BIRMINGHAM Safeguarding Children PARTNERSHIP

West Midlands Violence Reduction Unit

NHS Birmingham and Solihull Clinical Commissioning Group

NHS Birmingham Community Healthcare NHS Foundation Trust

Having a Drink? Who's in Charge?

Keeping children safe when adults are drinking alcohol

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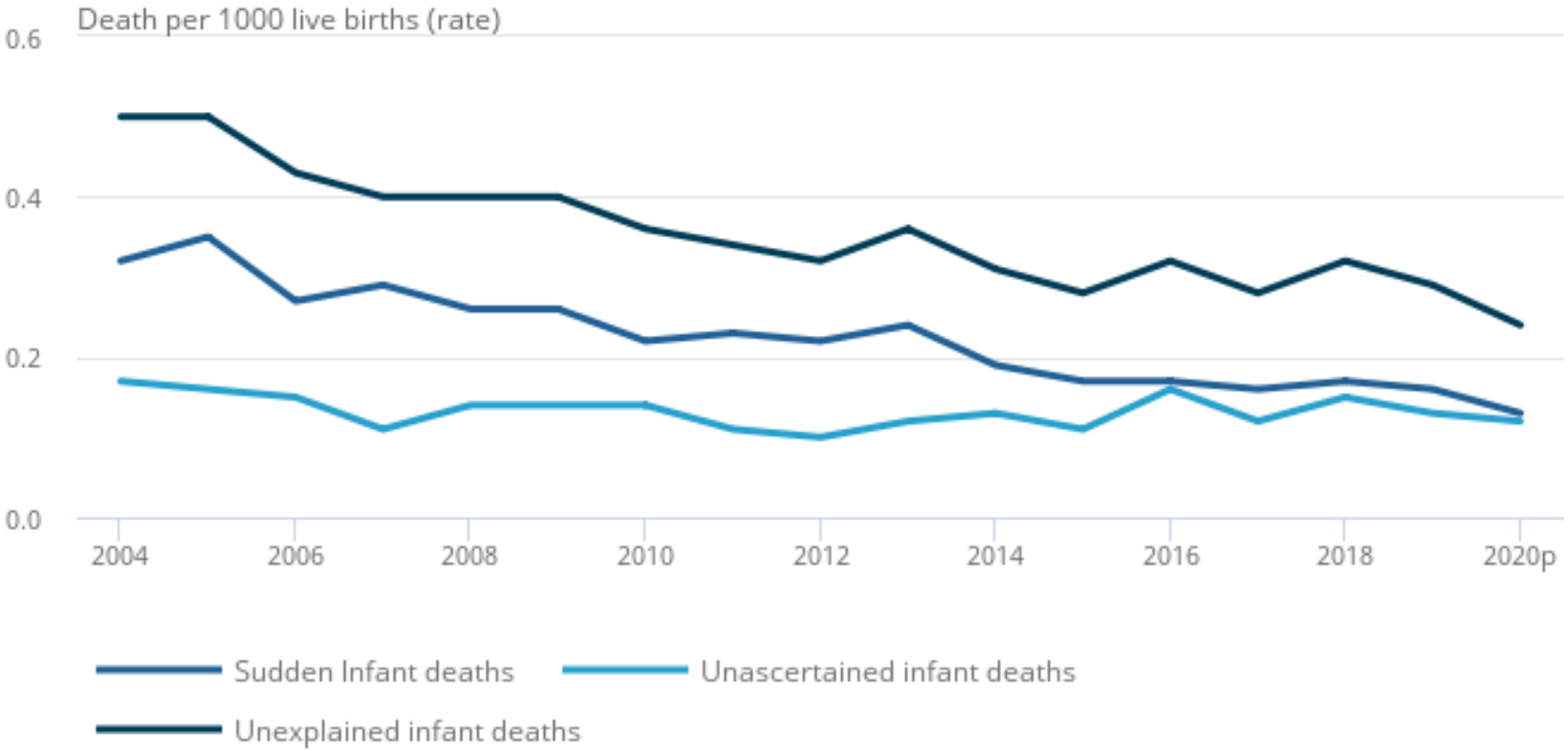
Figure 1: The unexplained infant mortality rate has generally decreased since reporting began in 2004

All unexplained infant mortality rate, England and Wales, 2004 to 2020p



Source: Office for National Statistics – Deaths in England and Wales

The problem

- As SUDI rates have fallen, increasing proportion of cases with alcohol/drug misuse and co-sleeping
- 11/37 SUDI in WM 2019-20 involved alcohol & co-sleep
- NCMD SUDIC report 64/124 unexplained infant deaths occurred while co-sleeping, 32/64 parents had consumed alcohol, illicit or prescribed drugs.
- Concern about risks of accidents due to poor supervision

New survey shows 9 in 10 parents co-sleep but less than half know how to reduce the risk of SIDS

Survey of over 3,400 parents shows that 9 in 10 co-sleep but less than half were given co-sleeping advice by a health professional.

Co-sleeping with your baby

Some parents choose to share a bed or other sleep surface (also known as co-sleeping) with their babies. Read our advice on how to co-sleep more safely.

CONTENTS

Safer sleep advice

- **Co-sleeping**
- Room temperature
- Safer sleep in winter
- Coronavirus (COVID-19) and caring for your baby
- Sleeping position
- Car seats and SIDS
- Mattresses and bedding
- Swaddling and slings
- Sleeping products
- Safer sleep for babies away from home or in emergency situations
- Dummies
- Baby Check App
- What is sudden infant death syndrome?

To reduce the risk of sudden infant death syndrome (SIDS) **the safest place for a baby to sleep is in their own clear, flat, separate sleep space**, such as a cot or Moses basket. However, we know that many parents find themselves co-sleeping whether they mean to or not. **Wherever you're planning for your baby to sleep we recommend making your bed a safer place for baby.** Our advice on co-sleeping with your baby will tell you how.

What is sudden infant death syndrome?

Room sharing

Coping with sleep deprivation as a new parent

A clear cot

Breastfeeding

Twins

Immunisations and SIDS

Premature babies

Safer Sleep for babies online presentations

Smoking

Dads Zone

When not to co-sleep

Whether you choose to co-sleep or it is unplanned, there are some **key risks you should avoid**.

Co-sleeping with your baby is very dangerous if:

- you or anyone in the bed has recently drunk any alcohol
- **you or anyone in the bed smokes**
- you or anyone in the bed has taken any drugs or medication that make you feel sleepy
- your baby was born **prematurely (before 37 weeks of pregnancy)** or weighed under 2.5kg or 5½ lbs when they were born.

In these scenarios, it is **always** best to put baby in their own safe sleep space, such as a cot or Moses basket. Keeping the cot or Moses basket next to your bed might make this easier.

Never fall asleep on a sofa or armchair with your baby. The risk of SIDS is 50 times higher for babies when they sleep on a sofa or armchair with an adult. They are also at risk of accidental death as they can easily slip into a position where they are trapped and can't breathe.

Co-sleeping more safely

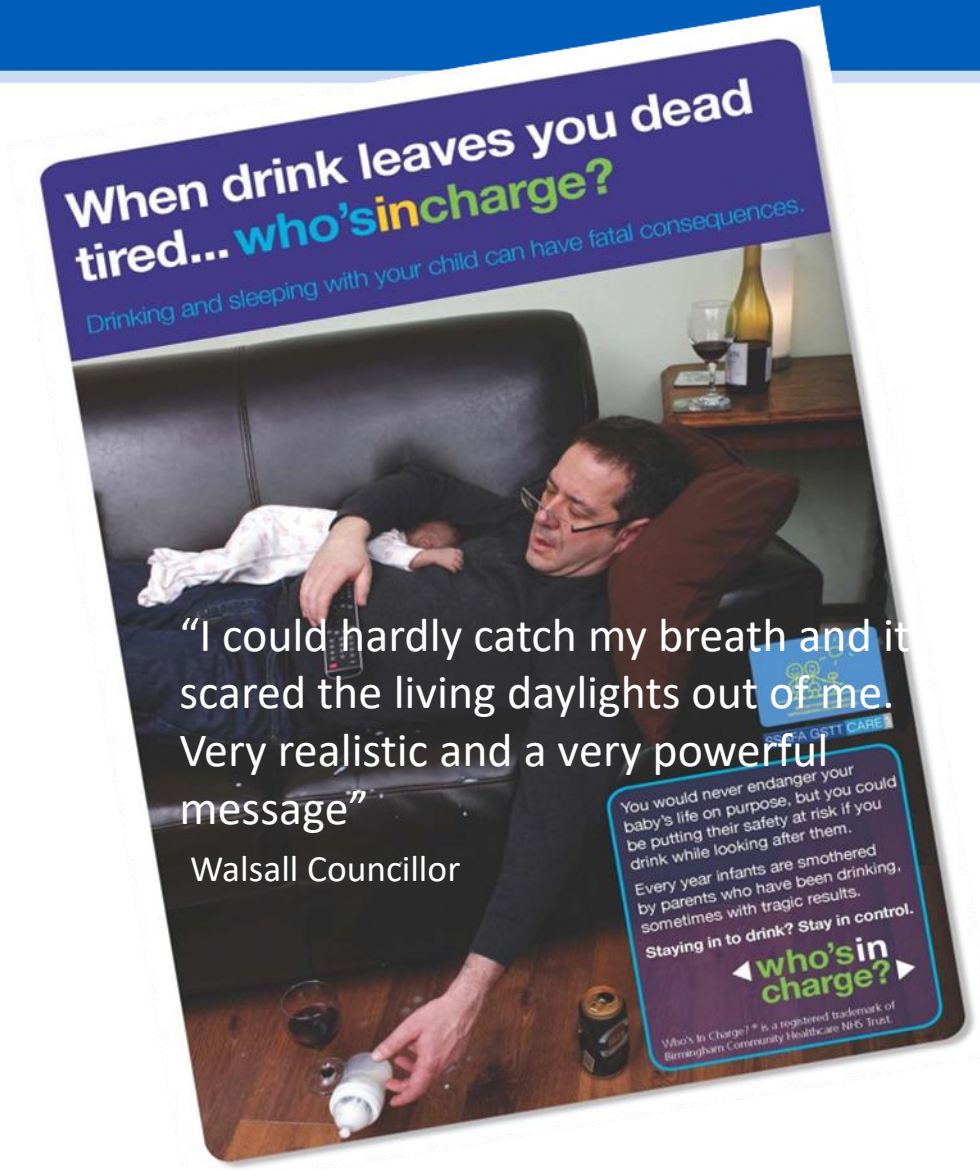
- Keep pillows and adult bedding away from your baby or any other items that could cover their head or cause them to overheat. A high proportion of babies who die as a result of SIDS are found with their head covered by loose bedding.
- Follow all **The Lullaby Trust's other safer sleep advice** to reduce the risk of SIDS such as sleeping baby on their back
- To reduce the risk of accidents, do not bring other children or pets into bed with you.
- Try to make sure or check that baby cannot be trapped, wedged or fall out of bed or get trapped between the mattress and the wall
- Never leave your baby unattended in an adult bed

If you are bedsharing with your baby you should consider **any** risks before **every** sleep. It is easy

Aims of "Who's in Charge?"

- An integrated Public Health and Safeguarding message
- A call to action for behavioural change in the home
- Awareness and learning into practice - tools for discussion
- A memorable phrase and a hard hitting message
- The voice of the child –

"Who's in Charge of me?"



"I could hardly catch my breath and it scared the living daylights out of me. Very realistic and a very powerful message"

Walsall Councillor

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Getting the message right – Family Nurse Partnership feedback on original WiC concept images

"Just shows how much we are drinking without realising – its cheaper to drink at home and **you think you're safe as you don't have to drive"**

- The Expectant Parents

"I never thought of it like that before – nobody tells you that stuff"

- A Teenage Parent

" I put them to bed on a Friday and it's my night off – I buy a bottle of wine for myself - **I didn't think till I saw you do that…makes me think what I am doing now"**

- A Single Parent

"Never thought about that like that. **I tell them to have a good night out, you know have a good drink, and sit for them, but when they come back I go home.** If they bring the kids round to us to stay we might have a bottle of wine once they're in bed"

- The Grandparents

Developing the film campaign

- Our Funding: Birmingham Community Healthcare Trust / Birmingham Safeguarding Partnership
- Our team: SUDI & safeguarding clinical specialists, experienced film maker
- Our vision: To reduce avoidable deaths and injuries in young children related to parental alcohol use.
- Our product: Integrated public health/safeguarding messaging – a direct to public campaign of five short films designed for social media, COVID compliant messaging.

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Staying in to drink?

Social Media feedback
Aiming for behaviour change

Is true do not sleep with baby on a sofa – especially when you are tired – that's a No No'

And when they aren't babies

Really good advice – well done

OMG

I don't drink anyway – makes me sad that I did

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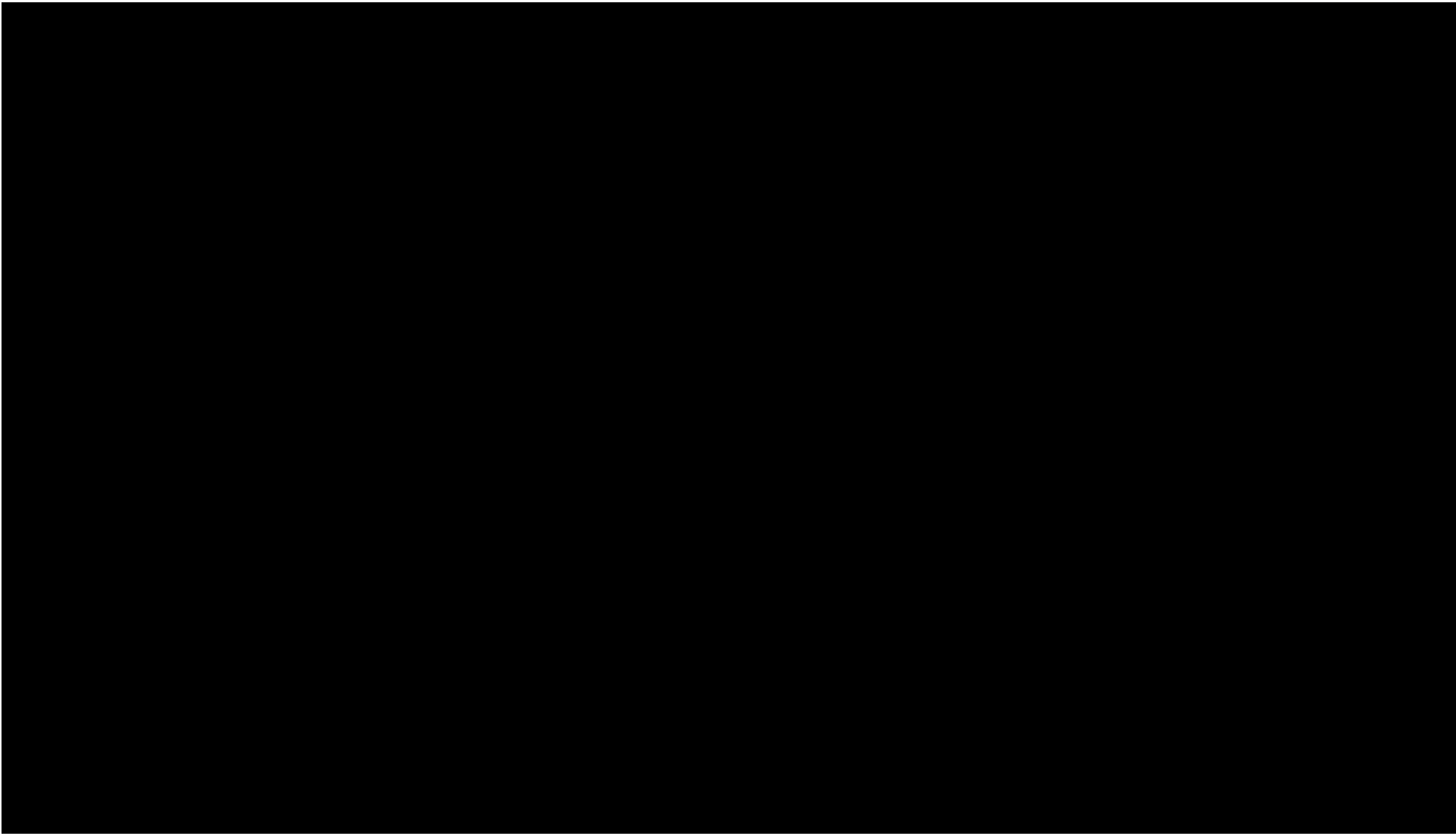

Been out to drink?

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Social Media Feedback

Aiming to raise awareness

I got stressed watching this

I think they should do a campaign for parents of kids of 6,7,8,9,& 10 year olds they think cos their children are old enough to look after themselves its ok for them to get wasted. Poor children watching drunken parents all over the place and accidents still happen.

Maybe not the best timing here people are feeling scared isolated exasperated, and in some cases bereaved

The reason they are probably doing this now is because more people are at home and are drinking more heavily so I understand why

Turning to alcohol doesn't make the situation any better especially if you have to care for children – not a good idea

People might not even realise the danger and babies die , definitely better to educate and prevent it from happening.

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Measuring Effectiveness of a social media campaign

- Need to be clear where message is to be directed and that imagery and language is acceptable to target audience.
- Need to understand audience's use of social media in order to target effectively
- Need communications and social media expertise in order to deliver targeting via algorithms
- Need to agree period of active promotion and close monitoring of outcomes.
- Need to work closely and remain flexible and adaptable to respond to uptake and increase effectiveness.

Measuring Effectiveness in the context of social media behaviour

- **Reach** = the total number of people who have seen the ad
- **Impressions** = the number of times your ad or content has been displayed on a screen.

Campaign	Reach	Impressions	ThruPlays	Link Clicks	Amount Spent
June/July 2022	63,280	223,422	94,951	274	£2,000.00
Jan/Feb 2023	27,475	97,555	64,285	593	£1,000.00
Total	90,755	320,977	159,236	867	£3,000.00

- **ThruPlays** = someone watches at least 15 unique seconds of the video
- **Link Clicks** = someone has clicked on the link included in the ad

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Targeting for effectiveness from Social Media feedback

- Films released on Facebook & Twitter across city safeguarding partnership & health social media
- Consideration for release & timing according to season
- Films designed for visual messaging considering diversity of audience
- Targeted advertising
- Films shortened after initial feedback
- Impact of Covid on
  - Drinking at home
  - Relaxation of lockdown
- To date videos watched by >1 million people
- 2021 HSJ Patient Safety Safeguarding award

"Who's in Charge?"

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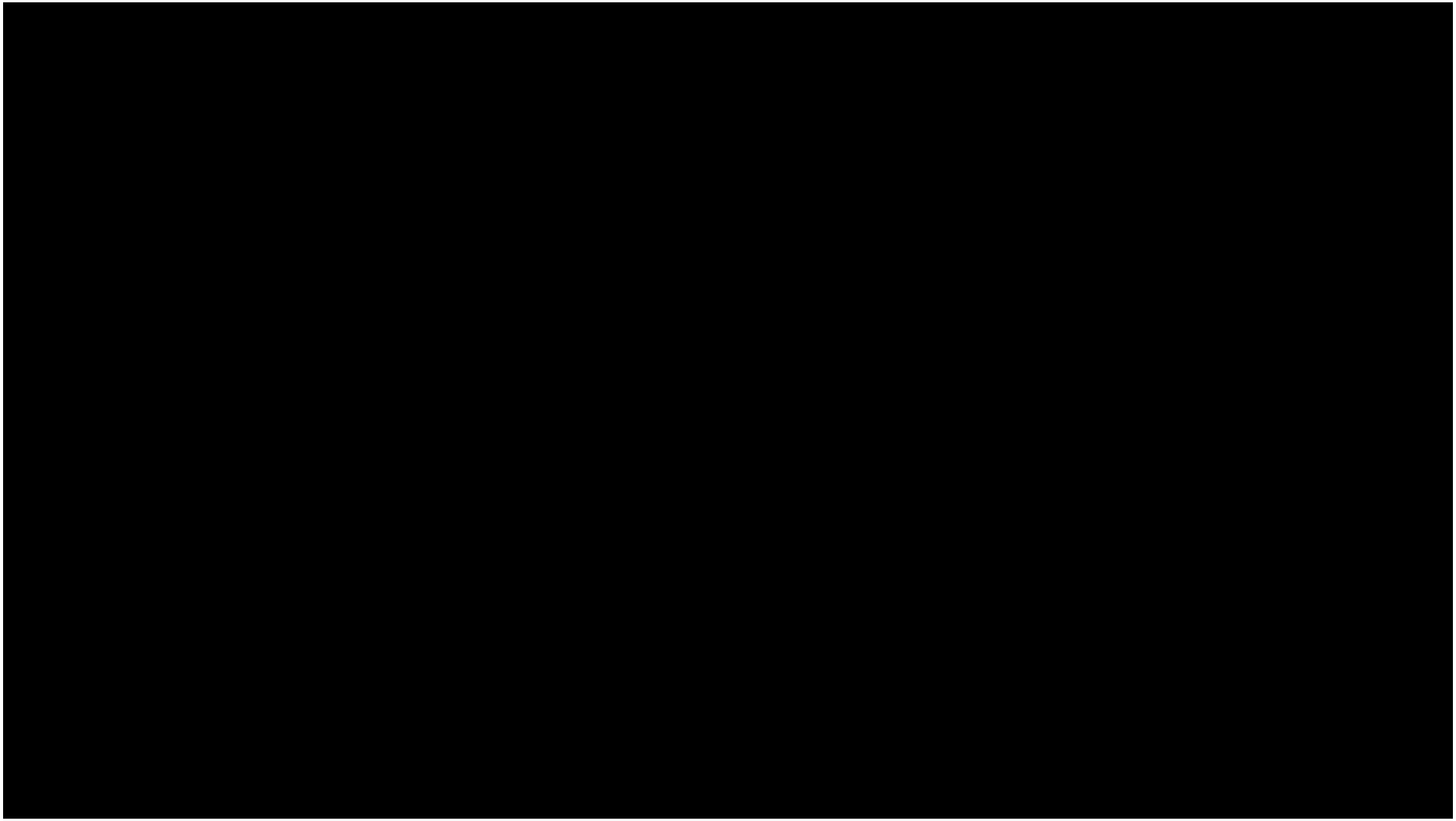

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Having a get-together?

Social Media Feedback
Aiming to initiate conversations and peer group discussion

Don't drink while looking after kids – its that simple

That's what I was on about mate

OMG How Scary!

Ino mate – Ive just read that a lot of babies died like that this year and 8 of them was from Birmingham

Ino it does happen – ino people its happened to – ino of 3 people – I'm glad I don't drink anymore- I panic over the slightest thing now

- **One child I knew was 10 years old and fell down the stairs and his Mum was on the sofa and too drunk to notice. The lad had a twisted ankle and concussion. If you have a glass of wine while looking after your children then fine but just have one and put the rest back in the fridge unless there is another sober adult in the house**

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Never, Ever Shake a Baby

- Keeping babies safe funding
- Abusive head trauma prevention messages well known, targeted at mothers
- Fathers and mother's partners are frequently perpetrators
- Need for targeted education campaign

Creating the campaign

- Storyboard ideas with teenage parents
- Actors from local dance troop
- Babies from local paediatric trainees
- Location provided by special school housing
- Feedback on film from young parents
- Young Fathers group feedback

"It would make them think and got the message across without making them feel bad for having moments where they found fatherhood stressful"

- Approval from Lullaby and ICON
- Endorsement and support of city Safeguarding partnership
- Social marketing campaign targeting young fathers.

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Current outcomes

- Shared and promoted across national, regional & local safeguarding partnerships including U-Tube, Twitter, social media, professional conferences, public & parent education activities and campaigns.
- Perinatal mental health, drug agencies, voluntary sector agencies using in young father discussion groups, and public events
- Sports teams approached (Aston Villa supporting)
- Prison service endorsed and using to initiate discussion with young parents
- Films can be have local branding at small cost

Thank you

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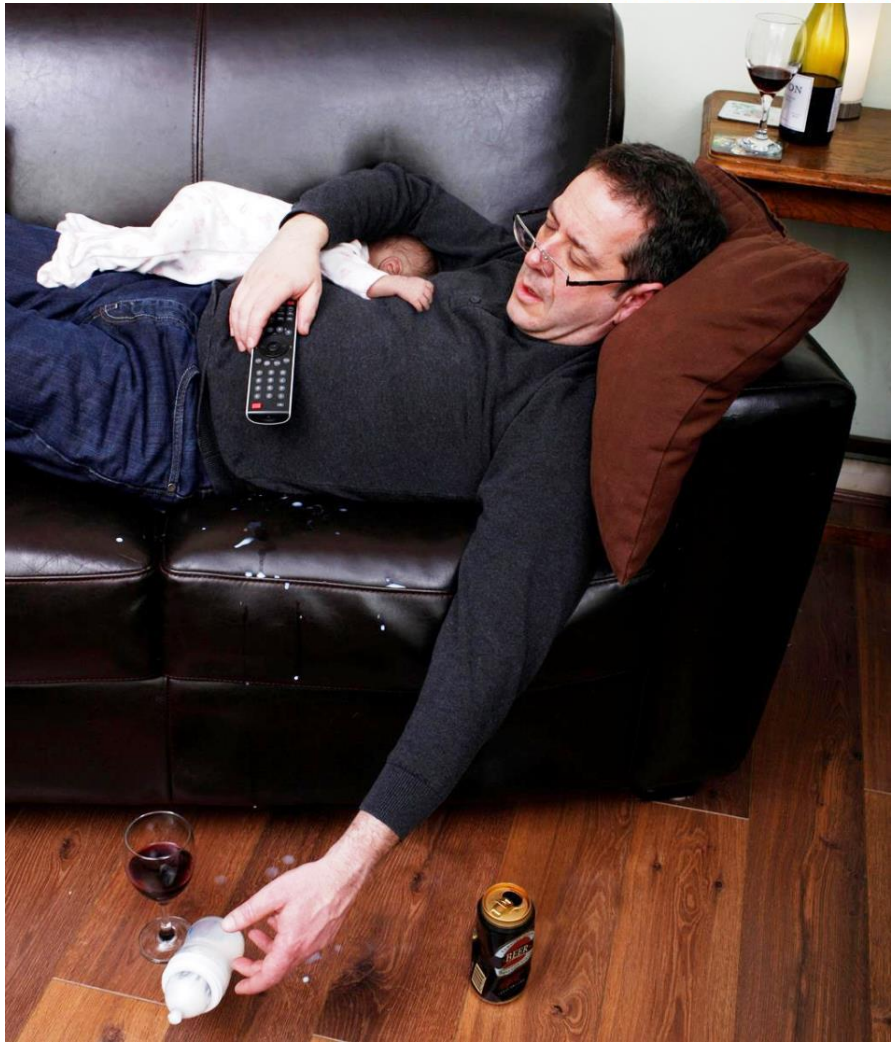

- https://www.bhamcommunity.nhs.uk/about-us/news/latest-news/whos-in-charge-video-campaign/resources/
- https://www.youtube.com/@nhsbirminghamandsolihull4379

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