

# 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

**6. Translate educational materials to Indigenous languages**

Manitoba Health reported that there is no intention to translate materials into Indigenous languages, and are looking into other options to meet this Intent.

**5. Distribution list for education materials**

No list was provided.

**4. Make education materials available via various forms of media**

Manitoba Health carried out an education campaign on the Government of Manitoba's social media as part of SIDS awareness month in October 2022.

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

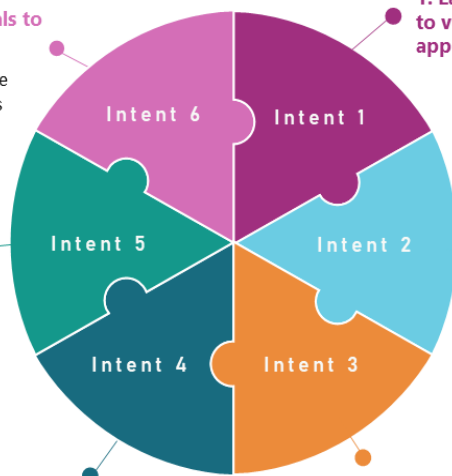
Multiple risk factors are included in the Safe Sleeping for Your Baby resource and were listed in the October 2022 public education posts on Facebook.

**1. Launch a public education campaign targeted to vulnerable families and be culturally appropriate, both in content and delivery**

A committee has been established, and a project manager has been hired, to lead the public education campaign, and the committee will utilize the Safe Sleeping for Your Baby resource. A series of Facebook posts were planned and completed throughout the month of October.

**2. Develop education materials for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family members**

The Safe Sleeping for Your Baby resource is to be adapted for the public education campaign. The Department acknowledges that this resource, in its current state, is insufficient for different audiences.



### COMPLIANCE DETERMINATION

0.50

Partially Compliant

## Recommendation Compliance Summary

In accordance with subsection 11(1) clause (d) of *The Advocate for Children and Youth Act* (ACYA), the Advocate retains the responsibility "to monitor the implementation of recommendations included in reports made under section 27 (investigation) or special reports made under section 31."

This form details the assessment of implementation of compliance made under the referenced subsection of the ACYA. MACY assesses implementation of compliance with recommendations once a year but receives updates from public bodies every six months.

<b>1. Recommendation Information</b>	
<b>Special 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 Four:</b> 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><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>	<p>The intents of the recommendation are to:</p> <ol style="list-style-type: none"> <li><b>1. This public education campaign will be targeted to vulnerable families and be culturally appropriate, both in content and delivery.</b></li> <li><b>2. Education materials will be developed for different audiences including expectant mothers, other caregivers such as fathers, grandparents, and extended family members.</b></li> <li><b>3. Education materials will include multiple risk factors, given that few sleep-related infant deaths involve a single risk factor.</b></li> <li><b>4. The public education campaign will recognize barriers to information access by considering various types of media</b></li> </ol>

	<p>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>
<b>Issue:</b>	Safe Sleep
<b>Public Body</b>	Manitoba Health and Seniors Care
<b>Dates of Previous Official Updates from Public Body:</b>	June 30, 2022
	July 13, 2021
<b>2. Compliance Determination</b>	
<b>Partially Compliant 0.50</b>	Actions taken only implement part of the recommendation. Important requirements have been met and the recommendation is acted upon, however, deficiencies remain..
<b>Self-Assessment</b>	Partially-Compliant
<b>Previous Compliance Determination</b>	Non-Compliant
<b>3. Rationale for Determination</b>	
<i>(How did you reach this compliance determination)</i>	
<p><b>Intent 1: Launch a public education campaign targeted towards vulnerable families and ensure it is culturally appropriate both in content and delivery.</b></p> <p><b>2022</b></p> <ul style="list-style-type: none"> <li>• A committee has been established to address this recommendation. The committee will utilize the "<a href="#">Safe Sleeping for Your Baby</a>" resource (WRHA, 2021) in its work.</li> <li>• 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.</li> <li>• The creators of the resource used an Indigenous design firm (Vincent Design) and consulted with Indigenous Knowledge Keepers around traditional sleep practices.</li> <li>• A project manager was hired to lead this work, starting on October 14, 2022.</li> <li>• 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.</li> </ul>	

- 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.**

**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.**

**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.**

**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.).**

**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**

**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 committee has been set up, and a project manager has been hired to lead public education work, including a social media campaign this past October, which will include updating an existing resource. There are outstanding issues like the commencement of work by the committee, availability of education material in other mediums, and in accessible language, and in prominent Indigenous languages. The status determination for this recommendation focused on the development of a new public education campaign informed by data presented in the *Safe Sleep* report is therefore partially compliant.