also contained is information on how to reduce the risk for those who are smokers, which includes smoking outside, washing hands, and changing clothes before holding a baby.
- Manitoba Health cited the existing *Smoking and Pregnancy* resource published by the Healthy Baby program/Manitoba Health; at present, however, there is nothing in this resource which directly cites the relationship between smoking and sleep-related infant deaths. The Department reported an intention to add one or two bullets about the relationship between smoking and SIDS to this resource, and use the same language in the helping professionals core training module. Completion of this update is planned for this year.
- Manitoba Health will promote the updated and rebranded resource via email to all listed on their distribution list (which includes FNHSSM Strengthening Families Maternal Child Health, 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]). The email will include information noting changes to the resource and directions on how to order materials. A draft letter template is under development.
- The Department reported at the May 5, 2023 Committee meeting, it was suggested to explore the creation and development of a Safe Sleep Kit for the Healthy Baby Program targeting pregnant women and new families throughout the province. Sleep-related risk factors and prevention measures, including smoking, will reportedly be included. In addition, the plan is to explore the development of the initiative and to establish initiative partners by the end of the second quarter.
- Of note, at the May 5, 2023 Safe Sleep Committee meeting, members reflected on the importance of considering other contaminants outside of smoking such as chemicals in the home, vaping, air control, wood stoves, and cannabis. There is

discussion to review the literature and to consider the inclusion of these items in future safe sleep education by the fourth quarter.

2022

- Manitoba Health reported that a committee has been set up to address this recommendation.
- The "Keep Baby Smoke-free Before and After Birth" section of the "[Safe Sleeping for Your Baby](#)" resource (WRHA, 2021) was offered as an alternative that meets this need.
- More information and/or evidence of action taken by the committee to update existing resources in furtherance of this intent and about the proposed alternate solution are needed.

2021

- No information provided.

Intent 2: All pregnant women who disclose smoking will be provided with accurate and culturally appropriate information about smoking cessation.

2023

- Manitoba Health indicated smoking cessation support and resources are routinely provided by health care providers in a variety of settings and across the province as an important aspect of healthy pregnancy and prenatal care. There are standards of practice for different providers to include smoking cessation coaching and health behaviour change.
- The Safe Sleep Committee summarized the following additional considerations as they pertain to this intent: a) There are higher rates of smoking among Indigenous populations, and findings indicate smoking cessation resources are generally ineffective for these groups; b) Smoking is strongly related to the social determinants of health, and paper resources place the burden on the individual and are not considered best practice; c) Any caregiver may smoke (not just the mother), and a resource designated specifically for the mother does not suffice; d) There are many smoking cessation resources that currently exist in Manitoba; e) The safe sleep resource includes information on remaining smoke-free before and after birth, and distribution includes prenatal healthcare providers and child welfare service providers as recommended by MACY; and, f) The Safe Sleep and Smoke Free Home joint campaign (2011, though the committee may revisit this campaign for the future) was designed for Public Health Nurses and Families First Home Visitors, who provided a booklet and a magnet/door tag during discussions about smoking and safe sleep.
- The Department's described Sleep 101 e-learning course for professionals working with infants/families includes information about smoking and how this is a factor in

sleep-related infant deaths. This includes information professionals can share with their clients regarding how smoke exposure (pre- and/or post-birth) is related to increased risks. Professionals are encouraged to share information with parents, initiate referrals to smoking cessation programs, and if applicable, encourage harm reduction approaches. The roll-out of the training is to occur by the end of the first quarter for Public Health Nurses, and by the end of the second quarter for Families First Home Visitors and Early Childhood Educators.

- Additionally, at the May 5, 2023 committee meeting, it was suggested to explore the creation and development of a Safe Sleep Kit for the Healthy Baby Program targeting pregnant women and new families throughout the province. Sleep-related risk factors and prevention measures, including smoking, will be included. The plan is to explore development and establish partners in the initiative this year.

2022

- No information was provided on efforts to comply with this intent.

2021

- Through the Provincial Public Health Nursing Standards, Manitoba's Public Health nurses are currently provided materials to discuss the use of tobacco with patients.

Intent 3: The resource will be distributed to all prenatal healthcare providers and child welfare service providers across Manitoba.

2023

- For refined material distribution, Manitoba Health reported the same plan for distribution will be utilized as when the *Safe Sleeping for Your Baby* resource was initially launched in October, 2021. The distribution list includes: 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). The resource is also available on the Healthy Parenting Winnipeg website, and the existing *Smoking and Pregnancy* information is also available online.

2022

- Manitoba Health reported that work is underway to brand and distribute the "Safe Sleeping for Your Baby" resource with additional modifications (according to *Safe Sleep* recommendations 3, 4 and 5).
- No information was provided with respect to timeline.

2021

- No information provided.
- 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: Increased efforts are apparent to move forward on the implementation of this recommendation. If the department deems the existing resources are sufficient, what remains outstanding at this stage is increased risk awareness information to be explicitly stated in the 'Safe Sleeping for Your Baby' resource. Information connecting smoking with sleep-related infant deaths is available within the Sleep 101 e-learning course, and can be found on websites (e.g., 'Keep Baby Smoke-free Before and After Birth' section 6, and *Tobacco Use: Know the Facts*); however, it is encouraged smoking risks be more explicitly stated and detailed within the primary resource so all caregivers, or those parties with access to infants, can be made more easily aware of risks. It is anticipated this, adding to the existing *Smoking and Pregnancy* resource, and finalizing the Safe Sleep Kit which includes smoking information, will meet the requirements for intent 1. Associated distribution of updated resources once finalized will meet intent 3. MACY accepts the justifications reported in intent 2, and acknowledges the submissions made by the Department which opt against placing increased emphasis on pregnant individuals, and instead focusing on a range of information sharing which is situation/person dependent. It is anticipated the roll out of provincial training as cited in intent 2, in addition to the additional considerations referenced, will ensure the spirit of this intent is fulfilled. It is encouraged finalizing these noted points will meet this recommendation in full. As such, the actions reported increase the status of this recommendation to Largely Compliant.