

CTF Safe Sleep Grant Program

Final Evaluation Overview

Executive Summary:

Reducing sleep-related infant injuries and deaths remains a key goal in Missouri. Under the direction of the Missouri Children's Division (CD), the Missouri Safe Sleep Coalition was formed in late 2016, consisting of several state and private community agencies and healthcare providers to develop, support and distribute consistent safe-sleep messaging statewide that aligns with the American Academy of Pediatrics (AAP) 2016 Recommendations for Safe Infant Sleeping Environments. As a result of this commitment, the Children's Trust Fund (CTF), a member of the Coalition, launched its Safe Sleep Grant Program from July 1, 2021, through June 30, 2025, which funded five regional state grantees to distribute safe sleep surfaces and provide safe sleep education to Missouri communities. This CTF Safe Sleep Grant Program Evaluation Report will provide a current understanding of the program's strengths and impacts, as well as future opportunities for safe sleep programming in Missouri.

Evaluation Purpose

“I learned updated information as the recommendations have changed.

I learned that room sharing reduced SIDS by 50%.

- 1** Overview of the five regional Safe Sleep Grant Project Grantees.
- 2** Understand how each grantee program overlaps with the AAP 2016 Recommendations for a Safe Infant Sleeping Environment (**Process Evaluation**).
- 3** Understand caregiver and provider experiences of the safe sleep programs and if they influenced compliance with AAP safe sleep guidelines (**Impact Evaluation**).
- 4** Determine the extent to which the safe sleep programs achieved their intended outcome of increasing safe sleep knowledge & reducing rates of sleep-related infant injuries and death (**Outcomes Evaluation**).



[View the Full Evaluation Report](#)

CTF Safe Sleep Evaluation

Key Takeaways and Opportunities

Process Evaluation Key Findings

- 1 All grantee safe sleep program materials aligned with **2016 AAP Safe Sleep Recommendations**
- 2 Newer grantee program materials incorporated some **2022 AAP Safe Sleep Recommendations**

Outcome Evaluation Key Findings

- 1 Grantee safe sleep programs **increased caregiver and provider knowledge**
- 2 Most caregivers and providers scored higher on the post-training survey than on the pre-training survey
- 3 Provider participants self-reported they **gained safe sleep knowledge and more confidence** educating others on safe sleep recommended practices

- 3 Program **content was consistent** across grantees and all material sources
- 4 Program materials lacked content to address **common and nuanced challenges** related to safe sleep practices or ways **to help navigate cultural and family traditions**

SUID in Missouri 2018 - 2022

104.5
per 100,000 live births

22nd
highest SUID rate among 50 states and D.C.

Black/African American
infants are over-represented in sleep-related infant deaths

Future Opportunities

1. **Improve access to local data** to enable a more precise understanding of program impact and service gaps.
2. **Expand demographic reporting** to target programs and messaging for high-risk communities.
3. **Engage with community-based organizations serving disproportionately affected populations** to create culturally relevant materials and outreach approaches.
4. **Strengthen cross-sector partnerships** to ensure more consistent messaging, improve data sharing and coordinate culturally responsive outreach.
5. **Incorporate ongoing evaluation of program reach and impact** to better understand how and where safe sleep education efforts are influencing caregiver behaviors and community-level outcomes.

Key Takeaways from Families & Providers

Outcomes and Challenges

Reach Summary:

8255 caregivers trained

3181 pregnant caregivers trained

929 providers trained

6337 portable cribs distributed

4800 wearable blankets/sleep sacks distributed

5546 crib sheets distributed



“

Our emphasis on safe sleep with hospital staff led to a subtle but important shift toward hospital staff asking caregivers the open-ended question, *‘Where is your baby going to sleep?’* rather than the more common, *‘Do you have a place for your baby to sleep?’*

— Provider Testimony



Parent/Caregiver Takeaways and Challenges

over 800 responses

60%
gained general knowledge of safe sleep

25%
Learned the ‘ABC’s of Safe Sleep’

73%
shared general challenges to applying safe sleep practices

27%
Highlighted challenges in avoiding co-sleeping with infants

Provider Takeaways and Challenges

~ 210 responses

64%
thought caregiver receptiveness to safe sleep practices would be challenging

52%
gained general knowledge of safe sleep

21%
reported uncertainty with implementing safe sleep trainings with fidelity

18%
said older generations often hold onto unsafe practices and influence new parents