

# Children's Cabinet

## November 18, 2021



# Agenda – 4-5pm

- Welcome, Introductions, and adoption of minutes
- Housing Updates – Rent Relief RI & Homeowner's Assistance Fund
- Safe Sleep Presentation
- SEN Task Force Public Awareness Campaign
- Public Comment
- Adjournment

# Rent Relief RI

Rent Relief RI is an American Rescue Plan-funded program run by RI Housing to provide rental assistance (past-due and forward facing rent, utilities, legal assistance).

- **Dashboard:** Updated daily: [Dashboard](#)
- **Rent Relief RI website:** [rentreliefri.com](http://rentreliefri.com)
  - Rent Relief RI Call Center: 1-855-608-8756 Monday-Friday: 8:30am-5:30pm, Saturday 8:00am-1:00pm
- **Assistance:**
  - Pay for rent and some utilities (electric, water, trash, heat) owed back to April 1, 2020.
- **Eligibility:**
  - 80% AMI – Link to chart here: [Rent Relief RI Eligibility Requirements](#)
  - Financial hardship related to COVID – Self-Attestation form here: [Self-Attestation Form](#)
- **Documentation:**
  - Identification
  - Signed Self-Attestation Form
  - Proof of Residency
  - Proof of Income
  - Documentation demonstrating rental/utility arrearage
  - Landlord contact info

# Rent Relief Clinics

RI Housing & local YMCAs are hosting two clinics this weekend (appointment only). Additional clinics in Providence, Warwick, and other locations are also in the works.

- Friday Nov 19, 2021

- When: 4:00pm-8:00pm
- Where: Pawtucket YMCA – 20 Summer St, Pawtucket, RI
- What: in-person, by-appointment application assistance
- Schedule an appointment here: [RentReliefRI - Onsite Assistance | RIHousing](#)

- Saturday Nov 20, 2021

- When: 9:00am-12:00pm
- Where: Woonsocket YMCA - 43 Federal Street, Woonsocket, RI
- What: in-person, by-appointment application assistance
- Schedule an appointment here: [RentReliefRI - Onsite Assistance | RIHousing](#)

# Homeowner's Assistance Fund

Homeowner's Assistance Fund is a similar program run by RI Housing. RI is still waiting for federal approval before the program launches.

- RI Housing HAF Website: <https://www.rihousing.com/hafri/>
- Assistance:
  - Mortgage arrearages, monthly mortgage payments, principal reduction, utility assistance, flood/mortgage insurance, property taxes, HOA feeds, condo association fees, other housing-related expenses.
- Eligibility:
  - Income limits: [150% AMI Chart](#)
  - Must own and occupy a 1-4 unit dwelling in RI.
  - Must have experienced a COVID-related financial hardship after January 21, 2020.
  - Original mortgage balance must have been less than \$548,250.



# Rhode Island's Safe Sleep Program: Reducing Morbidity and Mortality Through Education and Support

Rhode Island Children's Cabinet  
November 18, 2021

# Agenda



- Framing the conversation
- National Data
- Rhode Island Data
- Safe Sleep Program Goals
- Trainings and Resources
- Next Steps/Discussion

# Framing the Safe Sleep Conversation



**SUDDEN UNEXPECTED INFANT DEATH (SUID)**  
The sudden and unexpected death of a baby less than 1yo in which the cause was not obvious before investigation. Causes could include: suffocation, entrapment, infection, ingestion, metabolic diseases, cardiac arrhythmias, trauma (accidental or non-accidental)

**37.0%**  
**SUDDEN INFANT DEATH SYNDROME (SIDS)** The sudden death of an infant younger than 1 year of age that cannot be explained even after a full investigation that includes a complete autopsy, examination of the death scene, and review of the clinical history.

**UNDETERMINED** In cases where the evidence is not clear or not enough information is available, the death may be considered to be of *undetermined* cause.

**34.7%**

**ACCIDENTAL SUFFOCATION & STRANGULATION IN BED (ASSB)** A cause-of-death code used for vital statistics purposes. This code is used to identify infant deaths caused by suffocation or asphyxia (blockage of the infant's airway) in a sleep environment. Examples include: Suffocation by soft bedding, overlay, wedging or entrapment, strangulation

**28.3%**

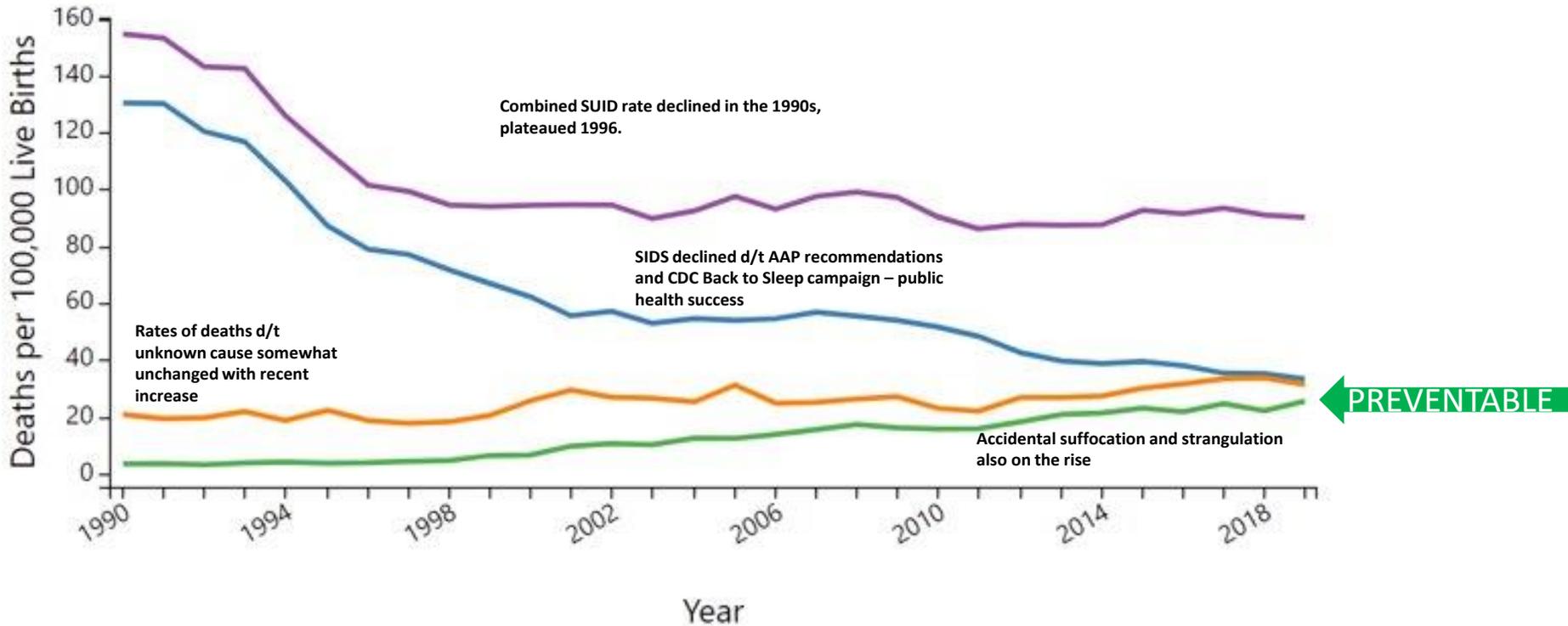
**3 most common causes of SUID in the U.S.**

# Framing the Safe Sleep Conversation



<b>Co-Sleeping</b>	<b>Room Sharing</b>	<b>Bed sharing</b>
<p>Infant and another person <b>sleep in close proximity to one another on the same or separate surface.</b></p>	<p>Infant and parent or another adult sleep <b>in the same room on separate surfaces.</b> Engenders safe feeding, comforting, monitoring, bonding.</p>	<p>Infant and another person <b>sleep together on the same surface</b> such as a bed, couch, chair.</p>

# U.S. SUID Trends



■ Sudden infant death syndrome ■ Unknown cause ■ Accidental suffocation and strangulation in bed  
■ Combined SUID rate

~3,500 sleep-related deaths among U.S. babies each year.

# Why is the rate of *Unknown Cause* rising?

- Data collection is not standardized
- Use of the Sudden Unexpected Infant Death Investigation Reporting Form (SUIDIRF) is voluntary
  - Assists and guides investigators to document findings consistently prior to autopsy
  - Could be used to recognize trends and new risk factors for researchers and public health

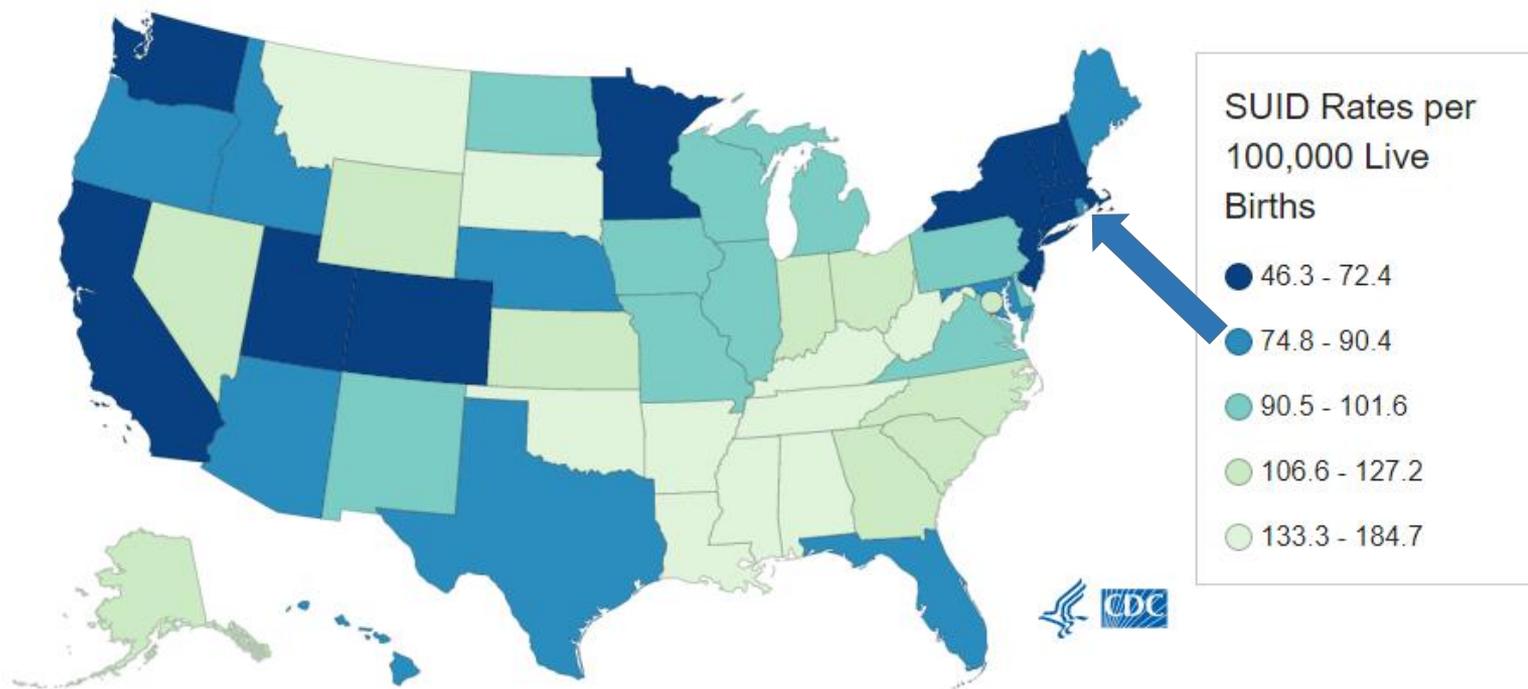


Infant demographics  
Pregnancy history  
Infant history  
Incident scene  
investigation  
Incident circumstances  
Investigation summary  
Investigation diagrams  
Summary for pathologist

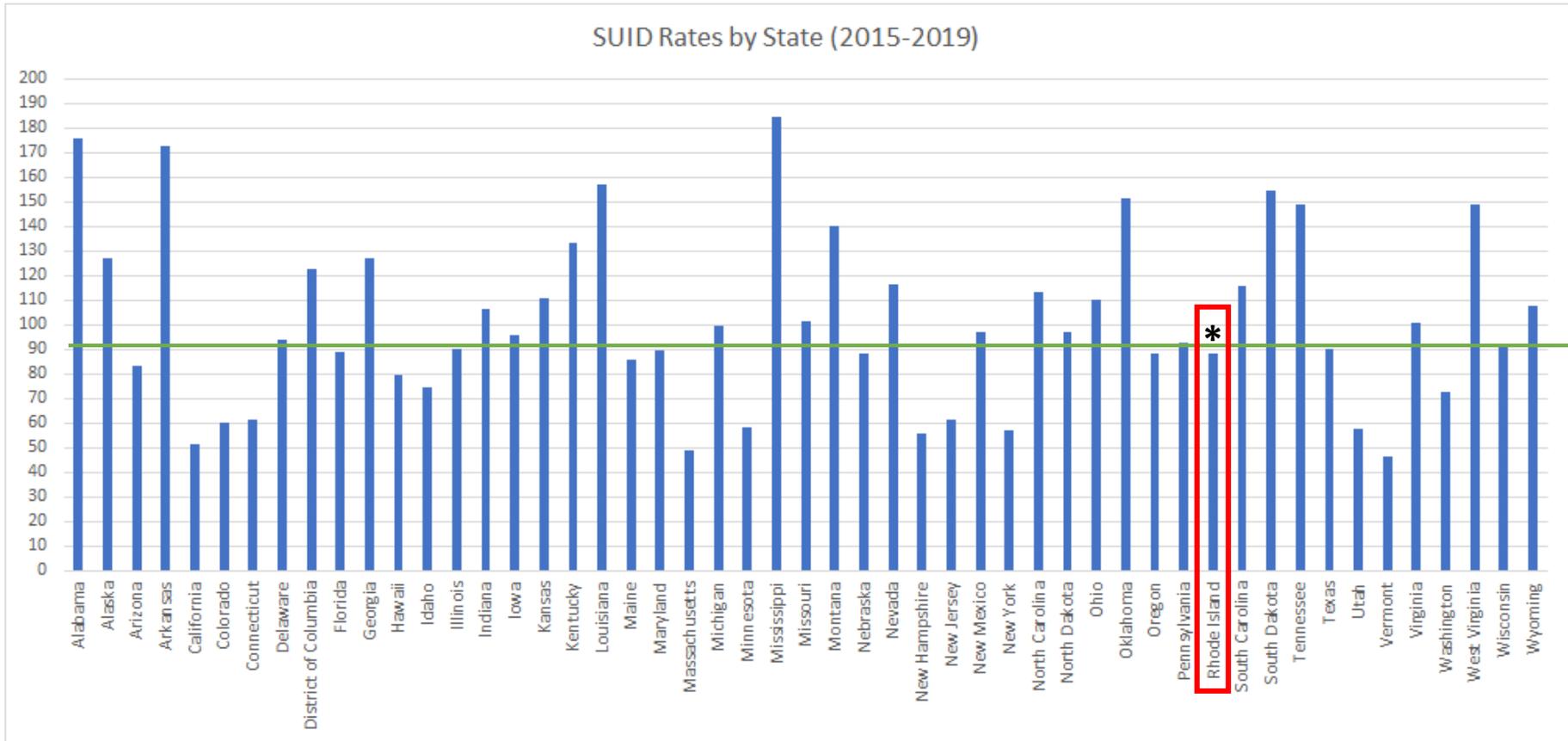
# SUID Rates by State, 2015-2019



- US average rate 91.7/100,000 live births
- RI average rate 88.5/100,000 live births



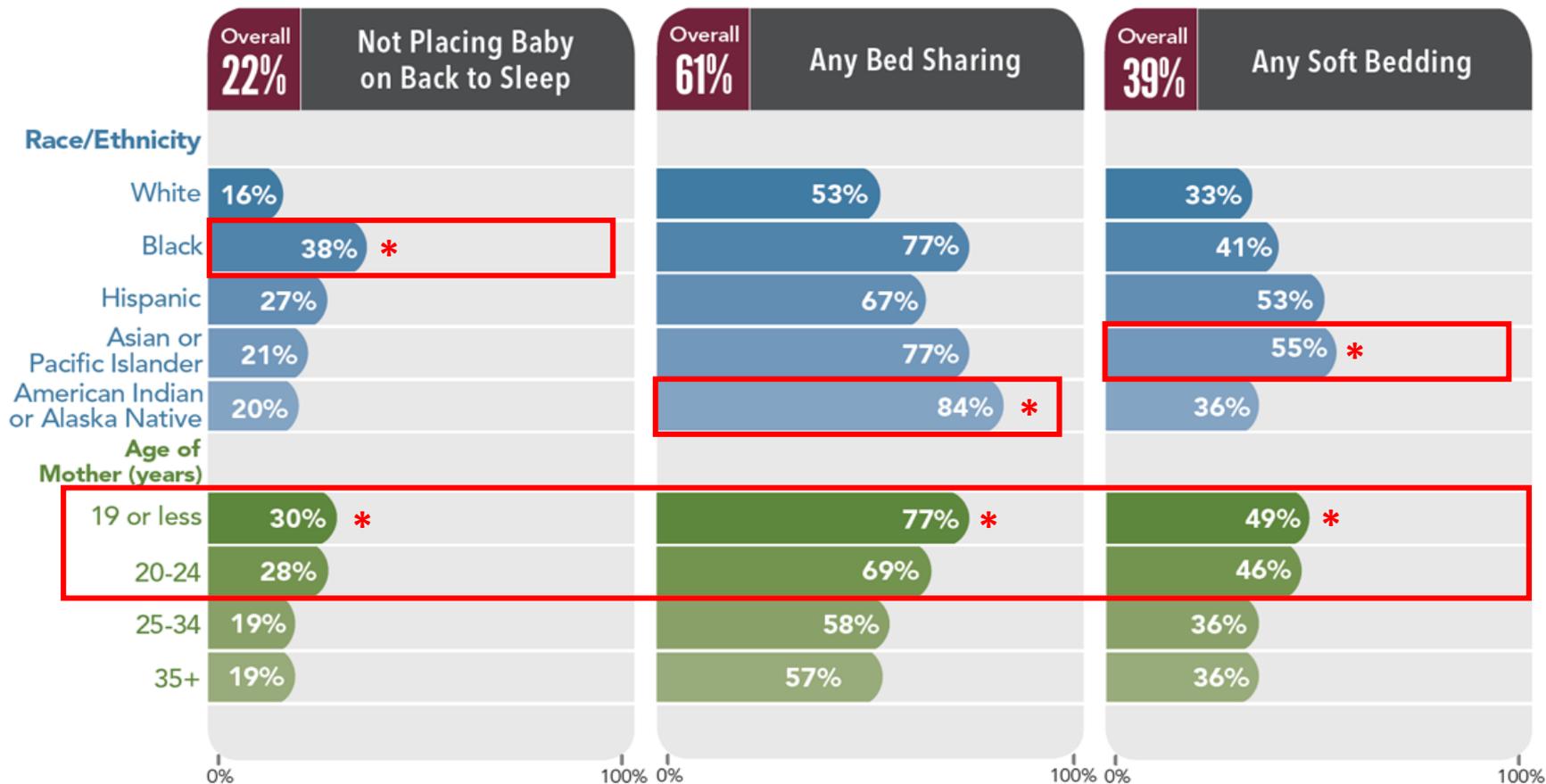
# SUID Rates by State, 2015-2019



US average rate 91.7

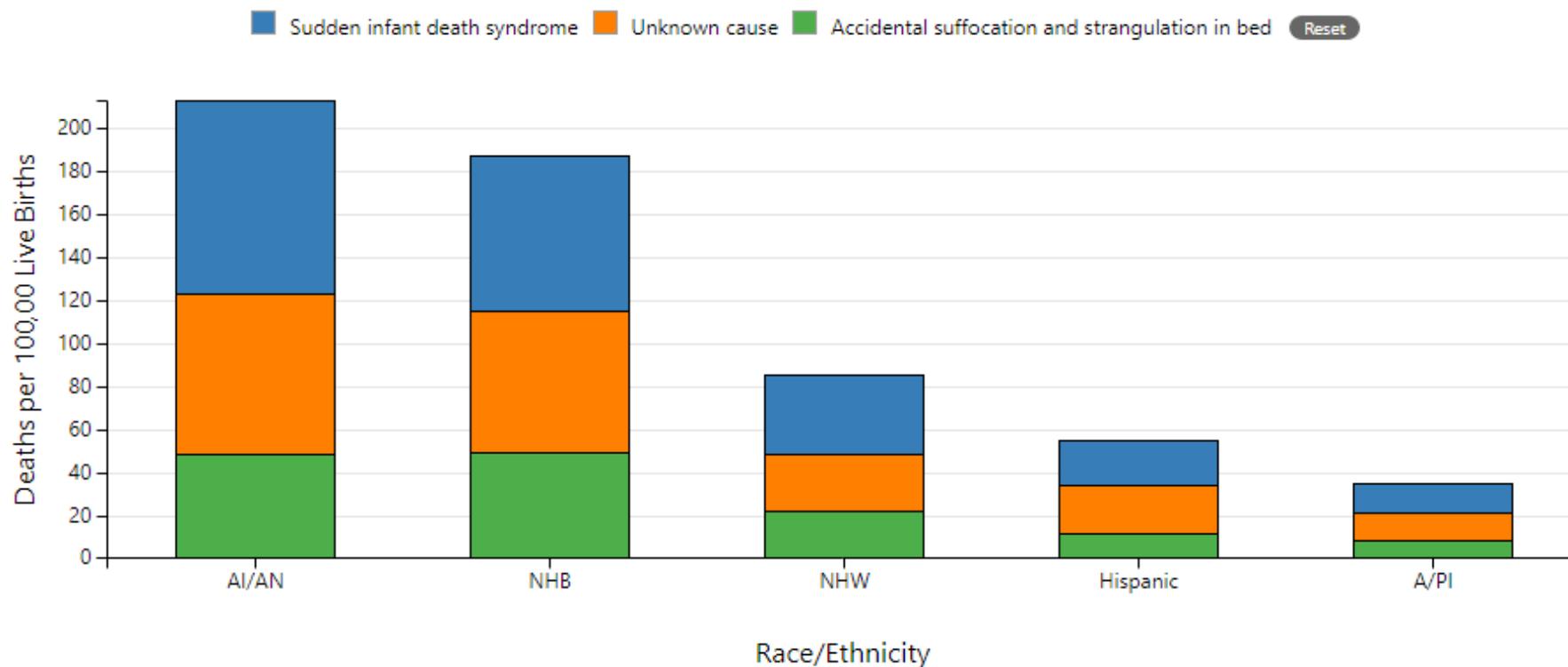
RI average rate 88.5

# U.S. PRAMS Data: Unsafe Sleep Practices by Race/Ethnicity/MOB Age 2015



SOURCE: Pregnancy Risk Assessment Monitoring System (PRAMS), 2015.

# U.S. SUID Rates by Race/Ethnicity (2014-2018)

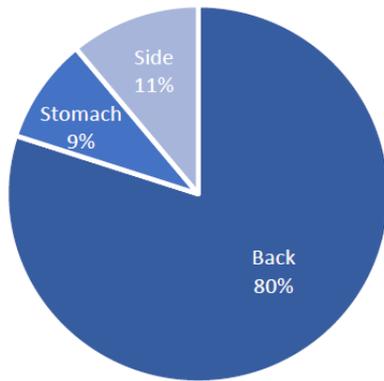


AI/AN = American Indian/Alaska Native; NHB = Non-Hispanic Black; NHW = Non-Hispanic White; A/PI = Asian/Pacific Islander

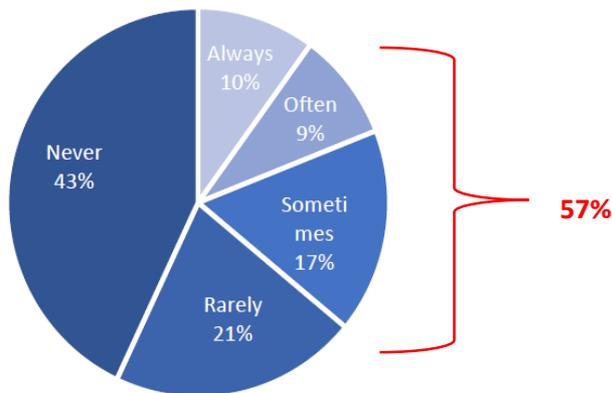
# Rhode Island PRAMS Data



Most RI babies are put to sleep on their backs.



More than half RI babies don't **always** sleep alone.

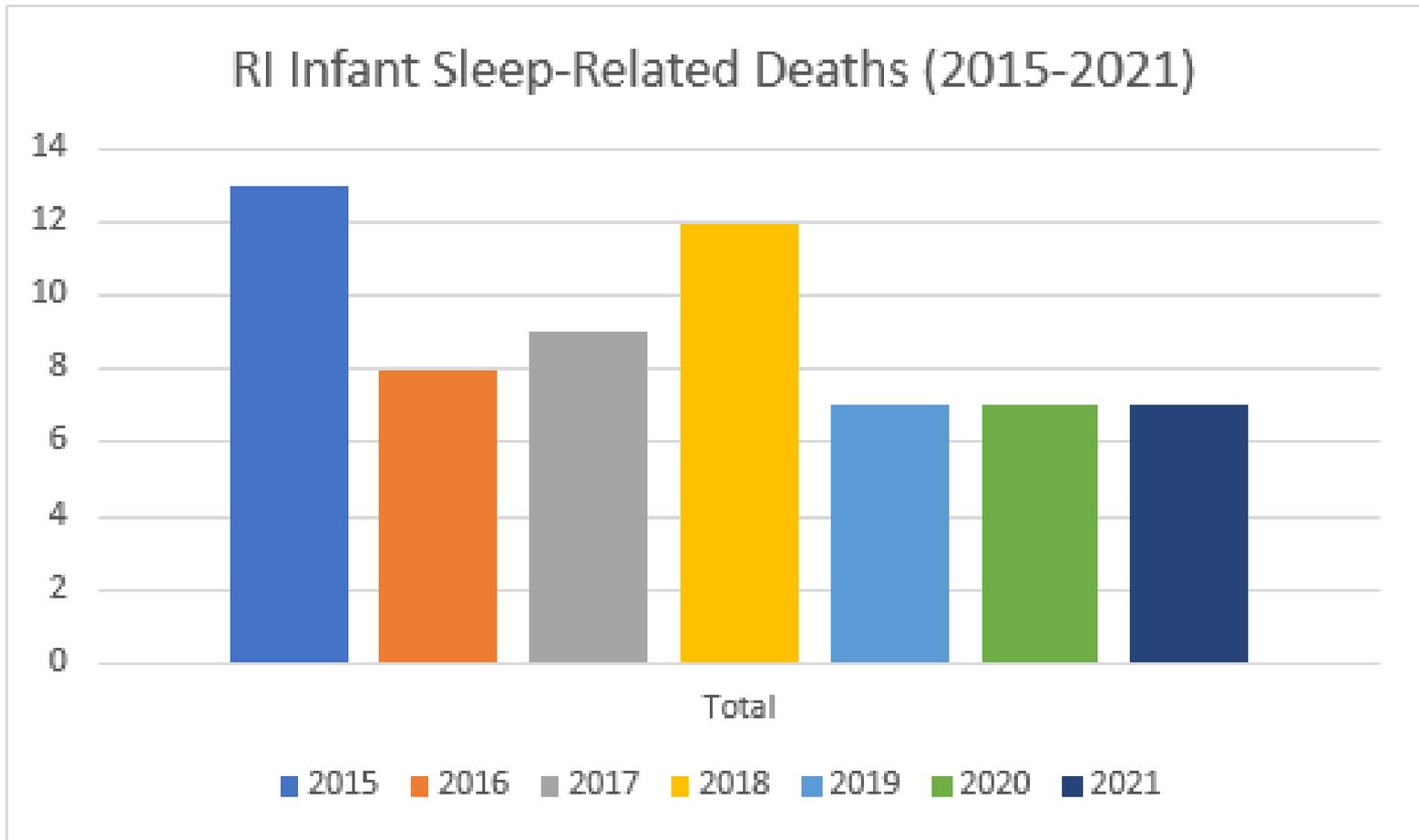


## Pregnancy Risk Assessment Monitoring Systems (PRAMS)

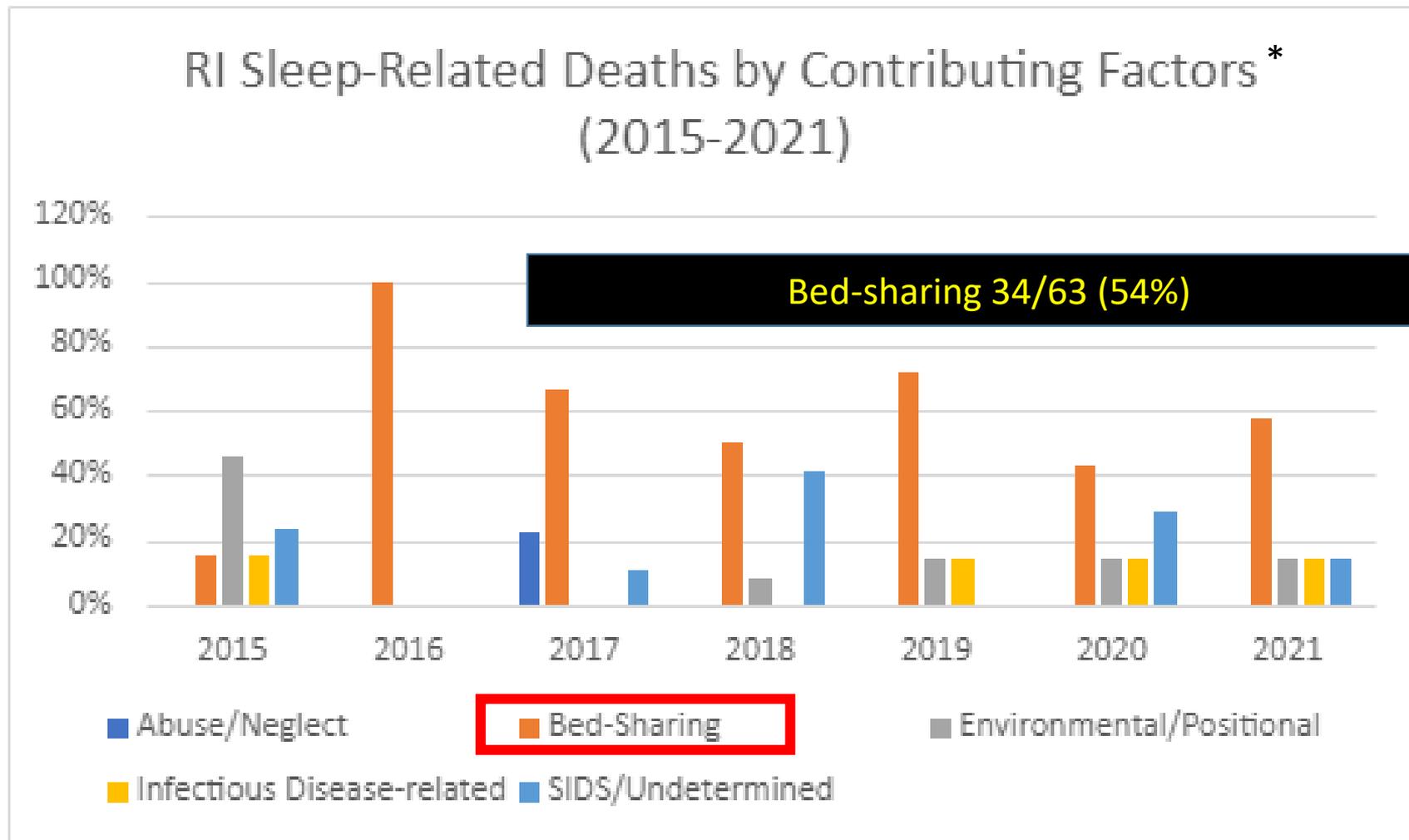
Demographic data for RI women who bed-share with their infants:

- < 29yo
- Black and Other Races
- Non-Hispanic
- Household income < \$29,000/year
- Not married
- Breastfeeding
- Do not place infant to sleep on their back
- Experienced poor social support
- Experienced post-partum depression
- Experienced delayed prenatal care

# RI Sleep-Related Deaths (2015-2021)

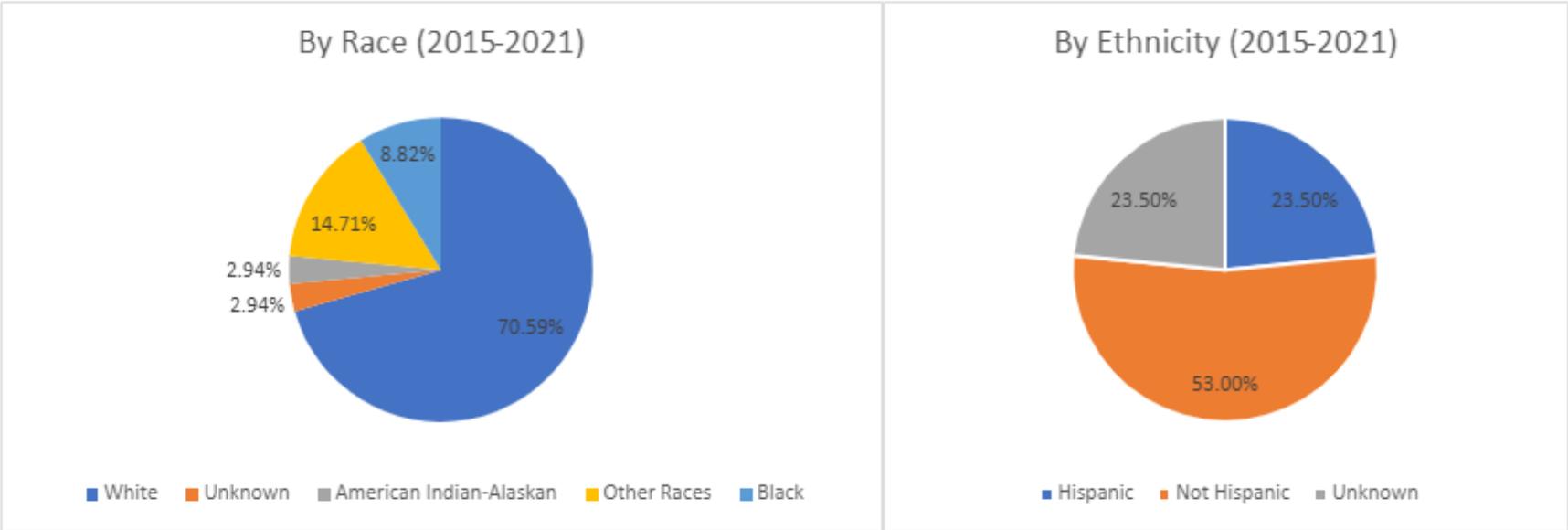


# Contributing Factors in RI Infant Sleep-Related Deaths by Year



\* Contributing factors as detailed in the OME's death report

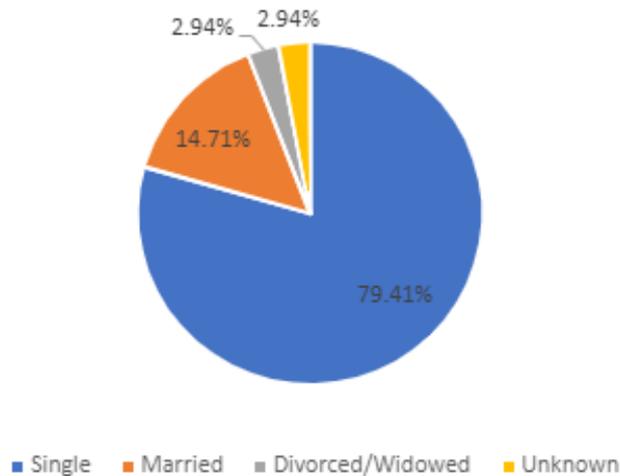
# RI Infant Sleep-Related Deaths with Bed-Sharing as a Contributing Factor



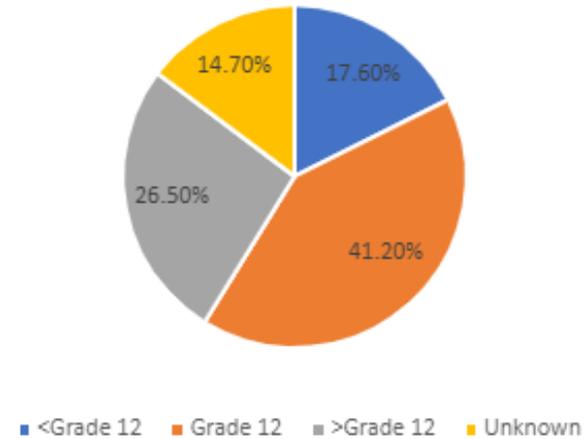
# RI Infant Sleep-Related Deaths with Bed-Sharing as a Contributing Factor



By MOB Marital Status (2015-2021)



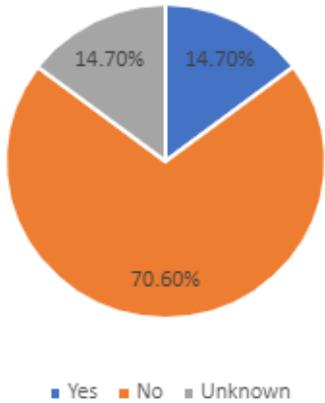
By MOB Education (2015-2021)



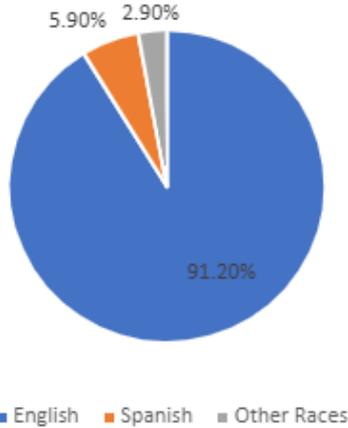
# RI Infant Sleep-Related Deaths with Bed-Sharing as a Contributing Factor



By MOB's First Baby (2015-2021)



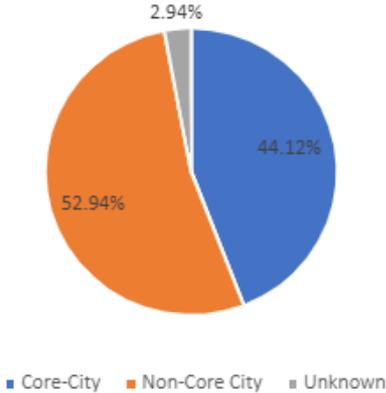
By MOB Language Spoken (2015-2021)



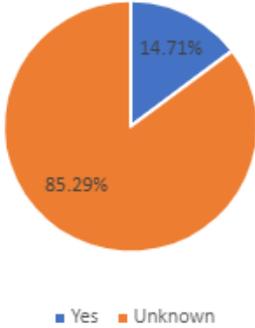
# RI Infant Sleep-Related Deaths with Bed-Sharing as a Contributing Factor



By Core City vs. Non-Core City (2015-2021)



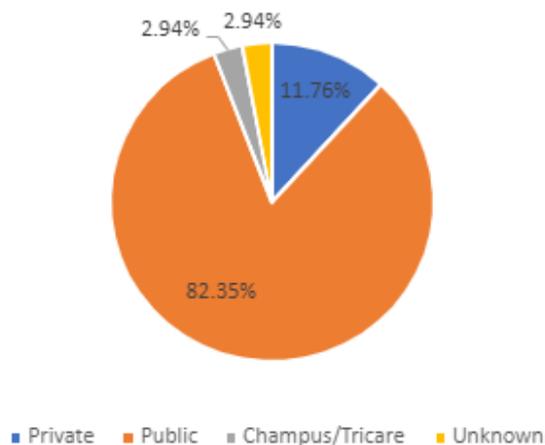
By DCYF Involvement at Time of Hospital Discharge (2015-2021)



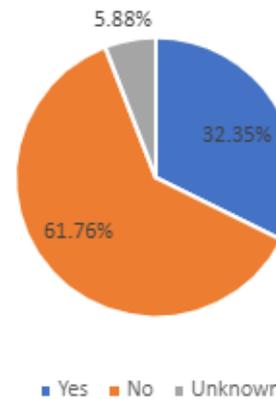
# RI Infant Sleep-Related Deaths with Bed-Sharing as a Contributing Factor



By Type of Insurance Type (2015-2021)



By Documented Prenatal Substance Use (2015-2021)

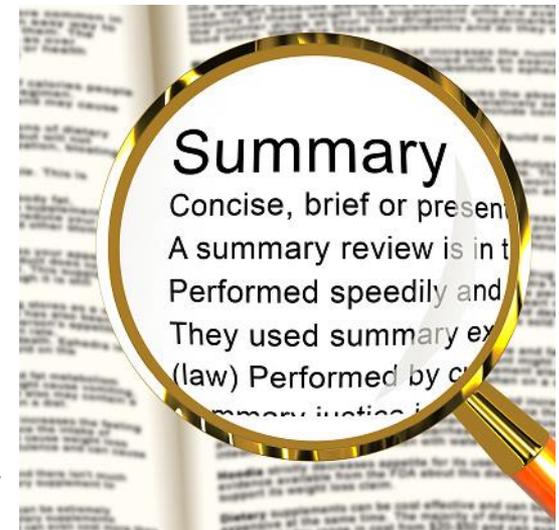


> 50% of cases with bedsharing as a contributing factors and prenatal substance exposure involved exposure to THC, however substance use not cited as a contributing factor

# Main Points: RI Infant Sleep-Related Deaths with Bed-Sharing as a Contributing Factor



- > 50% of RI infant sleep-related deaths have bed-sharing as a contributing factor
- RI families who experienced the sleep-related death of an infant between 2015-2021 with bed-sharing as a contributing factor were predominantly:
  - White, non-Hispanic
  - English-speaking
  - Unmarried
  - Have a 12th grade education
  - Live outside of a core city
  - Not involved with DCYF at time of delivery
  - Have public insurance
  - Do not have documented hx of prenatal substance exposure



# Interagency Safe Sleep Program



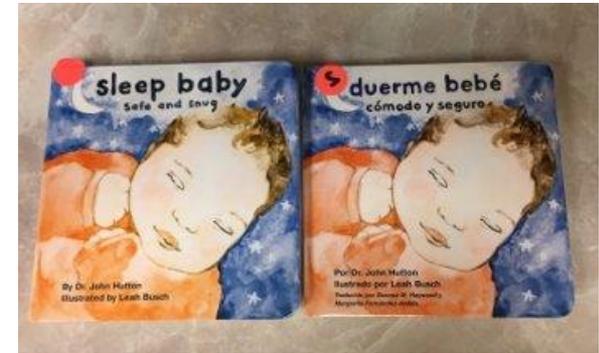
- Child Well-Being Workgroup
  - Safe Sleep Workgroup
    - SS Communications Workgroup
- Endorse the American Academy of Pediatrics 2016 Guidelines and Recommendations to reduce the risk of all infant sleep-related deaths



# Program Activities 2018-current



- >40,000 safe sleep books purchased for RI birthing hospitals and Family Visitors
- >400 Safe Sleep products purchased for DCYF and First Connections
  - Pack 'n' Plays, Love That Baby-branded sleepsacks, other products to support safe sleep



# Safe Sleep Trainings by Group



Group	# trained
Childcare	53
DHS	315
DCYF	388
Early Intervention	73
EMS	130
Family Visitors	212
HEZ	27
Pedi Residents	15
Police Cadets	92
Public	25
RN Students	25
SUD Treatment Providers	8
WIC	102

> 1,400 individuals trained since 2018

- Personalized for every group but generally follows this agenda:
  - Framing the conversation
  - National data
  - RI data
  - Safe and unsafe sleep products
  - Influencers
  - What families are saying
  - Barriers to practicing safe sleep
  - How to have the conversation

# Safe Sleep Trainings: 3 Most Important Take-Home Messages



- Barriers to practicing safe sleep include but are not limited to: exhaustion, trauma, fear, poverty, culture, choice -- and to this point, we do address harm-reduction strategies
- Feelings and experiences that come with a new baby are fiercely emotional, rich, and complex.
- Lived and felt experiences around race; ethnicity; culture; gender; sexual identity; economic stability; and, access to quality healthcare, education, and safe communities must be taken into account when talking to families about safe sleep



Margo Katz

Rhode Island Department of Health

[Margo.Katz@health.ri.gov](mailto:Margo.Katz@health.ri.gov)



# Rhode Island's Public Awareness Campaign for Substance-Exposed Newborns (SEN), Mothers, and Pregnant People

# Acknowledgements



- Rachael Elmaleh – RIDOH
- Ashley O'Shea – EOHHS
- Margo Katz – RIDOH
- RDW Group
- BHDDH

# SEN Campaign Preview



¿Embarazada?  
¿Consumiendo?

Podemos  
ayudarle.

Llámenos o envíenos un mensaje  
de texto hoy al **401-318-9577**

- consejeros de recuperación  
de persona a persona
- apoyo gratis para  
usted y su bebé

 Parent  
Support  
Network  
OF RHODE ISLAND

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Pregnant?  
Using?

We can  
help.

Call or text  
for free support  
**401-318-9577**  
[PSNRI.org/help](http://PSNRI.org/help)

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help.

# Rhode Island's SEN-Related Data



- ~10,000 births every year in Rhode Island.
- ~5% of Rhode Island newborns have been exposed to substances with the potential to affect their health and development (i.e., "substance-exposed newborns").
- ~20% of substance-exposed newborns have a neonatal abstinence syndrome (NAS) diagnosis d/t symptoms of withdrawal.

# Campaign Goals



- Leverage paid media to inform pregnant women with substance use conditions about programs that can support them on a path to recovery.
- Encourage engagement with Parent Support Network of Rhode Island (PSNRI).
- Ensure empathy, optimism, equity, and diversity in our approach and messaging.

*Pregnant women who use substances often live in the shadows. We need to throw sunlight their way and support them to counteract the shame and fear.*

# Focus Groups: Overview



## **Three focus groups; 16 participants**

- PSNRI, Project Weber/ RENEW, Amos House
- 25-45 years old
- Focus group members identified as white, Black, or multiracial. Some focus group members identified as Hispanic.

## **Recruitment based on these criteria:**

- Currently using and considering pregnancy
- Current or past use of substances during pregnancy
- Using during first five years of motherhood

# Focus Groups: What We Learned



- **Confidentiality is key.**
  - Avoid medical care, deep fear of DCYF.
  - The State is not a trusted messenger.
- **Judgement-free help is meaningful.**
  - Judgment fuels shame, shame fuels isolation, and isolation fuels suboptimal outcomes for mother and child.
  - Peer recovery coaches understand; they've been there.

*"I need to know that someone isn't judging me – I need someone to speak up for me and say she's doing her best."*

# Focus Groups: What We Learned



## **Images must feel authentic and the message, relevant.**

- They want to recognize themselves: young Mom, newborn baby; Mom in a t-shirt is more relatable than a mom in a bathrobe who codes as affluent.
- All participants knew full well they shouldn't be using; talking about the hazards of using is unnecessary and demotivating and unnecessary.
- Address all substance use including opioids.

***We are experiencing a polysubstance use and addiction crisis.***

# Target Audiences



**Primary:** Pregnant women or new moms who use substances

**Secondary:** Partners/spouses, family members, and friends

**Tertiary:** General public

## Geo-Targets



A recent needs assessment identified the following as having the highest number of women of childbearing age with a substance use condition.



# Campaign Messaging



## Call to Action (CTA)

- Call or text PSNRI to access peer recovery support services.
- Visit the campaign landing page and connect to peer recovery support services (website URL + QR codes).



## Execution

- English and Spanish



# Campaign Landing Pages



## NOSOTROS PODEMOS AYUDAR.

### ¿Embarazada? ¿Consumiendo? Podemos ayudarle.

Si usted está embarazada y está consumiendo, hay pasos que puede tomar ahora para protegerse y proteger a su bebé. Llame al 401-318-9577.

Nuestros consejeros de pares le ayudarán a conectarse con un equipo dedicado y con servicios locales, todos trabajando juntos para apoyar y mantener saludables a usted y a su bebé. No le juzgaremos. Sabemos por lo que está pasando y sabemos cómo ayudarle.

- ayuda gratis
- consejeros de persona a persona
- apoyo para usted y su bebé

Llámenos o envíenos un mensaje de texto hoy al [401-318-9577](tel:401-318-9577)

535 Centerville Road, Suite 202  
Warwick, RI 02886  
(401) 467-6855  
Contact

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[psnri.org/ayuda](https://psnri.org/ayuda)



## WE CAN HELP.

### Pregnant? Using? We can help.

If you're pregnant and using, there are steps you can take now to protect yourself and your baby. Call us at 401-318-9557. Our peer coaches will help connect you with a dedicated team and local services – all working together to keep you and your baby healthy and supported. Without judgement. We know what you're going through, and we know how to help.

- free help
- peer coaches
- support for you and your baby

Call or Text Us Today: [401-318-9557](tel:401-318-9557)

535 Centerville Road, Suite 202  
Warwick, RI 02886  
(401) 467-6855  
Contact

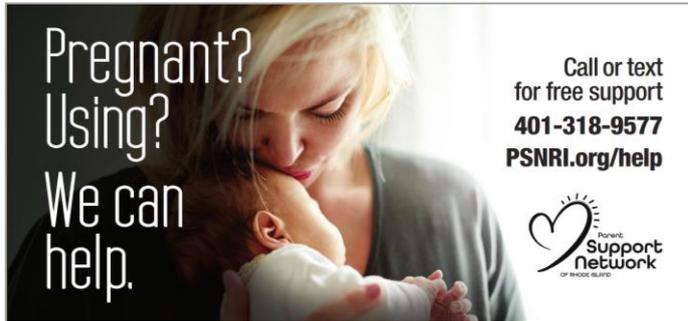
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[psnri.org/help](https://psnri.org/help)

# Out-of-Home Posters



Nine community-level billboards in Providence, Warwick, West Warwick, and Woonsocket



# Bus Shelter Panels



Five located in:

- North Kingstown
- South Kingstown (Washington County)

Pregnant?  
Using?

We  
can  
help.

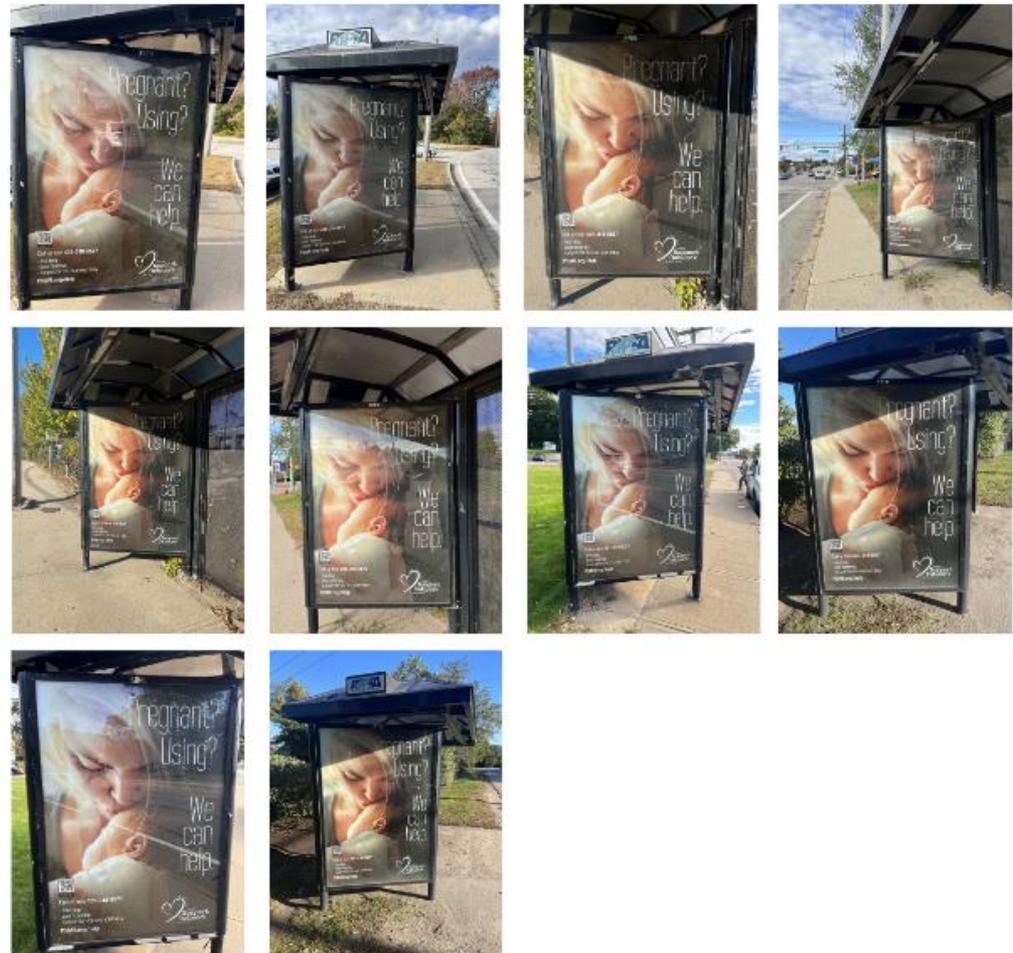
SCAN ME

Call or text 401-318-9577

- free help
- peer coaches
- support for you and your baby

[PSNRI.org/help](http://PSNRI.org/help)

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# RIPTA Bus Kings



18 Exterior Ad Signs throughout Rhode Island

Pregnant?  
Using?  
We can help.

Call or text for free support  
**401-318-9577**  
**PSNRI.org/help**



# RIPTA Bus Digital Screen Ads



## Signage Inside Buses

¿Embarazada?  
¿Consumiendo?  
Podemos  
ayudarle.



escanearme

Llámenos o envíenos un  
mensaje de texto hoy al  
**401-318-9577**

- consejeros de recuperación  
de persona a persona
- apoyo gratis para usted  
y su bebé

 Parent  
**Support  
Network**  
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**PSNRI.org/ayuda**

Pregnant?  
Using?  
We  
can  
help.



SCAN ME

Call or text **401-318-9577**

- free help
- peer coaches
- support for you and your baby

 Parent  
**Support  
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**PSNRI.org/help**

# Paid Digital Ads - English



Placed on contextually-relevant websites such as pregnancy, health, and local news. RI target.

Pregnant?  
Using?  
We can help.

Call or text  
**401-318-9577**

- free help
- peer coaches
- support for you and your baby

[learn more](#)

Parent Support Network  
OF RHODE ISLAND

A vertical advertisement featuring a close-up of a woman holding a baby. The text is white on a dark background. It includes contact information, a list of services, a "learn more" button, and the organization's logo.

Pregnant?  
Using?  
We can help.

Call or text  
**401-318-9577**

- free help
- peer coaches
- support for you and your baby

[learn more](#)

Parent Support Network  
OF RHODE ISLAND

A vertical advertisement, similar to the one on the left, but with the contact information and list of services at the bottom, and the "learn more" button at the top right.

Pregnant?  
Using?

[learn more](#)

We can help.

Parent Support Network  
OF RHODE ISLAND

A horizontal advertisement featuring a close-up of a woman holding a baby. It includes a "learn more" button, the text "We can help.", and the organization's logo.

# Paid Digital Ads - Spanish



Placed on contextually-relevant websites such as pregnancy, health, and local news. RI target.



Parent Support Network OF RHODE ISLAND

¿Embarazada?  
¿Consumiendo?

Podemos ayudarle.

Llámenos o envíenos un mensaje de texto hoy al **401-318-9577**

- consejeros de recuperación de persona a persona
- apoyo gratis para usted y su bebé

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¿Embarazada?  
¿Consumiendo?

Podemos ayudarle.

Llámenos o envíenos un mensaje de texto hoy al **401-318-9577**

- consejeros de recuperación de persona a persona
- apoyo gratis para usted y su bebé

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¿Consumiendo?

Podemos ayudarle.

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# Paid Social Media



## Facebook Ads: Message 1

Parent Support Network of Rhode Island  
Sponsored · 🌐

Our peer coaches are here to connect you with local services to help keep you and your baby healthy and supported.

If you're pregnant & using, we can help.

Call or text 401-318-9577

- free help
- peer coaches
- support for you and your baby

PSNRI.ORG  
**Free support for you and your baby** [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

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**Free support for you and your baby** [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

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- free help
- peer coaches
- support for you and your baby

PSNRI.ORG  
**Free support for you and your baby** [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

# Paid Social Media



## Facebook Ads: Message 2

Parent Support Network of Rhode Island  
Sponsored · 🌐

We know what you're going through, and we know how to help. Without judgement. Connect with our peer coaches today.



If you're pregnant & using, we can help.

Call or text 401-318-9577  
· free help  
· peer coaches  
· support for you and your baby

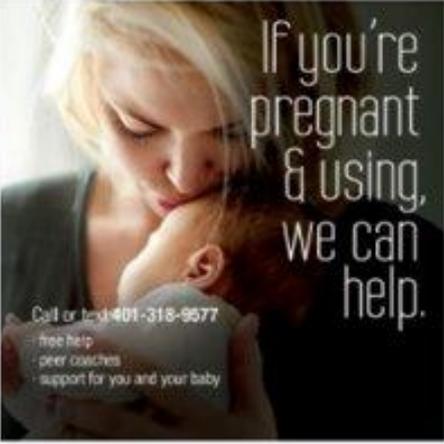
PSNRI.ORG  
Free support for you and your baby

LEARN MORE

Like Comment Share

Parent Support Network of Rhode Island  
Sponsored · 🌐

We know what you're going through, and we know how to help. Without judgement. Connect with our peer coaches today.



If you're pregnant & using, we can help.

Call or text 401-318-9577  
· free help  
· peer coaches  
· support for you and your baby

PSNRI.ORG  
Free support for you and your baby

LEARN MORE

Like Comment Share

Parent Support Network of Rhode Island  
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We know what you're going through, and we know how to help. Without judgement. Connect with our peer coaches today.



If you're pregnant & using, we can help.

Call or text 401-318-9577  
· free help  
· peer coaches  
· support for you and your baby

PSNRI.ORG  
Free support for you and your baby

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# Paid Social Media



## Facebook Ads: Spanish

**Parent Support Network of Rhode Island** Sponsored

Nuestros consejeros de pares le ayudarán a conectarse con servicios locales para apoyar y mantener saludables a usted y a su bebé.

PSNRI.ORG  
**Apoyo gratis para usted y su bebé** [LEARN MORE](#)

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**Parent Support Network of Rhode Island** Sponsored

Nosotros sabemos por lo que está pasando y sabemos cómo ayudarlo y sin juzgarlo. Conéctese hoy con nuestros consejeros de persona a persona.

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# Paid Social Media



## Snapchat Ads: Text CTA (English and Spanish)



# Paid Social Media



## Snapchat Ads: Call/Telephone CTA (English & Spanish)



# Palm Cards & Posters



# Mid-Flight Campaign Report 9/21-10/21



Outreach	Numbers	Comments
Facebook, Snapchat, paid search and digital display	<ul style="list-style-type: none"><li>705,893 impressions</li><li>1,845 clicks</li></ul>	<ul style="list-style-type: none"><li>FB "significantly higher than benchmark range for health-focused ads"</li><li>Snapchat "on the higher end"</li><li>Paid search and digital display "just above benchmark"</li></ul>
PSN Web site landing pages	<ul style="list-style-type: none"><li>1,346 sessions</li></ul>	<ul style="list-style-type: none"><li>1,036 English page</li><li>310 Spanish page</li></ul>
QR codes	<ul style="list-style-type: none"><li>3 unique scans</li></ul>	<ul style="list-style-type: none"><li>3 English</li><li>0 Spanish</li></ul>
Calls/texts to Peer Recovery Specialists	<ul style="list-style-type: none"><li>4 calls</li><li>1 text</li></ul>	<ul style="list-style-type: none"><li>2 calls/1 text from English-speaking individuals, including: one mother with a substance exposed newborn, one pregnant person on MAT.</li><li>2 calls from Spanish-speaking individuals called looking for help with things other than addiction (eg, infant supplies, reproductive health information). These individuals were referred to appropriate supports.</li></ul>

# What is OUR Call-to-Action?



- Embody compassion, rather than contempt for individuals with substance use conditions.
- Protect the maternal-child dyad by supporting early universal screening and referral.
- Increase awareness of the bias and discrimination related to substance use to decrease fear and shame.

***Help Spread the Word***



Margo Katz

Rhode Island Department of Health

[Margo.Katz@health.ri.gov](mailto:Margo.Katz@health.ri.gov)

# Public Comment

