



# Teaching Parents to Create Safe Infant Sleep Environments

OTT ID #1468

## TECHNOLOGY

Every year in the United States 3,700 infants die from *Sudden Unexpected Infant Death (SUID)* including *Sudden Infant Death Syndrome (SIDS)*. This problem is compounded by numerous sources of bad information and less effective new parent training programs that do not emphasize more effective behavioral skills training methods.

**Our solution** is a computer and app based training program that can increase parent's safe infant sleep awareness and improve their ability to effectively implement proper *American Academy of Pediatrics (AAP)* guidelines by using behavioral skills training methods at the core of the program design.

## RESULTS & BENEFITS

Initial results suggest that the training program may have not only resulted in significant gains in ability to create a safe sleep environment and identify sleep risks, but may also result in associated changes in beliefs and safe sleep behaviors.

Please identify problems you see in the picture.

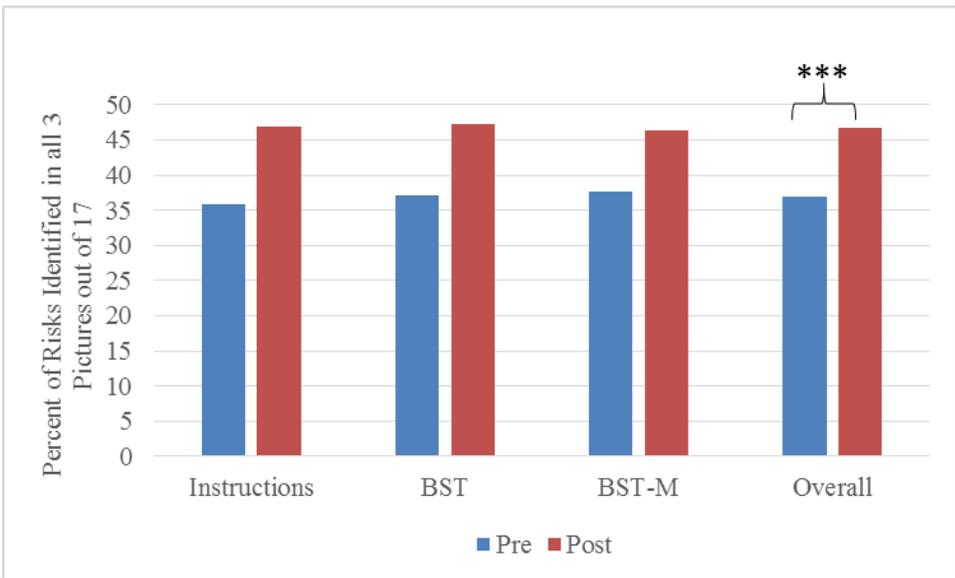
What risks to the baby's safety do you see in this picture? Select 'Yes' if the item is a risk in this picture and select 'No' if the item is not a risk or not applicable to this picture.

- The baby is placed to sleep on his or her stomach or side.  Yes  No
- The baby is placed to sleep on a couch, a chair, or an adult bed.  Yes  No
- The baby is put to sleep on the same surface as another adult, child, baby, twin, or pet.  Yes  No
- The baby is placed to sleep on a surface that is not designed for that purpose, for example, gaps on the ends, side rails, or mattress.  Yes  No

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Click on, then place the surface your baby sleep on.

<input type="checkbox"/> Adult Bed.	<input type="checkbox"/> Pack and Play.
<input type="checkbox"/> Bassinet.	<input type="checkbox"/> Baby Swing.
<input type="checkbox"/> Chair.	<input type="checkbox"/> Dresser Drawer.
<input type="checkbox"/> Child's Bed.	<input type="checkbox"/> Pepl-Pod.
<input type="checkbox"/> Couch.	<input type="checkbox"/> Side Car.
<input type="checkbox"/> Crib.	<input type="checkbox"/> Floor.



BST = Behavioral Skills Training; BST-M = Behavioral Skills Training to 100% Mastery



## INTELLECTUAL PROPERTY

This is a copyrighted software program.

This technology is part of an active and ongoing research program and is seeking partners for development of the final product. It is available for developmental research support/licensing under either exclusive or non-exclusive terms.

## MARKETS

With US birth rates at approximately 4 Million per year, there are plenty of new parents in need of safe infant sleep training programs.

Potential licensees include: childbirth classes, hospitals & birthing centers, government agencies (ex. Health and Human Services), online training companies in healthcare, and childcare service providers.

## INVENTOR(S)



*Dr. Jillian Austin* is a graduate from the health psychology & behavior analysis doctoral program at the University of Wisconsin-Milwaukee. She's worked at the Children's Hospital of Wisconsin and her pediatric psychology post-doctoral fellowship is at Nemours Children's Specialty Care in Jacksonville, FL.

In addition to clinical research on public perceptions of pediatric chronic illness, her research also focuses on reducing infant death related to unsafe sleep environments.

Dr. Austin is published in the *Journal of Applied Behavior Analysis*, *Global Pediatric Health*, and the *Journal for Autism and Developmental Disorders*. She has also presented at the Association for Behavior Analysis International Conference and the Society of Pediatric Psychology Annual Conference.

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