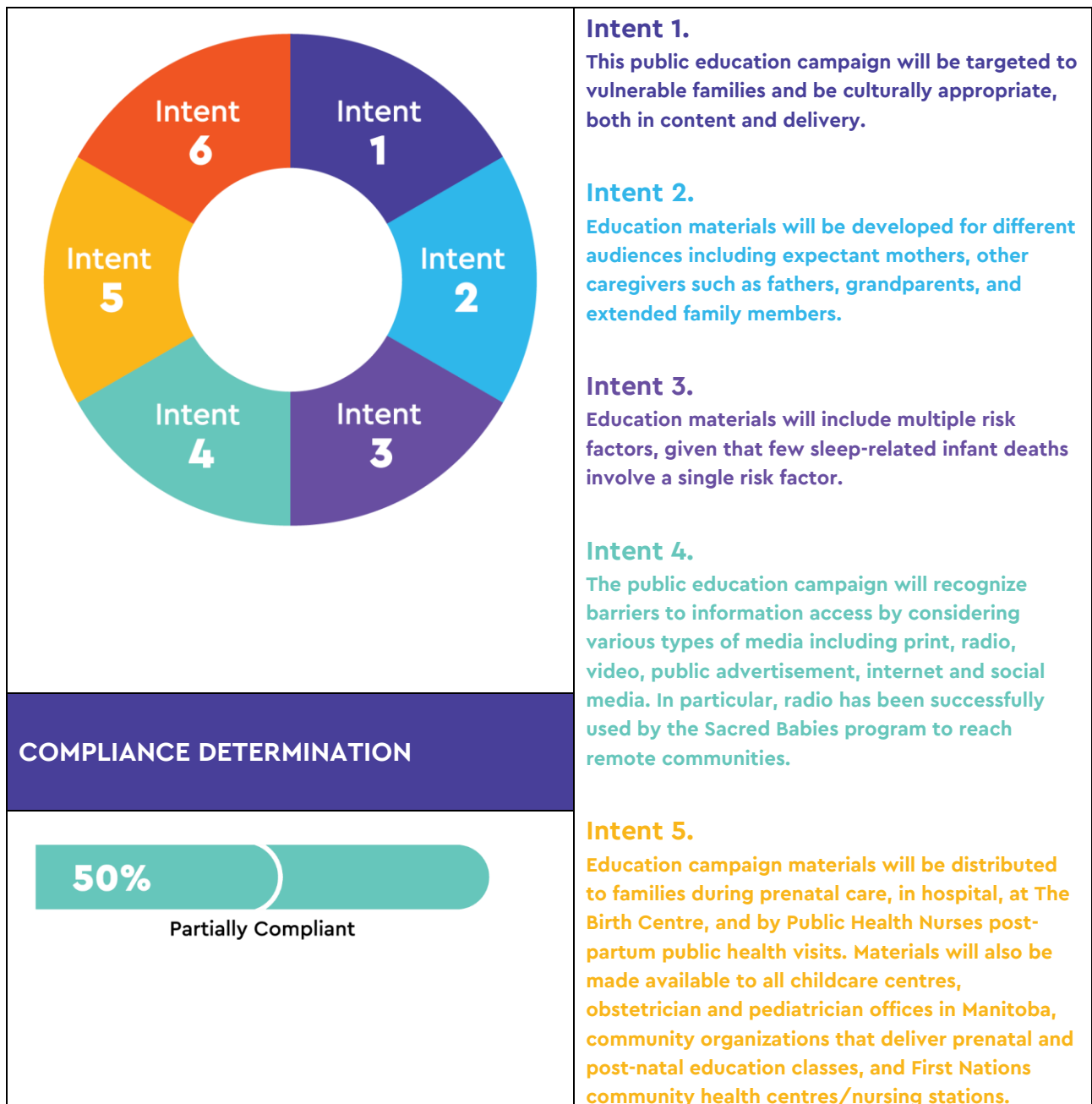


COMPLIANCE DETERMINATION

Safe Sleep – Recommendation 5

Recommendation Summary: Any public education materials must be written in accessible language and available in the prominent Indigenous languages.

Primary Public Body: Government of Manitoba



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 Five:</p> <p>The Manitoba Advocate recommends that public education materials (e.g., books, pamphlets, videos, posters, etc.) developed by the Government of Manitoba, as part of any safe sleep education campaign, be written in accessible language and available in the prominent Indigenous languages of Manitoba.</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 |

| | |
|---|--|
| | <p>such as fathers, grandparents, and extended family members.</p> <p>3. Education materials will include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor.</p> <p>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.</p> <p>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.</p> <p>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.</p> |
| Issue: | Safe Sleep |
| Public Body | Government of Manitoba |
| Dates of Previous Official Updates from Public Body: | July 21, 2023 |
| | May 19, 2023 |
| | June 30, 2022 |
| | July 13, 2021 |
| 2. Compliance Determination | |
| Partially Compliant 0.50 | Actions taken only implement part of the recommendation. Important requirements have been met and the recommendation is acted upon, however, deficiencies remain. |
| Self-Assessment | Largely Compliant |
| Previous Compliance Determination | Limitedly 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 of Health reported the Safe Sleep Committee was coordinated to address MACY recommendations, with further detail noted in the compliance determination form for Safe Sleep recommendation 3.
- As detailed in recommendations 3 and 4, the Department utilizes *Safe Sleeping for Your Baby* (provided handout dated October 15, 2021 to MACY). Related to this recommendation, the Department contracted 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.
- Manitoba Health reported the committee has engaged in discussions about alternative strategies for educational materials for diverse populations, which include Indigenous groups, newcomers, and all infant caregivers. Options such as messaging on crib sheets, songs, and books were highlighted, with a plan to explore the strategies this year. The committee intends to consider the feedback from the Nurse Advisor from Strengthening Families/Maternal Child Health (FNHSSM) and The Clinical Nurse Specialist/Indigenous Health Promotion Specialist regarding educational messaging. The Department recognized 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 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

- In 2023, the Safe Sleep 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.
- The Department reported it uses Facebook and Twitter posts designed to reach multiple infant caregivers. For instance, its March 2023 social media campaign included messaging for grandparents, and its summer campaign included messaging for all infant caregivers related to safe sleep surfaces when traveling (with links to the Government of Canada's "Safe Sleep on the Go" page).
- An intent to explore the creation and development of a Safe Sleep Kit for the Healthy Baby Program, targeting pregnant women and new families was reported. This plan was reportedly deferred due to time constraints, though the Department shared plans to explore the development and partners for the initiative this year.
- The Department reported the Safe Sleep poster QR code linking to 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.
- Manitoba Health reported an updated bilingual Safe Sleep handout is in production that includes messaging for all caregivers and multiple risk factors.
- At this time, there is no evidence of information made available in written Indigenous languages.

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 sleeping surfaces, swaddling, overheating, sleep position, objects in the sleep environment, bedsharing, and smoking. Behavioural modification information includes smoking cessation, safer swaddling, choosing safe sleep sacks, alternate safe sleep options, and safer bedsharing.
- At this time, there is no evidence of risk factors being communicated in Indigenous languages.

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 place of) written material, so the creation of short videos and other non-print resources to address this need was reported. A timeline is unknown.
- Manitoba Health reported the committee has continued discussions of alternative strategies for educational materials. Creative options such as messaging on crib sheets, songs, and books were highlighted, with a plan to be explore the strategies further this year.
- The Department reported the committee members agree that 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 infographics. Further planning will be ongoing at future committee meetings regarding the consultation process and groups. A consultation plan will be outlined this year.

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 its plan, beginning in January of 2023, to distribute the Safe Sleeping for Your Baby resource to also include birthing centres, prenatal providers, funded community health clinics, and resource centres.
- The Department reported that its October 2021 launch list included: FNHSSM, community offices, Health Sciences Centre, St. Boniface General Hospital, Regional Health Authorities, Doctors Manitoba (prenatal and pediatricians), 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 the above noted 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. It noted that guided by the principles of the Truth and Reconciliation Commission, Indigenous communities have an inherent right to self-determination. Accordingly, the Safe Sleep 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. 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 Department's Safe Sleep Committee heard from FNHSSM – the organization that is revising the Sacred Baby Curriculum – that there are Indigenous youth who understand and speak the language of their communities, but may not be fluent in reading the written word. The Department 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.
- The Department reported an intent to pursue additional modes of communication, such as infographics, video, etc., which may help reaching Indigenous families. Manitoba Health advised it will continue to support its Indigenous partners in addressing gaps with regular meetings and ongoing consultation, in addition to working with MACY.
- Notes from a May 2023 committee meeting indicate the decision to not pursue translation of a Safe Sleep handout is based on the notion Indigenous peoples are not a homogenous group, in addition to feedback from front line staff, community partners, and the community engagement with the Sacred Baby resource, that there is preference for oral vs. printed material. 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 under-way.

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: At this time, while discussions continue on means to ensure information is accessible and communicated, there does not appear to be any substantial movement towards pursuing written educational materials in prominent Indigenous languages. Other forms of accessible communication (e.g., bilingual safe sleep handout, infographics, video, etc.) were reported as being discussed, though evidence of implementation was not available during this review period. The proposal to expand the means of information distribution is an optimistic find, and MACY will continue to request updates as developments continue. The status determination for this recommendation focused on public education materials (e.g., books, pamphlets, videos, posters, etc.) written in accessible language and available in prominent Indigenous languages of Manitoba is, therefore, Partially Compliant.