

# COMPLIANCE DETERMINATION

## Safe Sleep- Recommendation 4

**Recommendation Summary:** The public education campaign should be informed by data on risk communication and behaviour modification.

**Primary Public Body:** Manitoba Health and Seniors Care

### 6. Public education materials will be available in accessible and Indigenous languages

The Public Health Branch has been responding to the current pandemic, specifically the COVID-19 vaccination campaign. As such, no action has begun on responding to this recommendation.

**Outstanding Action:** All actions remain outstanding.

### 5. Education campaign materials will be distributed during prenatal care

The Public Health Branch has been responding to the current pandemic, specifically the COVID-19 vaccination campaign. As such, no action has begun on responding to this recommendation.

**Outstanding Action:** All actions remain outstanding.

### 4. The public education campaign will consider various types of media

The Public Health Branch has been responding to the current pandemic, specifically the COVID-19 vaccination campaign. As such, no action has begun on responding to this recommendation.

**Outstanding Action:** All actions remain outstanding.

### 1. The public education campaign will be targeted to vulnerable families and be culturally appropriate

The Public Health Branch has been responding to the current pandemic, specifically the COVID-19 vaccination campaign. As such, no action has begun on responding to this recommendation.

**Outstanding Action:** All actions remain outstanding.

### 2. Education materials will be developed for different audiences

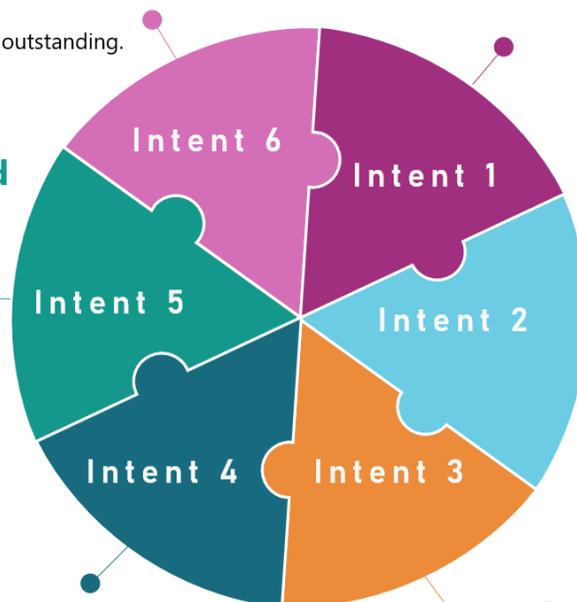
The Public Health Branch has been responding to the current pandemic, specifically the COVID-19 vaccination campaign. As such, no action has begun on responding to this recommendation.

**Outstanding Action:** All actions remain outstanding.

### 3. Education materials will include multiple risk factors

The Public Health Branch has been responding to the current pandemic, specifically the COVID-19 vaccination campaign. As such, no action has begun on responding to this recommendation.

**Outstanding Action:** All actions remain outstanding.



## COMPLIANCE DETERMINATION



No action has been reported.

## 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.

<b>1. Recommendation Information</b>	
<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 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>	July 13, 2021
<b>2. Compliance Determination</b>	
<b>Non-Compliant 0.0</b>	None or almost none of the requirements have been met; even if steps have been taken towards implementation, actions taken are not in line with the nature and intent of the recommendation, or no actions have been taken.
<b>Self-Assessment</b>	Non-Compliant
<b>Previous Compliance Determination</b>	N/A
<b>3. Rationale for Determination</b> <i>(How did you reach this compliance determination)</i>	
<p><b>2021</b></p> <p><b>As stated in the response from Manitoba Health and Seniors Care:</b>          “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.”</p> <p><b>Analysis Summary:</b> No action has been taken towards implementing this recommendation. As such, this recommendation has been deemed non-compliant.</p>	