

# CRIBS FOR KIDS CONFERENCE

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25 YEARS: THE POWER OF THE PAST, THE FORCE OF OUR FUTURE

## DAY 1 – TUESDAY, MAY 7, 2024

### Plenary Sessions

11:00 AM – 11:30 AM ET	<b>Welcome &amp; Opening Remarks</b> Judy Bannon Cribs for Kids®
11:30 AM – 12:00 PM ET	<b>Improving Infant Sleep Product Safety: Recent Gains, Current Hurdles</b> Michael Goodstein, MD <i>Wellspan York Hospital</i>
12:00 PM – 12:30 PM ET	<b>The Biomechanics of Incline Sleep</b> Erin Mannen, Ph.D., Mechanical Engineering <i>Boise State University</i>
12:30 PM – 1:00 PM ET	<b>LUNCH BREAK</b>
1:00 PM – 1:30 PM ET	<b>Unwrapping the Stagnation in SUID Rates</b> Barbara Ostfeld, Ph.D. <i>Rutgers Robert Wood Johnson Medical School and SIDS Center of New Jersey</i>
1:30 PM – 2:00 PM ET	<b>Implementation Strategies to Promote Safe Sleep</b> Brenda Davis, MSN, Stephanie Kuhlmann, DO, Maria Torres, BS, Christy Schunn, LSCSW <i>Kansas Infant Death and SIDS Network, Inc.</i>
2:00 PM – 2:30 PM ET	<b>Digital Engagement: Exploring the Impact of Social Media Platforms on Infant Sleep Safety Patterns</b> Caitlin Pollard, MA <i>Mental Health Resources, Campbell University</i>
2:30 PM – 3:00 PM ET	<b>Group Discussions &amp; Networking</b> <i>Sponsored by Safe Kids Worldwide</i>
3:00 PM -3:30 PM ET	<b>AFTERNOON BREAK</b> <i>Visit Pre-Recorded Poster Sessions and Exhibitors</i>

**3:30 PM – 4:00 PM ET**                      **High Prevalence of Falling Asleep During Infant Feeding and Associated Factors**

Fern Hauck, MD, MS  
*University of Virginia, Department of Family Medicine*

**4:00 PM – 4:30 PM ET**                      **Characteristics of Sudden Unexpected Infant Deaths on Shared and Nonshared Sleep Surfaces**

Alexa Erck Lambert, MPH  
*Centers for Disease Control Prevention*

*Cribs for Kids: Beyond Safe Sleep*

**4:30 PM – 5:00 PM ET**                      **Partnerships for Innovation in Lead Exposure Prevention Education: Happy, Healthy, Lead-Free Me!**

Gail Gettens, MS, ECMP  
*NH Division of Public Health Services*

**DAY 2 – WEDNESDAY, MAY 8, 2024**

*Plenary Sessions*

**10:30 AM – 11:00 AM ET**                      **Daily Welcome & Announcements**

**11:00 AM – 11:30 AM ET**                      **Unstoppable Together: How to build collective power and make infant sleep safer**

Oriene Shin  
*Consumer Reports*

**11:30 AM – 12:00 PM ET**                      **The Safe Sleep Plan: A New Messaging and Communication Framework**

Mia Morton, BS  
*Spokane Regional Health District*

**12:00 PM – 12:30 PM ET**                      **Group Discussions & Networking**

**12:30 PM – 1:00 PM ET**                      **LUNCH BREAK**

**1:00 PM – 1:30 PM ET**                      **Review of the American Academy of Pediatrics 2022 Safe Sleep Recommendations**

Rachel Moon, MD  
*University of Virginia School of Medicine*

**1:30 PM – 2:30 PM ET**                      **Ask the AAP Taskforce – Q&A Panel Discussion**

Rachel Moon, MD  
Michael Goodstein, MD  
Fern Hauck, MD  
Rebecca Carlin, MD

## Concurrent Sessions

### Community Collaborations

- 2:30 PM – 3:00 PM ET**      **Cribs for Change: Collaborating across the Community**  
Lori Winkler, MSN, RN, TNS, CPEN  
*SSM Health Cardinal Glennon*
- 3:00 PM – 3:30 PM ET**      **A Visit Can Save a Life: The Role of Child Protective Services Caseworkers in SUID**  
Spencer Poston, MSc & Devon George, MSN, RN  
*UPMC Children's Hospital of Pittsburgh & Cribs for Kids®*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **Healthy Mom and Baby: Whole Family Wellness and Safe Sleep**  
Stephanie Bennett, RN, BSN & Angela Patton  
*Licking County Health Department*
- 4:15 PM – 4:45 PM ET**      **A Healthy Start to Reducing Infant Loss of Black Babies**  
Chaunda Cunningham, LSW & Chastity Everett  
*Healthy Start, Inc.*

### Safe Sleep Messaging & Behavior Change

- 2:30 PM – 3:00 PM ET**      **Equity in Child Safety - Safe Kids Worldwide's Strategic Plan 2024-2026**  
Morag MacKay  
*Safe Kids Worldwide*
- 3:00 PM – 3:30 PM ET**      **Using Social Media to Build Bridges**  
Shayna Raphael  
*The Claire Bear Foundation*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **A Peer to Peer Community Initiative to Empower Dads on Safe Sleep and Breastfeeding**  
Destiny Stokes & Eric Marsh  
*Healthy Mothers, Healthy Babies & The Fathering Circle*
- 4:15 PM – 4:45 PM ET**      **Marketplace Dangers: The prevalence of recalled and unsafe infant products being sold online and their impact on safe sleep education**  
Michelle Barry  
*Safe Infant Sleep*

## **Hospital Initiatives**

- 2:30 PM – 3:00 PM ET**      **Successes and Barriers: Development of an Infant Safe Sleep Program at a Pediatric Hospital**  
Jennifer Gingrasfield, MSN, RN PPNP-BC & Sara Drumm, RN  
*Boston Children’s Hospital*
- 3:00 PM – 3:30 PM ET**      **Optimizing Workflow of Safe Sleep Education and Resources in a NICU Within a Stand-Alone Pediatric Facility**  
Amanda Morales, MSN, APRN, CPNP-PC, CCRN, C-ELBW & Yesica Peraza  
*Nicklaus Children’s Hospital*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **Enhancing Safe Sleep Education Practices in an Urban Multiethnic Community Hospital**  
Lourdes Cohen, MD & Svetlana, RN, MSN, CLC  
*Flushing Hospital Medical Center*
- 4:15 PM – 4:45 PM ET**      **Our Safe Sleep Education Journey**  
Kinzie Evrard & Mary Beth Wright  
*Norton Healthcare*

## **Research & Data**

- 2:30 PM – 3:00 PM ET**      **Analysis of Photos Shared on Facebook in the Context of SIDS**  
Kelly Pretorius, PhD, MPH, MSN, PNP-A/C/ & P/C & Sookja Kang  
*Indiana University & University of Texas at Austin*
- 3:00 PM – 3:30 PM ET**      **Integrating Safe Sleep Education into a Pregnancy App: A Novel Approach to Reaching High-Risk Populations**  
Rachel Berger, MD, MPH & Rachel Moon, MD  
*UPMC Children’s Hospital of Pittsburgh & University of Virginia*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **Connecting Safe Sleep and Tobacco Cessation: A Failed Research Project with Positive Outcomes**  
Cari Schmidt, PhD & Maria Torres  
*KU School of Medicine Wichita Center for Research for Infant Birth and Survival & Kansas Infant Death and SIDS Network, Inc.*

4:15 PM – 4:45 PM ET      **Application of Behavior Analysis to Supporting Caregivers and Medical Personnel to Adhere with Recommendations for a Safe Infant Sleeping Environment**  
Jason Vladescu, PhD, BCBA-D, NCSP, LBA & Jessica Day-Watkins, PhD, BCBA-D  
*Caldwell University & AJ Drexel Autism Institute at Drexel University*

*Cribs for Kids: Beyond Safe Sleep*

4:45 PM – 5:00 PM ET      **2024 New Products**  
Danielle Lehman  
*Korbex Baby*

**DAY 3 – THURSDAY, MAY 9, 2024**

*Plenary Sessions*

10:30 AM – 11:00 AM ET      **Daily Welcome & Announcements**

11:00 AM – 11:30 AM ET      **Let's Talk Safe Sleep: Charlie's Kids Videos in Action**  
Sam Hanke, MD  
*Charlie's Kids*

11:30 AM – 12:00 PM ET      **Hidden Hazards: The disconnect between consumer perception & safety reality**  
Courtney Griffin  
*Consumer Federation of America*

12:00 PM – 12:30 PM ET      **Cribs for Kids Programs & Education: Use Free Programs to Support Infant Safe Sleep Across Your Community**  
Bridget Gausa & Devon George, MSN, RN  
*Cribs for Kids®*

12:30 PM – 1:00 PM ET      **LUNCH BREAK**

1:00 PM – 1:30 PM ET      **Review of Interventions to Reduce Risk of Sleep-Related Infant Deaths: Progress and Future**  
Trina Salm Ward, PhD, MSW  
University of Wisconsin-Milwaukee

1:30 PM – 2:00 PM ET      **Group Discussions & Networking**  
*Sponsored by Safe Kids Worldwide*

2:00 PM – 2:30 PM ET      **BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*

## Concurrent Sessions

### Community Collaborations

- 3:00 PM – 3:30 PM ET**      **Nurturing Safe Sleep: The Vital Role of Breastfeeding**  
Joann Wrobel, MS, RD, IBCLC & David Roth  
*Oakland County Health Division*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM**      **Developing Innovative Ways to Expand Safe Sleep Messaging: Pilot-Testing a Safe Sleep Shelter Program and Postnatal Booster Sessions**  
Trina Salm Ward, PhD, MSW & Terri Miller  
University of Wisconsin-Milwaukee & Georgia Department of Public Health
- 4:15 PM – 4:45 PM ET**      **Child Fatality Overview for Systemic Applications**  
Lisa Mayhew, MS  
*The TEGAN Group*

### Safe Sleep Messaging & Behavior Change

- 2:30 PM – 3:00 PM ET**      **Assessing Universal Considerations in Infant Mortality Across the Globe: A Descriptive Observational Study of SIDS Knowledge and Reduction Coverage on YouTube**  
Aysha Jawed, Ed.D., LCSW-C, MPH & Catherine Ehrhardt, BSN  
*Johns Hopkins University School of Medicine & Johns Hopkins Children's Center*
- 3:00 PM – 3:30 PM ET**      **Innovate to Educate: Transforming Ideas into Practical Teaching Tools**  
Adriahn Hindsley & Alyssa Ehinger  
*Safe Sleep Simulation*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **Implementation Strategies to Promote Safe Sleep: Trainings, Baby Showers And Crib**  
Maria Torres, BS, Brenda Davis, MSN, Brenda Salinas  
*Kansas Infant Death and SIDS Network, Inc.*
- 4:15 PM – 4:45 PM ET**      **Clear the Crib Challenge**  
Kelly James and Spencer Gentile  
*Cribs for Kids*

## *Hospital Initiatives*

- 2:30 PM – 3:00 PM ET**      **INspire – How Recognition Can Drive Measurable Result**  
Brittany Waggoner, MSN, RN, AGCNS-BC  
*Indiana Hospital Association*
- 3:00 PM – 3:30 PM ET**      **Improving Adherence to Infant Safe Sleep Practices in an Acute Care Pediatric Setting**  
Mayra Manchego, DO & Jennifer Rutt  
*Atrium Health Wake Forest Baptist*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **Equity and Safe Sleep for Infants (ESSI): A Statewide Neonatal Quality Improvement Initiative**  
Alana Rivera, MSN, RNC-OB, C-EFM, CLC & Leslie Caldarelli, MD  
*Illinois Perinatal Quality Collaborative*
- 4:15 PM – 4:45 PM ET**      **Implementation of an Evidence-Based Infant Safe Sleep Program at 12 Statewide Hospitals**  
Marilyn Stringer, PhD, WHNP, FAAN & Jessica Lazzeri, DNP, RN, NEA-BC  
*University of Pennsylvania*

## *Public Safety Initiatives*

- 2:30 PM – 3:00 PM ET**      **Understanding Sleep Related Infant Death Investigations**  
Trista Baird, Captain  
*South Carolina Law Enforcement Division (SLED)*
- 3:00 PM – 3:30 PM ET**      **Child Fatality Overview for Systemic Applications**  
Lisa Mayhew, MS  
*The TEGAN Group*
- 3:30 PM – 3:45 PM ET**      **AFTERNOON BREAK**  
*Visit Pre-Recorded Poster Sessions and Exhibitors*
- 3:45 PM – 4:15 PM ET**      **Including First Responders in Infant Safe Sleep Education Efforts to Decrease Sleep-Related Infant Deaths**  
Colleen Nelson, LMSW & Samantha Mishra  
*Michigan Department of Health & Human Services, Bureau of Health and Wellness & Bureau of Emergency Preparedness, EMS and Systems of Care*
- 4:15 PM – 4:45 PM ET**      **Improving Consistency of Child Maltreatment Identification by Child Death Review Teams for SUID**  
Sasha Mintz, MPH  
*MPHI*

*Cribs for Kids: Beyond Safe Sleep*

**4:45 PM – 5:00 PM ET**                      **North Star Consulting Services: Chart the Right Course for Your Organization**  
Brian Deighan, CPA  
*North Star Consulting Services*

**DAY 4 – FRIDAY, MAY 10, 2024**

*Plenary Sessions*

**10:30 AM – 11:00 AM ET**                      **Daily Welcome & Announcements**

**11:00 AM – 11:30 AM ET**                      **Family Stories of Sleep-Related Loss**  
Colleen Nelson, LMSW  
*Michigan Department of Health & Human Services, Bureau of Health and Wellness*

**11:30 AM – 12:00 PM ET**                      **An Introduction to the International Society for the Study and Prevention of Perinatal and Infant Death (ISPID)**  
Fern Hauck, MD, MS  
*University of Virginia, Department of Family Medicine*

**12:00 PM – 12:30 PM ET**                      **Risk Perception and Sudden Unexpected Infant Death**  
Kyran Quinlan, MD, MPH  
*Rush University Children’s Hospital*

**12:30 PM – 1:00 PM ET**                      **LUNCH BREAK**

**1:00 PM – 2:30 PM ET**                      **WHERE DO WE GO FROM HERE GROUP DISCUSSION**  
Michael Goodstein, Judy Bannon, & Devon George  
*Wellspan York Hospital & Cribs for Kids*

**2:30 PM – 3:00 PM ET**                      **Closing Remarks**  
Judy Bannon  
*Cribs for Kids*



## **PRE-RECORDED POSTER SESSIONS**

### **Novel Approaches for Teaching SIDS Prevention with Children**

Ann Lambert, DNP, MSN, PPCNP-BC & Irina Martin

*Auburn University College of Nursing & Auburn University College of Science and Math*

### **Safe Sleep Initiative**

Margaret Cotlar, MSN, RN, IBCLC & Amber Ross

*Houston Methodist Sugar Land*

### **A Pediatric Clinic Safe Sleep Education Program**

Michelle Burger, BSN, RN

*Rutgers University*

### **Infant Safe Sleep Subject Matter Experts: Crib of Horrors Roleplay Activity & Baby Registry Basics Brochure**

Bonnie Renner-Ohnishi, BSN, RNC, NEA-BC & Elizabeth Quigley, MSN, RNC, NEA-BC

*Hospital of the University of Pennsylvania*