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| **Sacred Babies Infant Survival Guide: “Our Children - Sacred Gifts from the Creator": Development of an SIDS Prevention Program** |
| **Setting/problem**The **Sacred Babies Infant Survival Campaign** was designed to address the alarming rates of Sudden Infant Death Syndrome (SIDS/SUDI) and Infant Mortality in Manitoba, which are 2-3 times higher in First Nation communities compared to the general Manitoba population.**Intervention**Sacred Babies, which began in 2010, was a multimedia campaign, led by First Nations and the Strengthening Families Maternal Child Program with the First Nations Health and Social Secretariat of Manitoba. This presentation will focus on Phase 2 of the campaign, the Sacred Babies Infant Survival Guide and curriculum. ***Phase 1*** of the campaign, Strengthening Families Maternal Child Health team, with funding from First Nations Inuit Health Branch (NIHB) and in partnership with Little Black Bear & Associates, focused on the development of educational posters and radio messages. The posters and radio messages addressed 3 themes: 1) Safe Sleep 2) Smoke Free Homes 3) Safe Room and Body Temperature. The radio messages were played in 5 First Nation languages spoken in Manitoba – Dene, Cree, Ojibway, Oji-Cree, and Dakota, as well as English - through the NCI-FM province-wide Radio Network. ***Phase 2,*** the Strengthening Families team, again, in association with Little Black Bear & Associates, lead the development of ***An Infant Survival Guide,*** an educational curriculum that provides education to families and community members on how to keep babies safe through their first year of life. It is accompanied by an educational DVD and comprehensive training program.**Outcomes**The curriculum provides a culturally appropriate, critical SIDS related information to young mothers and caregivers by front line workers directly in the community. The uptake of the Sacred Babies Infant Survival Guide has been favourable in First Nation communities and among Child and Family Services in Manitoba and the evaluation results have been promising**Implications**The implementation of this campaign and use of this curriculum throughout First Nations in Canada and other Indigenous communities has the potential to save precious sacred lives. It can be easily adapted to local cultures and traditions.**Preferred presentation format**Oral Presentation |