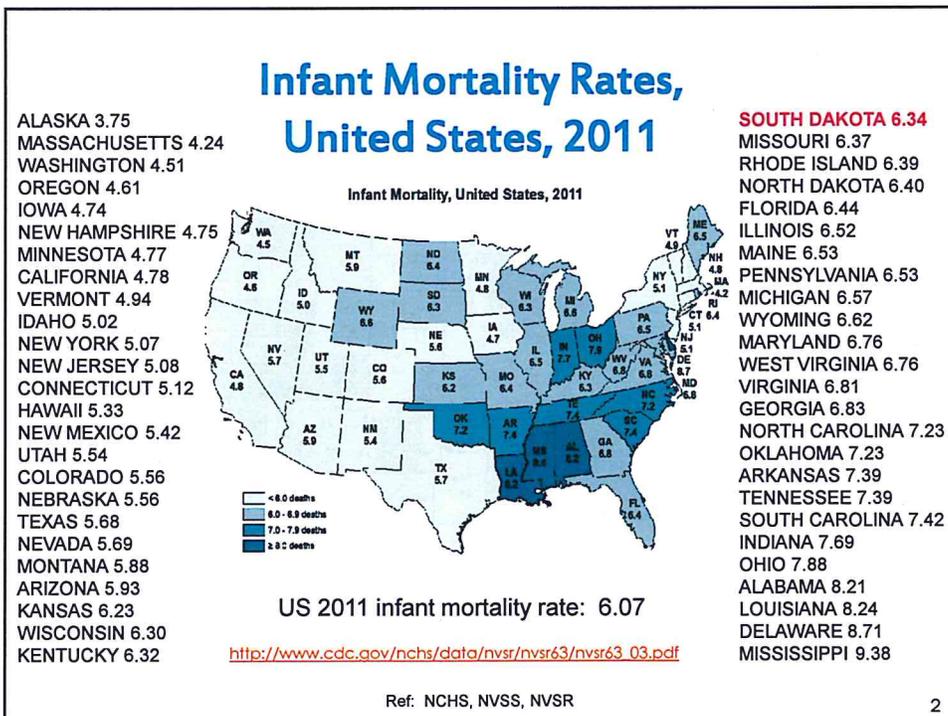


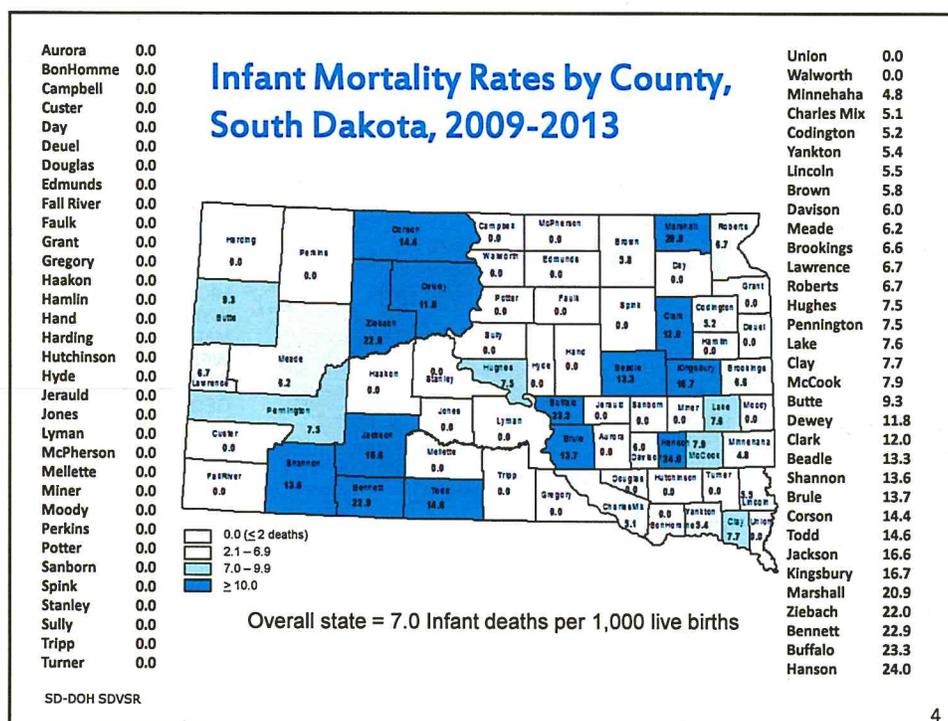
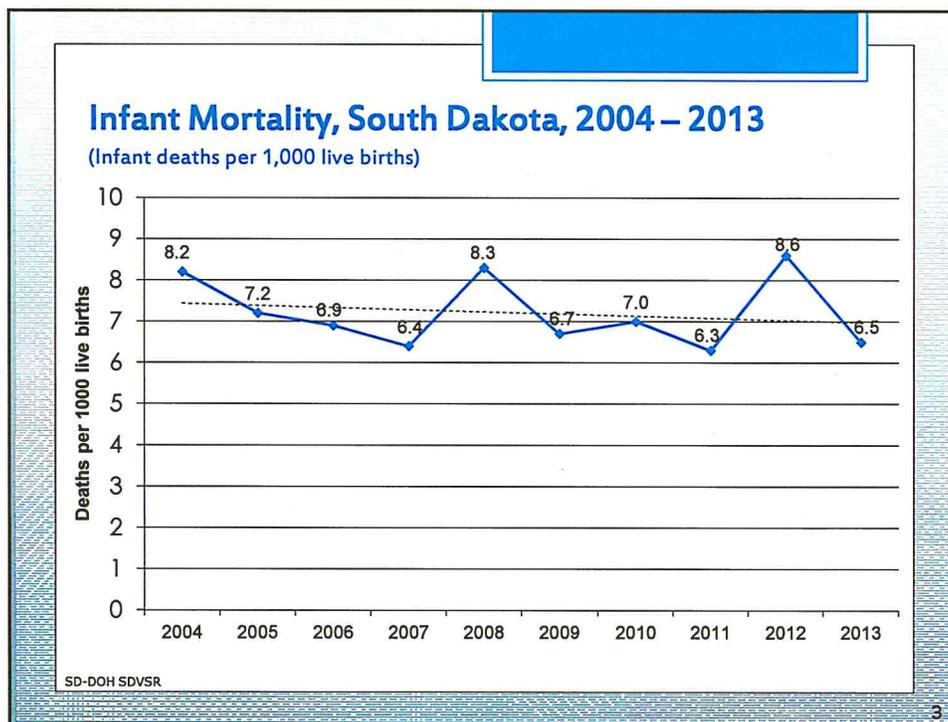
South Dakota Infant Mortality Initiative

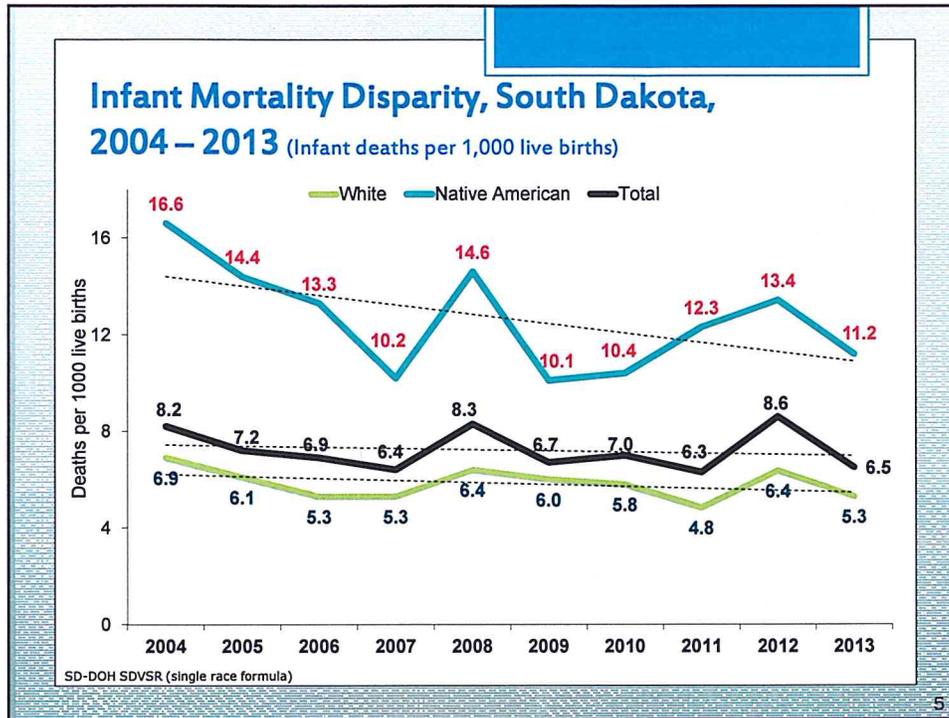
Doneen Hollingsworth, Secretary of Health
 Presentation to Joint Interim Committee on Appropriations
 December 2, 2014



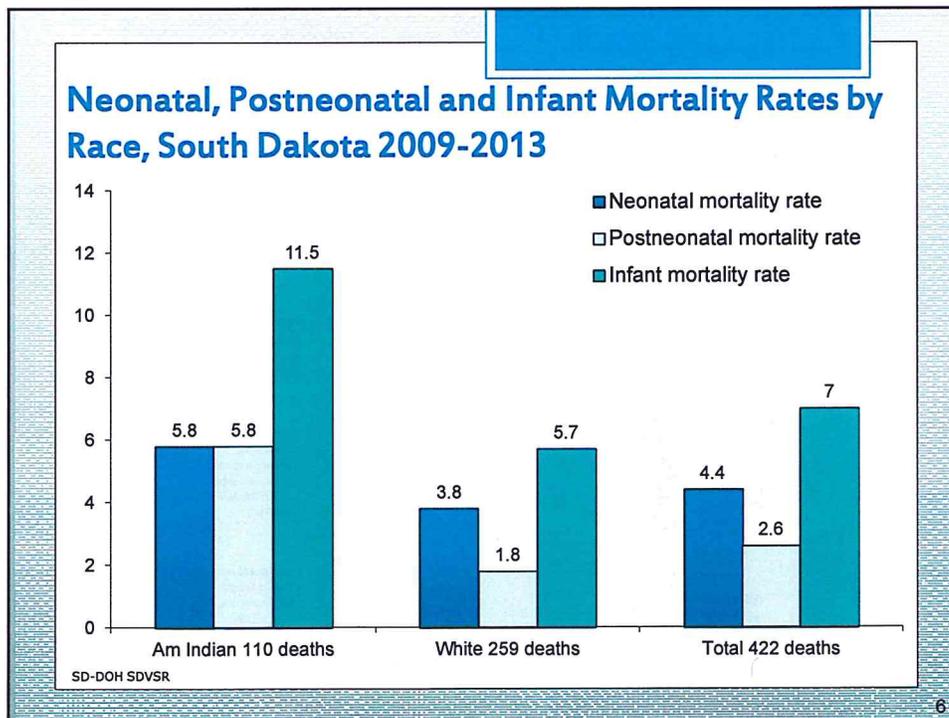
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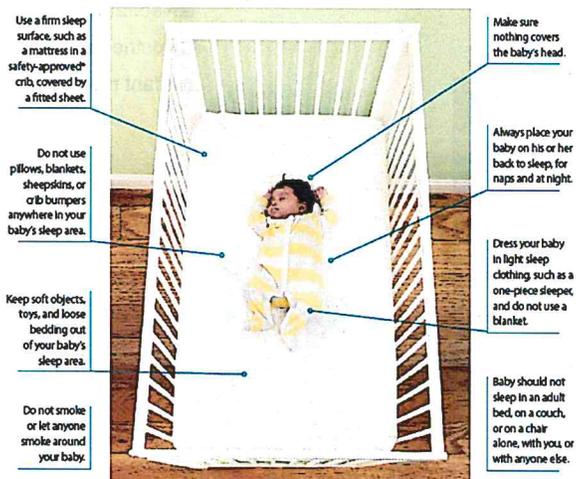
6

Safe Sleep

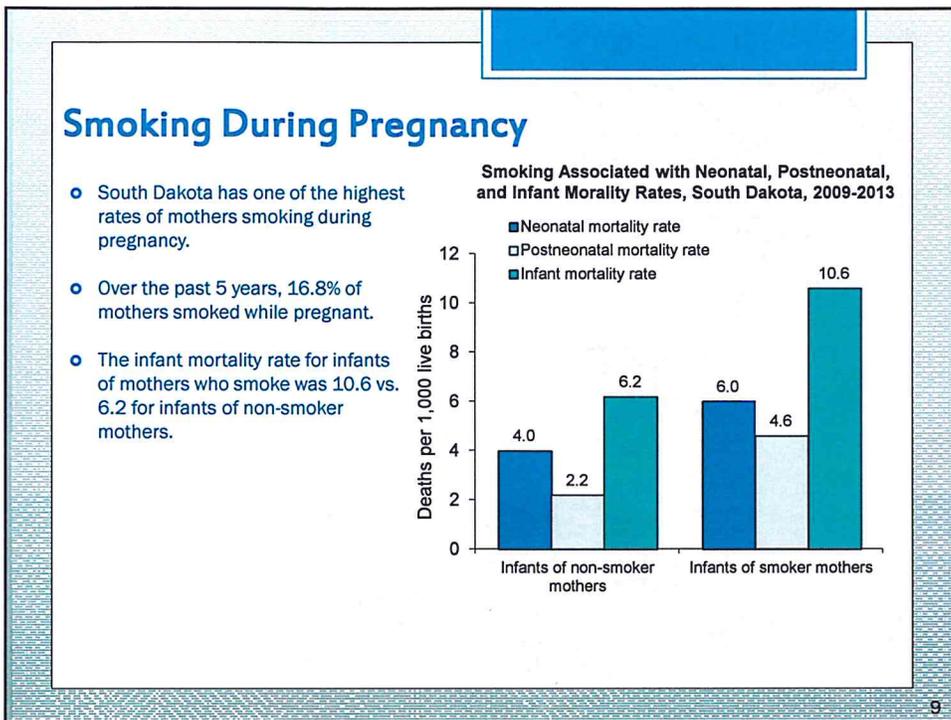
- South Dakota *Cribs for Kids*® was established in April 2012 to distribute cribs to families who need a safe sleep environment for the baby.
- The Safe Sleep Kit includes a Play 'n Pack crib, crib sheet, sleep sack, *Safe Sleep for Your Baby* DVD, *Safe Sleep Baby Safe and Snug* children's book, and pacifier and is provided to low resource families at no cost.
- Staff provide education about the use of the crib and ways to reduce the risk of SIDS and accidental suffocations
- As of November 19, 2014, the DOH has distributed 4,630 Play n' Pack cribs and full-sized cribs to families, child care programs, foster care providers, and domestic abuse shelters.
- Several hospitals are also raising funds and distributing cribs to families of infants born in their facility.

7

What does a safe sleep environment look like?



8



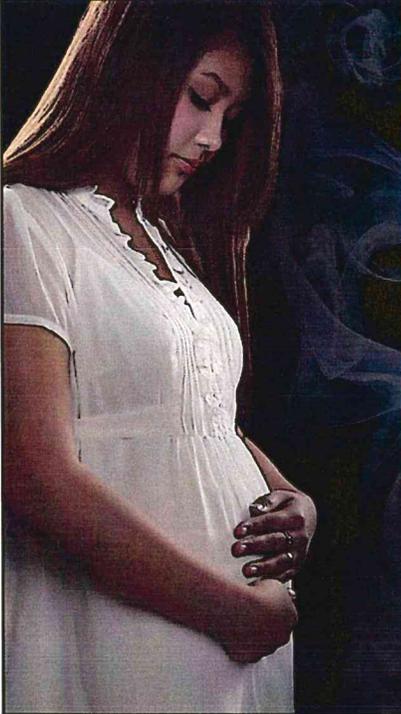
Would you stop smoking around them?

- In 2013, 15.1% of mothers smoked while pregnant
- Infants exposed to secondhand smoke are at greater risk for SIDS
- Children of smokers are at greater risk for:
 - Being sick more frequently
 - More bronchitis
 - More pneumonia
 - More wheezing & coughing
 - More ear infections

*Good for you.
Good for the children.*

ENHANCED QUITLINE 1-800-737-8487

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Tobacco Control
Prevention
Public Education and Outreach

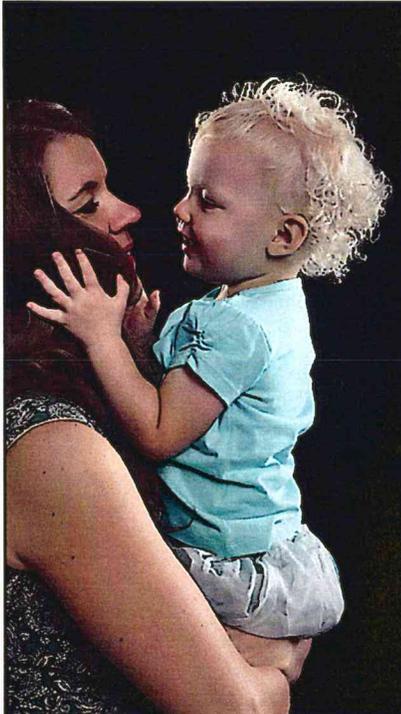
- Developed a statewide media campaign to inform pregnant women and parents about the dangers of smoking during pregnancy and secondhand smoke exposure.

*When you smoke so does your baby.
When you smoke so does your baby.*

1.866.SD-QUIT 1.866.737.9432



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- It's free & it works!**
 - 2x more likely to quit when you use a coach
 - Coaches will help you develop a personal program
 - You dial the number
 - We work on quitting together
- Online click-to-call feature**
<http://sdquitline.com/enroll/>



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