



Child Death Review Team Annual Report 2013



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Background of the Child Death Review Team in San Bernardino County

In 1988, California enacted legislation allowing the development of interagency child death review teams. These teams are intended to assist local agencies in identifying and reviewing child deaths and facilitating communication involved in the investigation of such cases. In response to this legislation, the San Bernardino County Child Death Review Team (CDRT) was formed to provide professional death review of persons under the age of 18 who lived in San Bernardino County.

State law mandates that no less than once each year, each child death review team shall make available to the public: findings, conclusions, and recommendations, including aggregate statistical data on the incidences and causes of child deaths (SB 1668 (e) (1)). Due to the sensitivity of the material discussed, confidentiality is maintained pursuant to California Penal Code 11167.5. The San Bernardino County CDRT is a multidisciplinary collaborative body guided by agreed upon goals and objectives.

The San Bernardino County CDRT reviews and evaluates the deaths of children less than 18 years of age reported to the Medical Examiner/Coroner's Office. The hope is that through a comprehensive and multidisciplinary review of child deaths, we will better understand how and why children die and use our findings to take actions to prevent other deaths, and to improve the health and safety of our children.

The team is composed of designated representatives from the following agencies:

- Sheriff's Department, Crimes Against Children Division
- Sheriff's Department, Coroner's Division
- Children & Family Services
- District Attorney's Office
- Department of Public Health
- Probation Department
- Program Integrity Division
- Loma Linda Medical Center
- Arrowhead Regional Medical Center
- Children's Network
- Department of Behavioral Health
- San Bernardino County Superintendent of Schools
- Inland Regional Center
- American Medical Response
- Inland Counties Emergency Medical Agency
- San Bernardino City Police

Prior to each meeting, selected CDRT members receive record check information of each child death to be reviewed for the month. The members research their own agency's files for additional information on the child and his/her family. All of the related information is then brought to the monthly meeting for disclosure, compilation, discussion, review, and classification. A course of action is determined once the review is complete.

Executive Summary

This report will focus on the deaths that occurred across all six manners of death assigned by the Coroner. Manner of death refers to how an individual died and includes consideration of intention, circumstances, and/or actions that led to the death. The six manners include: Natural, Accident, Traffic, Homicide, Suicide, and Undetermined. Natural manner deaths include those that were due to disease, congenital conditions, and/or perinatal causes.

The data and cases that are presented in this report were obtained through the San Bernardino County Coroner's Case Management System.

A total of 143 child death cases were reviewed by the San Bernardino County CDRT team in 2013. Of those, 41% (n=58) of children's deaths were natural in manner, followed by undetermined deaths at 22% (n=31), accident deaths at 15% (n=21), traffic deaths at 5.6% (n=8), homicide deaths at 13% (n=19), and suicide deaths at 4% (n=6).

The leading cause of accidental death was drowning. All of the traffic-related deaths were due to multiple blunt force injuries. More than half of the accident and traffic-related deaths were among children ages 0-5.

Homicide deaths among children have more than doubled since 2012, from nine deaths to nineteen deaths in 2013. The number of homicide deaths resulting from suspected child abuse and/or neglect has increased, as well by six cases since 2012. It should be noted that this year all of the children who died as a result of suspected child abuse and/or neglect were between ages 0-5.

Deaths by suicide were most common among male teenagers aged 15-17 years. Hanging deaths were the leading cause of suicide deaths, accounting for 88% of all suicide related deaths in San Bernardino County.

The most common cause of death among the undetermined manner was sudden unexplained infant death (SUIDS). Many of these infants were considered to be in unsafe sleeping environments. Due to the high volume of cases reviewed related to SUIDS, a special focus for CDRT is once again featured. In 2013, thirty-two infants died in their sleeping environments, 59% (n=19) of whom were known to be bed sharing with at least one parent.

We invite all interested parties to use this data for research and policy development purposes and to contact us, if further information is required.

Demographics: 2013

Age/Gender

In 2013, a total of 143 deaths were reviewed by San Bernardino County's Child Death Review Team (CDRT), 14 more than in 2012. Each case was classified as one of the following manners of death: Natural, Accident, Traffic, Homicide, Suicide, or Undetermined. The data and cases presented in this report were obtained through the Coroner's Case Management System.

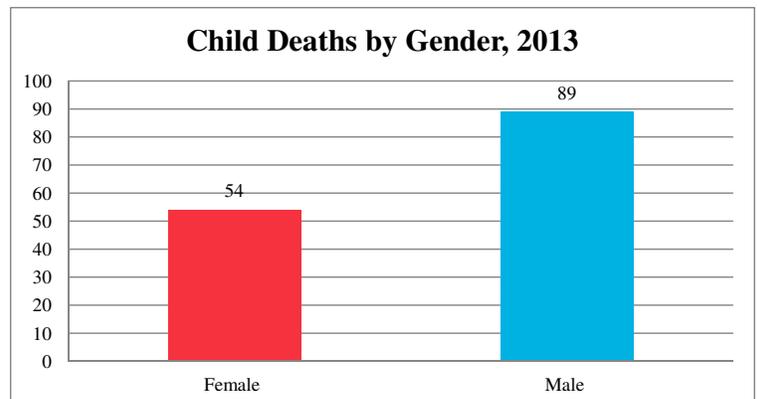
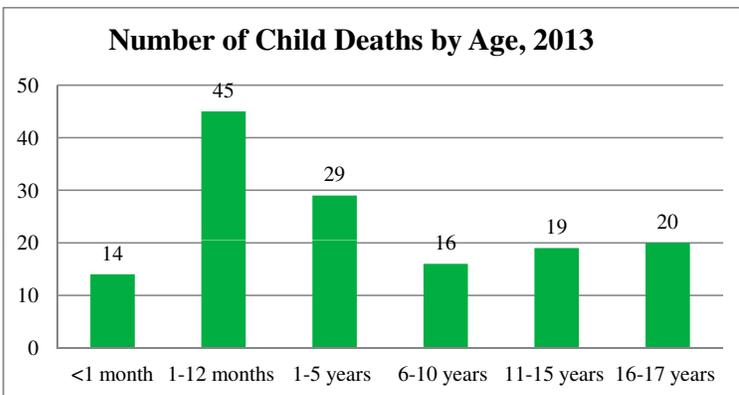
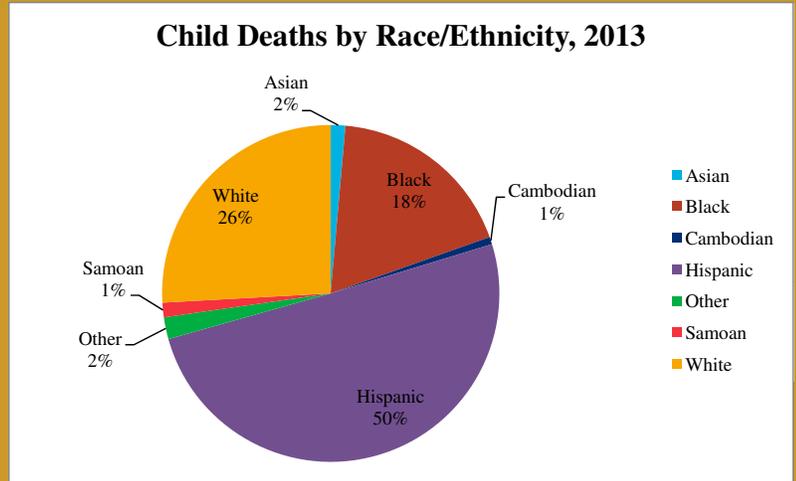
Of the 143 deaths reviewed, 62% (n=89) were male and 38% (n=54) were females. A reoccurring trend is present, once again, with more deaths among males, in comparison to female.

While the deaths of children in San Bernardino County varied in age range, 62% (n=88) of the total deaths were among children 0-5 years. Unfortunately, this is a consistent trend that has been seen in previous years. In 2012, 67% of deaths were among children in this age range and in 2011 the total was 61%.

The age group of 0-12 months represents 41% (n=60) of the total deaths reviewed in 2013, accounting for almost half of the cases reviewed. 38% (n=55) of deaths were in the 6-17 year age range.

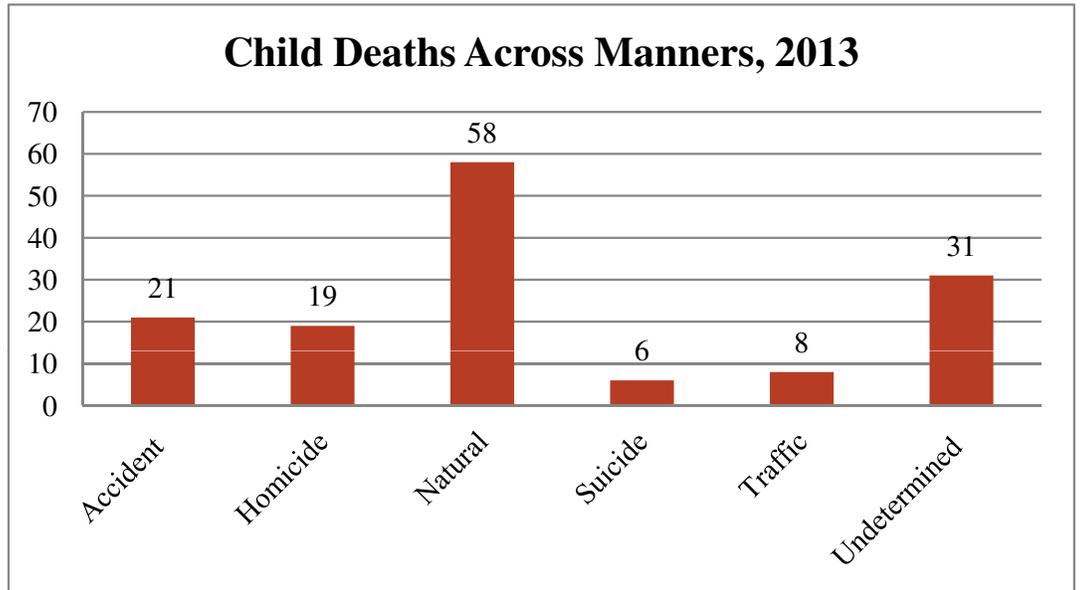
Race/Ethnicity

In 2013, Hispanic children accounted for the highest number of child deaths in the County. However, Hispanics also represent about 50% of the total population in San Bernardino County, according to the U.S. Census Bureau. A decrease in deaths among White and Black children was seen in 2013. Although children's deaths among Blacks are a smaller proportion in comparison to Hispanics and Whites, they are over-represented in comparison to their 9.5% proportionality in the general San Bernardino County population.



San Bernardino County Child Deaths: Manners

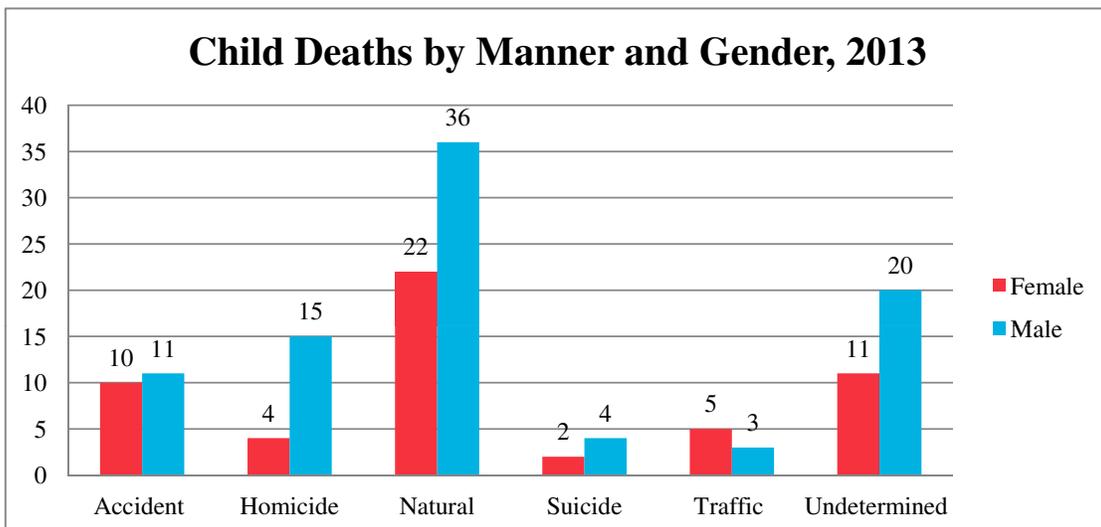
The manner or mode of death is the official category that is listed on the death certificate. In 2013, natural deaths accounted for the majority of the cases reviewed by CDRT, followed by undetermined manners. In total, 41% (n=58) of deaths among children in San Bernardino County were listed as natural, 22% (n=31) were undetermined, 15% (n=21) were accidents, 13% (n=19) were homicides, 6% (n=8) were traffic related, and 4% (n=6) were suicides.



In 2013, three categories saw an increase in cases: accident, homicide, and undetermined. There were 21 accident cases in 2013, compared to the 12 cases in 2012; 19 homicides in 2013, compared to the 9 cases in 2012; and 31 undetermined cases in 2013, compared to the 26 cases in 2012. Inversely, natural, traffic, and suicide cases decreased slightly from 2012.

Child Deaths by Manner and Gender

Male child deaths continue to outnumber female child deaths in 2013. In 2013, 62% (n=89) of all child deaths in 2013 were males. In the natural, homicide, and undetermined manner categories, male deaths were almost double compared to females. In fact, 79% (n=15) of the total homicides reviewed this year were males. The only category that saw a higher percentage of female deaths was traffic. Of the eight accident related deaths in 2013, five of them were females.



Child Deaths by Manner and Age

Overall, 2013 saw an increase in deaths in each age group, except in the <1 month age group. Deaths among <1 month olds decreased nearly by half, while the 6-10 year age group doubled from 2012, but the deaths among <1 month old decreased nearly by half. Children between the age of 0-5 accounted for 55% (n=32) of the natural death cases reviewed by the CDRT in 2013. As the chart illustrates, undetermined was the second leading manner of death for children, and within this category 81% (n=25) of the deaths were children 1-12 months of age. In comparison to last year, homicide related deaths more than doubled in 2013 and once again became the leading cause of death among teenagers age 16-17 years, with six of the nineteen deaths being within this age group. Furthermore, homicide related deaths among children 0-5 also doubled from five deaths in 2012 to ten deaths in 2013.

	<1 month	1-12 months	1-5 years	6-10 years	11-15 years	16-17 years
Accident	2	3	11	1	2	2
Homicide	1	4	5	1	2	6
Natural	8	13	11	12	9	5
Suicide					2	4
Traffic			2	2	2	2
Undetermined	3	25			2	1
N	14	45	29	16	19	20
%	9.79%	31.47%	20.28%	11.19%	13.29%	13.99%

Child Deaths by Manner and Race/Ethnicity

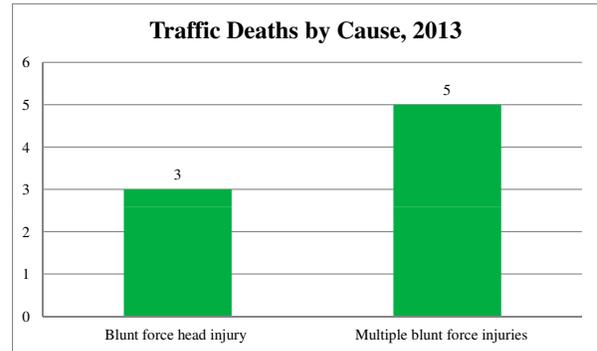
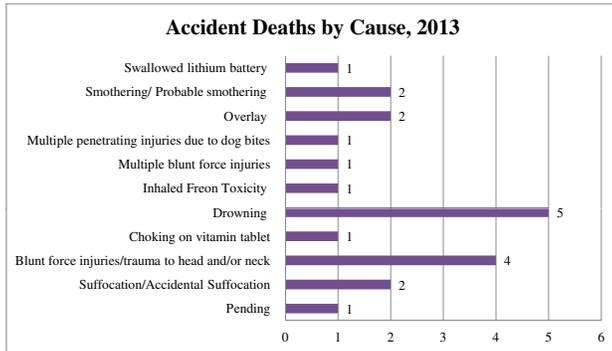
As in years past, the natural manner continues to be the leading cause of death among all races in 2013. The only race in which natural manner was second was among Blacks, in which undetermined manner of death was the leading cause. 67% (n=14) of accident deaths, 75% (n=6) of traffic deaths, and 63% (n=12) of homicide deaths were among Hispanics. Three of the six (50%) suicide related deaths in 2013 were among Whites.

	N	%	Accident	Homicide	Natural	Suicide	Traffic	Undetermined
Asian	2	1.40%			2			
Black	26	18.18%	2	2	10	1		11
Cambodian	1	0.70%			1			
Hispanic	72	50.35%	14	12	28	2	6	10
Other	3	2.10%			2			1
Samoan	2	1.40%			1			1
White	37	25.87%	5	5	14	3	2	8

Causes of Death by Manner

Accident & Traffic Deaths

In 2013, 29 of the cases reviewed by CDRT were classified as accident or traffic in manner within San Bernardino County.

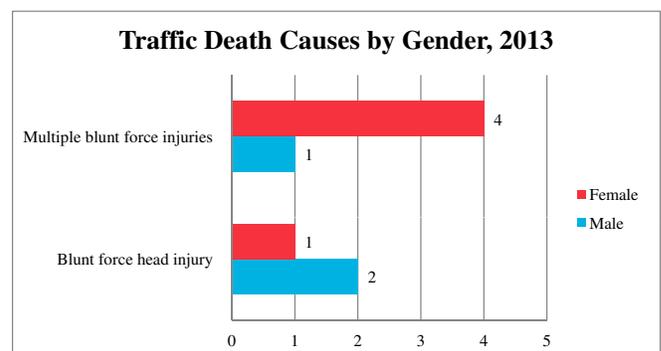
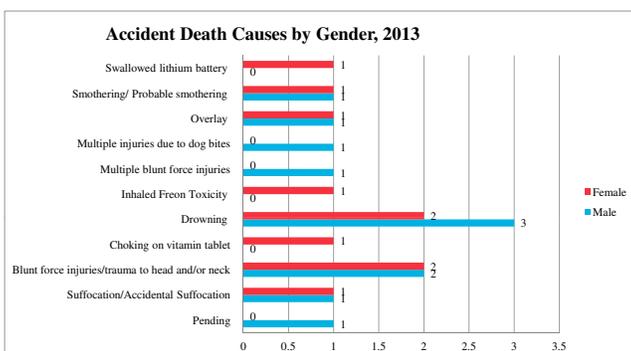


Accounting for 24% (n=5) of accident related deaths, drowning was the leading cause of accidental deaths. Blunt force injuries—last year's leading cause of death— was the second leading cause in 2013 with 19% (n=4) of the deaths. Two of the four child deaths were due to injuries related to back-over accidents by parents or relatives.

All of the traffic manner deaths were a result of blunt force injuries. Within this manner, multiple blunt force injuries was the leading cause of death among children, accounting for 63% (n=5) of the total deaths. The majority of these cases were either a result of traffic collisions or a pedestrian versus vehicle type of accident.

Accident related deaths were almost equal among the genders in 2013. In past years, males have outnumbered females in deaths, but this year there was only one more male death. Overall, drowning was the leading cause of accidental deaths among males with 14% (n=3). In comparison, blunt force injuries were the leading cause of death among females with 10% (n=2). This year, all sleep-related accidental deaths—overlay, suffocation, and smothering—were equal amongst males and females.

In contrast, most traffic related deaths were most prevalent among females. Female blunt force injuries accounted for 63% (n=5) of the total deaths, in comparison to the 38% (n=3) represented by males. In 2012, there were more male deaths with multiple blunt force injuries, in comparison to their female counterparts.



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In 2013, 77% (n=13) of accident and traffic related deaths were among children aged 1-5 years old. Within this age group, drowning was the leading cause of death, followed by multiple blunt force injuries. 69% (n=8) of the cases reviewed were among children aged 11-17 years of age, with varying degrees of blunt force injuries being the leading cause of death. For the infant deaths, aged <1 month to 12 months, all of the causes of death were sleep-related.

Accident Deaths by Cause and Age

	<1 month	1-12 months	1-5 years	6-10 years	11-15 years	16-17 years
Pending				1		
Suffocation/Accidental Suffocation		1	1			
Blunt force injuries/trauma to head and/or neck			2	1		1
Choking on vitamin tablet			1			
Drowning			4			1
Inhaled Freon Toxicity					1	
Multiple blunt force injuries					1	
Multiple penetrating injuries due to dog bites			1			
Overlay	1	1				
Smothering/ Probable smothering	1	1				
Swallowed lithium battery				1		
N	2	3	11	1	2	2
%	9.52%	14.29%	52.38%	4.76%	9.52%	9.52%

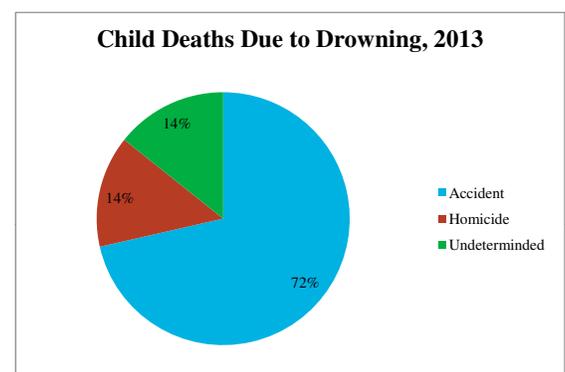
Traffic Deaths by Cause and Age

	<1 month	1-12 months	1-5 years	6-10 years	11-15 years	16-17 years
Blunt force head injury				1	1	1
Multiple blunt force injuries			2	1	1	1
N	0	0	2	2	2	2
%	0.00%	0.00%	25.00%	25.00%	25.00%	25.00%

SPOTLIGHT: Drowning Deaths and Submersions

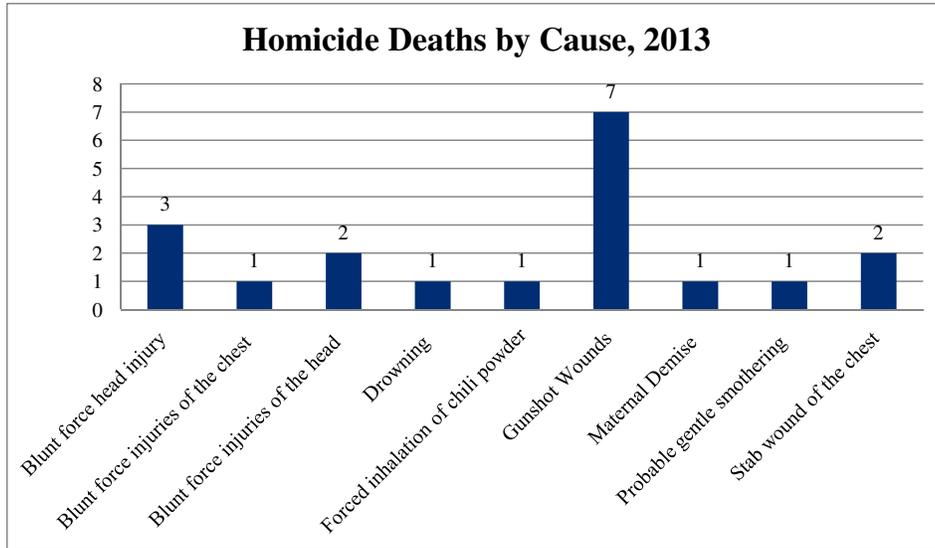
In 2013, CDRT reviewed a total of seven deaths as a result of drowning, one was due to a submersion incident that occurred in 1999. Four of the seven drowning cases occurred in an in-ground swimming pool that was not properly gated. Caregivers had stated that children had been left unattended between 1-15 minutes, or the time was unknown before child was found in the pool. Two of the seven deaths were a result of suspected neglect in which child was left in a bathtub with their young siblings. In 2013, the Drowning Prevention Network (DPN) and Safe Kids Inland Empire reported that there were a total of 34 submersion incidents reported to them in San Bernardino County. This number may have been higher because this number is only reflective of the cases reported to the DPN.

- 27 of the 34 were submersions involving children;
- 7 of the 34 submersions resulted in child deaths;
- 3 children were females; 4 children were males;
- 1 child was 9 months old; 5 children were between 0-5 years; 1 was 16 years old;
- The 16 year old succumbed to a submersion event that occurred when he was 2 years old.

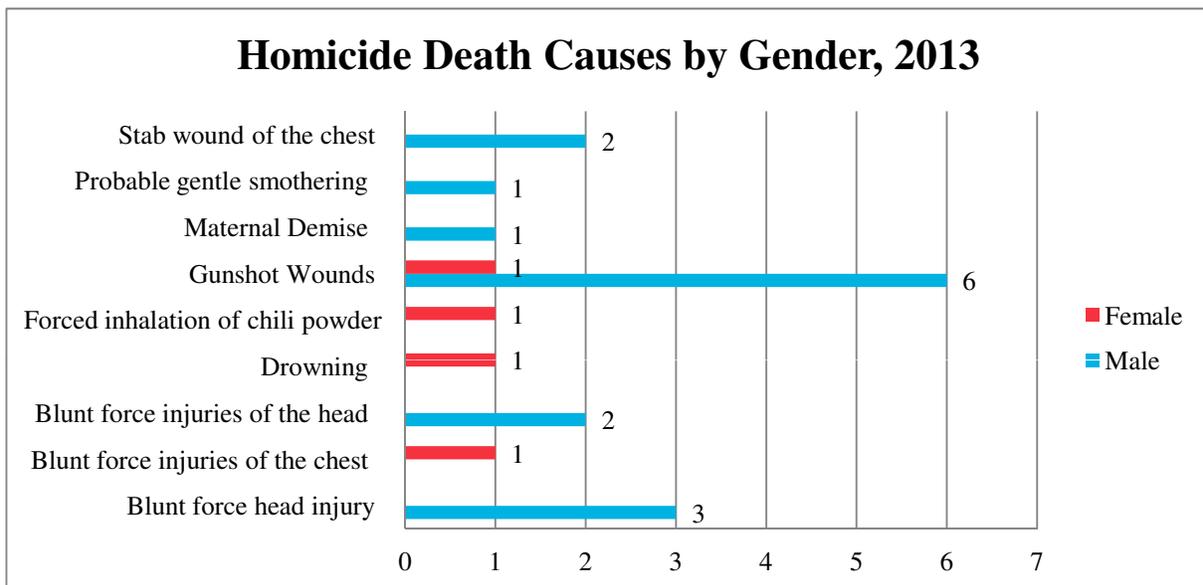


Homicides

In 2013, there was a drastic increase in the number of homicide deaths among children, 0-17. Nineteen child homicide deaths within San Bernardino County were reviewed by the CDRT. The number of homicide cases almost doubled this year, in comparison to the nine cases reviewed last year.



Similar to 2012, the leading cause of homicide deaths in 2013 were gunshot wounds; accounting for 37% (n=7) of the deaths. The second leading cause of death was blunt force injuries to the head or chest, accounting for 32% (n=6). The third leading cause of homicide deaths were stab wounds to the chest making up 11% (n=2) of deaths. There was only one fetal demise that was ruled a homicide due to maternal demise.



More than three-fourths of all deaths due to homicide were among males in 2013. The leading cause of homicide deaths, gunshot wounds, was most prevalent among males. Blunt force injury related deaths were also more common among males. There were a total of four female homicide deaths reviewed in 2013. As in previous manners of deaths, males outnumbered females in the homicide manner as well.

Homicide Deaths by Cause and Age

	<1 month	1-12 months	1-5 years	6-10 years	11-15 years	16-17 years
Blunt force head injury		2	1			
Blunt force injuries of the chest			1			
Blunt force injuries of the head		1	1			
Drowning			1			
Forced inhalation of chili			1			
Gunshot Wounds				1	2	4
Maternal Demise	1					
Probable gentle smothering		1				
Stab wound of the chest						2
N	1	4	5	1	2	6
%	5.26%	21.05%	26.32%	5.26%	10.53%	31.58%

The chart above shows that 53% (n=10) of homicide deaths were of children between the ages of 0-5. Within this age group, 26% (n=5) were deaths among children aged 1-5 years. Nine of the ten deaths in the 0-5 age group were due to suspected child abuse or neglect. The second highest number of homicide deaths was among teenagers aged 16-17 years. They accounted for 32% (n=6) of homicide deaths, with the leading cause being gunshot wounds and stab wounds to the chest.

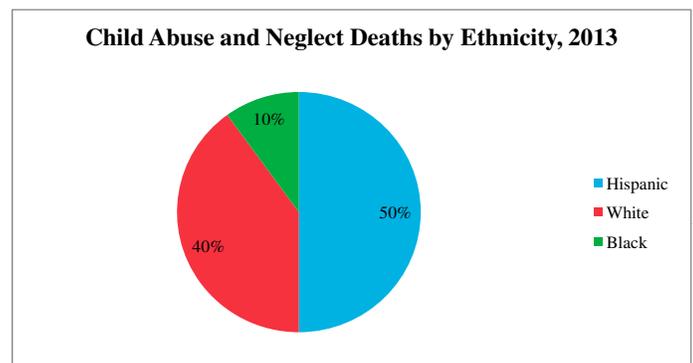
SPOTLIGHT: **Child Abuse and Neglect Deaths**

In 2013, CDRT reviewed ten cases involving children who died as a result of suspected child abuse and neglect. The number of cases reviewed increased within the last year by six cases. In 2012, there were four cases reviewed.

COD	MOD	Age	Gender	Race
Forced inhalation of chili powder	Homicide	2 years	Female	Hispanic
Blunt force head injury	Homicide	2 years	Male	Hispanic
Blunt force head injury	Homicide	1 month	Male	White
Probable gentle smothering	Homicide	3 months	Male	Hispanic
Blunt force injuries of the head	Homicide	7 months	Male	White
Drowning	Homicide	2 years	Female	White
Blunt force head injury	Homicide	10 months	Male	Hispanic
Blunt force injury to the chest	Homicide	1 years	Female	White
Blunt force injuries of the head	Homicide	4 years	Male	Hispanic
Drowning	Undetermined	9 months	Female	Black

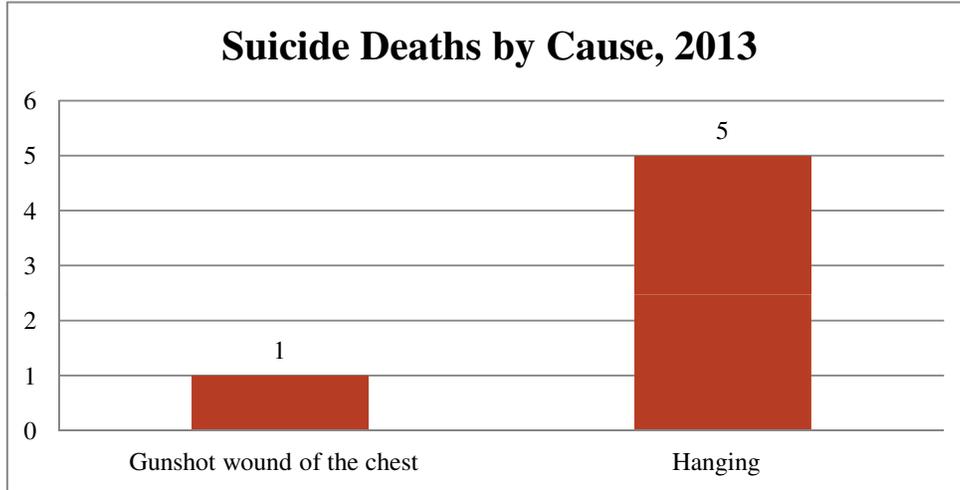
All ten deaths resulting from suspected child abuse and neglect were of children under the age of 5. 50% (n=5) of the cases involved children less than 12 months old and the other 50% involved children between the ages of 1-5. Through review of the cases some of the injuries were classified as non-accidental trauma (NAT). Meaning, the injuries found on the children's bodies were not accidents. The predominant cause of death among children was some form of blunt force injury, either to the head or chest. One case has been listed as a manner of Undetermined, but there is suspicion of child abuse and neglect.

Of the ten cases, four of the children were females and six were males. Five of the children who died as a result of suspected child abuse and neglect were Hispanic, four were White, and one was Black.



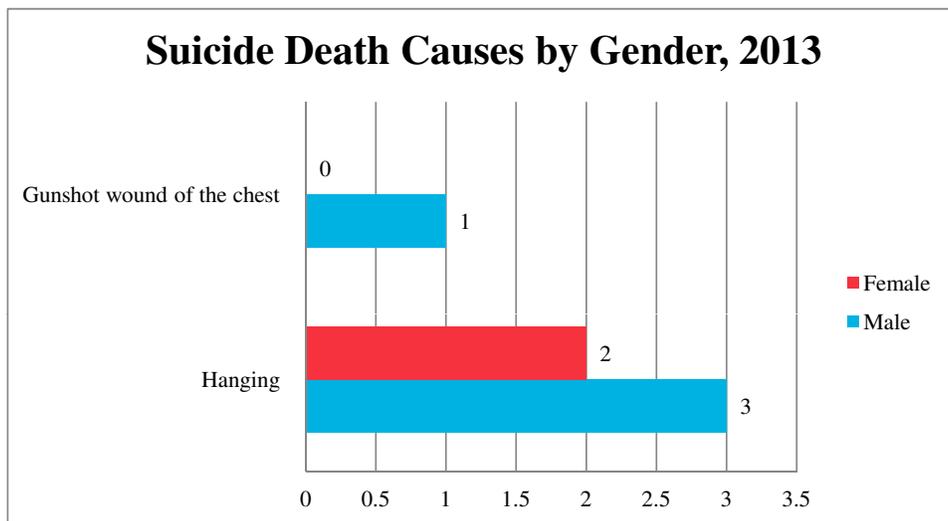
Suicides

In 2013, 4% (n=6) of all cases reviewed by the CDRT were suicide cases. The number has decreased from the nine suicides that were reviewed in 2012.



The leading cause of suicide deaths among children in the County were hangings. Hanging deaths accounted for 83% (n=5) of all suicide related deaths in 2013. The only other cause of death in 2013 was suicide by gunshot wound to the chest and accounted for one of the six total deaths.

Males continue to outnumber females in suicide related deaths; a trend that has been seen since 2009. In 2013, 67% (n=4) of the total suicide deaths were males, while females represented 33% (n=2). The leading cause of deaths among both females and males in 2013 was hanging. Three of the four male deaths were caused by hanging. While the only two female suicide deaths were caused by hanging. In comparison to 2012, where there were three deaths caused by gunshot wounds, there was only one death by gunshot wound in 2013.

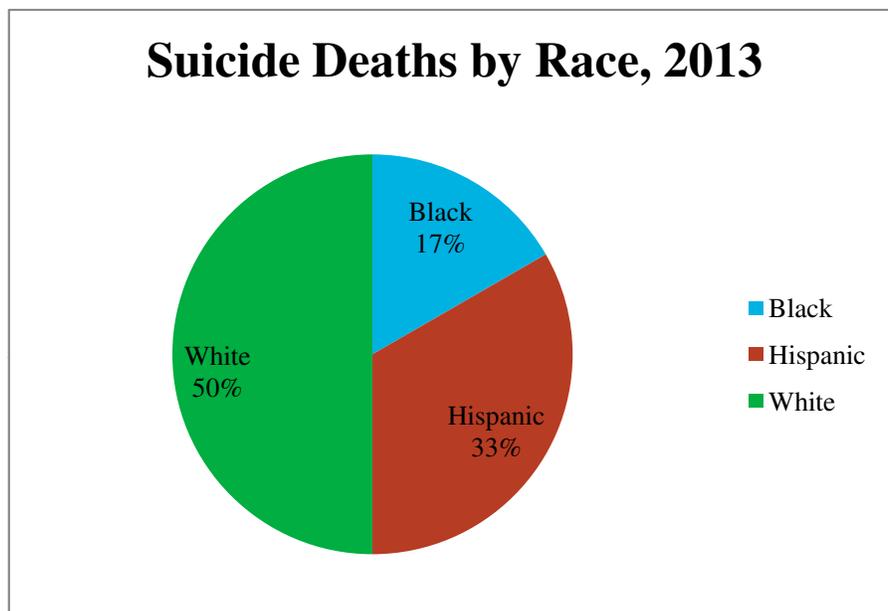


Suicide Deaths by Cause and Age, 2013

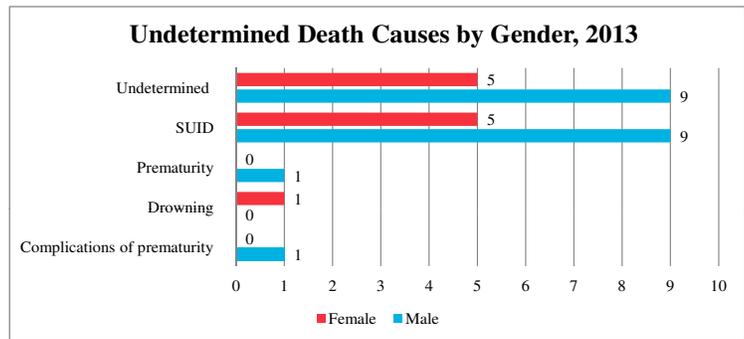
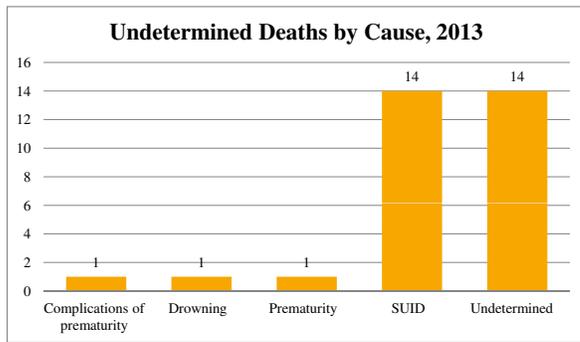
	<1 month	1-12 months	1-5 years	6-10 years	11-15 years	16-17 years
Hanging					2	3
Gunshot wound of the chest						1
N					2	4
%					33.33%	66.67%

As seen in years past, all of the suicide deaths that occurred in 2013 were within the ages of 14-17 years old. Four of the six suicide deaths were aged 16-17 years old. A similar trend was seen in 2012, where the majority of suicide deaths were among 16-17 year old teenagers.

In 2013, Whites represented 50% (n=3) of all suicide cases, which is an increase of 17% from 2012. The percentage of Hispanic suicides remained the same as 2012. While the percentage of Blacks decreased from 22.2% in 2012 to 17% in 2013.



Undetermined Deaths



There were 31 deaths with the manner of undetermined in 2013. Undetermined death was the second leading manner of all deaths, behind natural deaths. The number of cases reviewed with an undetermined manner of death has increased from 2012.

There two leading causes of death with a manner of undetermined was sudden unexplained infant death (SUIDs) and an undetermined cause, accounting for 45% (n=14) each. Two deaths were caused by prematurity or complications that resulted from prematurity, while one death was caused by drowning. Sudden unexplained death continues to be one of the most common causes of undetermined deaths, a trend that has been seen since 2009. It is worth mentioning that even though SUID deaths continues to be a leading cause of death amount infants, the number of cases reviewed by CDRT did decrease from twenty in 2012 to fourteen in 2013.

The trend of males outnumbering their female counterparts in number of deaths in each category continues in 2013. There were twenty male deaths with a manner of undetermined and eleven female deaths. In all of the causes listed in this section, males had a greater number of deaths, except for drowning in which the only death was a female. Eighteen of the twenty male deaths were listed under the cause of SUIDs or an undetermined cause. For females, ten of the eleven deaths were listed under the SUIDs or an undetermined cause. The two deaths due to prematurity were also males.

Undetermined Deaths by Cause and Age

	<1 month	1-12 months	1-5 years	6-10 years	11-15 years	16-17 years
Complications of prematurity	1					
Drowning		1				
Prematurity	1					
SUID		14				
Undetermined	1	10			2	1
N	3	25			2	1
%	9.68%	80.65%	0.00%	0.00%	6.45%	3.23%

As the chart indicates, the majority of the deaths occurred in children under the age of 12 months. Only three of the thirty-one deaths were in children between the 11-17 years age group. Similar to 2012, children between the age of 1-12 months represented the highest number of deaths, accounting for 81% (n=25) of the total. This is an increase from the sixteen deaths that occurred in 2012. Infants aged <1 month represented the second highest number of deaths, accounting for 10% (n=3). Lastly, the sudden unexplained infant deaths all occurred with children under the age of 12 months. These findings continue to stay true to the trends that have been seen since 2009.

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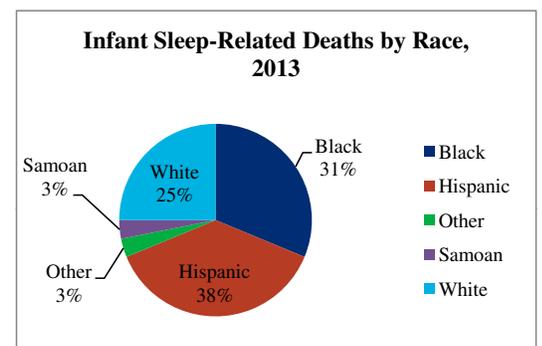
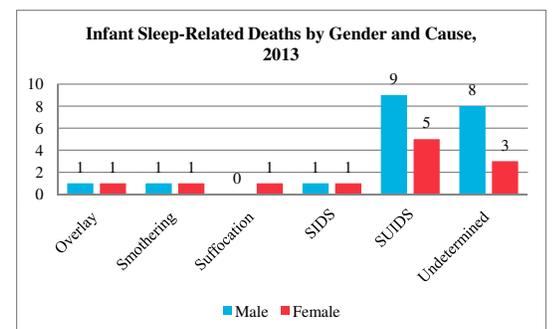
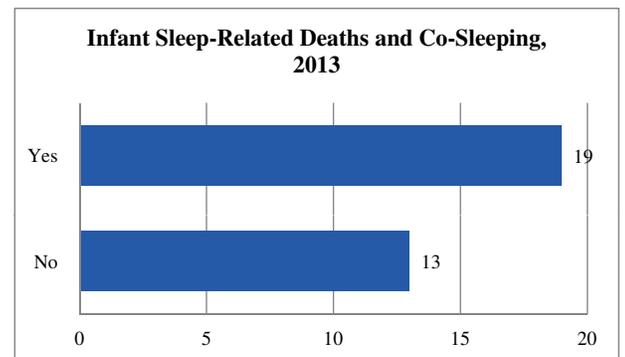
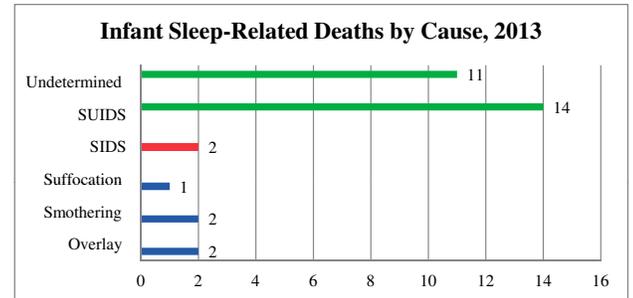
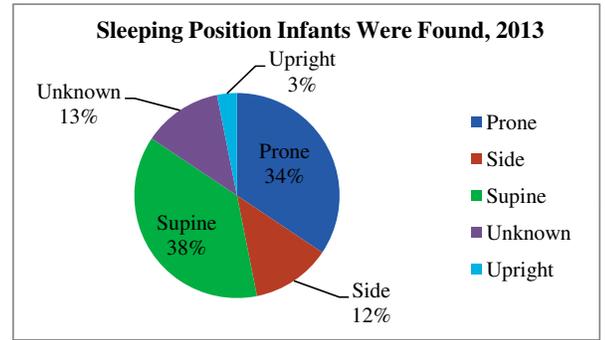
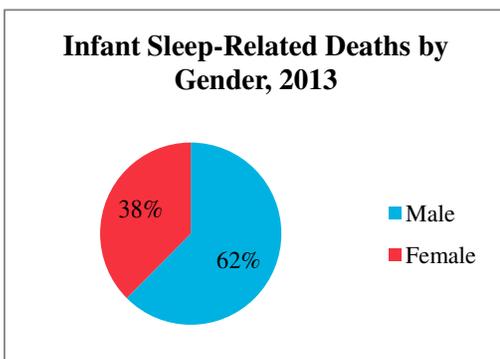
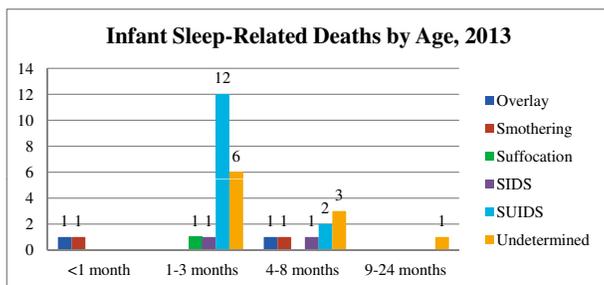
SPECIAL TOPIC: Infant Sleep-Related Deaths

In 2013, 32 infants were found unresponsive in their sleep environments and subsequently died within San Bernardino County. Approximately, 59% (n=19) of these infants were known to have been bed/space sharing with a parent, sibling, or family member. Sleeping locations for bed sharing cases this year included the bed, couch with blankets, on top of a pillow, play pen, bassinet, in a crib with a sibling, on the floor, air mattress, upright cradle swing, and a pack n' play. Note: The cases included in the study include deaths across multiple manners including natural, accident, and undetermined.

Below is the demographic data that describes the 32 infants who were found unresponsive in their sleeping environments and who subsequently died in 2012.

	Overlay	Smothering	Suffocation	SIDS	SUIDS	Undetermined
Accident	2	2	1			
Natural				2		
Undetermined					14	11

High Desert	10
Mountains	1
West End	3
East Valley/Central	5



Natural Deaths

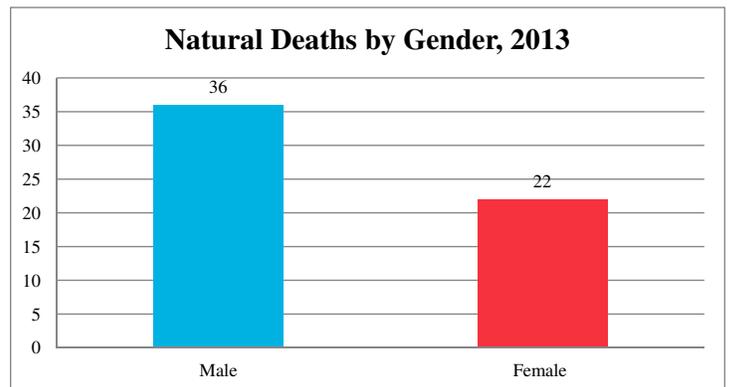
In 2013, the majority of San Bernardino County children’s deaths were classified as being natural in manner. Natural deaths accounted for 41% (n=58) of all child deaths reviewed by CDRT. Below is a listing of the natural death causes, as well as the corresponding number of deaths associated with each cause.

Abruptio Placentae	1
Acute exacerbation of asthma	1
Acute upper and lower respiratory tract infection	1
Adult respiratory distress syndrome due to septic shock with multi system organ failure; hypovolemic shock; acute gastritis	1
Bacterial bronchopneumonia	1
Brain death due to intracranial hemorrhage, dissecting aneurysm of cerebellar artery	1
Bronchitis	1
Carcinoid Tumor of Bronchus and lungs	1
Cardiac arrest due to failure to thrive; congenital heart abnormality; cerebral palsy	1
Cardiac arrest due to respiratory failure due to malignant neuroblastoma, posterior mediastinal	1
Cardiac arrest due to septic shock, pneumonia unspecified, Schwachman diamond syndrome	1
Cardiopulmonary arrest due to asphyxia (acute lymphoblastic leukemia)	1
Cardiopulmonary arrest due to chronic lung disease due to congenital heart disease	1
Cardiopulmonary arrest due to complications with congenital myopathy	1
Cardiopulmonary arrest due to multi system organ failure; septic shock etiology unknown	1
Cardiopulmonary arrest due to Rett Syndrome	1
Cardiopulmonary arrest due to sepsis enterococcus, respiratory failure	1
Cardiopulmonary arrest due to severe hydrocephalus	1
Cardio-respiratory arrest	1
Cardiorespiratory arrest due to metastatic wilm's tumor	1
Cerebral palsy	1
Chorioamnionitis	1
Chronic Lung Disease	1
Complex congenital heart failure	1
Complications of lobar Prosencephaly	1
Congenital central nervous system malformation	1
Congenital muscular dystrophy	1
Diabetes Mellitus Type I	1
Down's Syndrome with hydrocephalus	1
Ependymoma Anaplastic	1
Ependymoma of Interpeduncular fossa	1
Epilepsy with recurrent seizures	1
Hellp Syndrome	1
Heterotopia of Grey Matter	1
History of Maternal Eclampsia	1
Hypoxic brain injury due to anaphylactic drug reaction, acute lymphoblastic leukemia	1
Intrauterine Fetal Demise	3
Malignant Giloma	1
Meningitis Versus Brain Abscess	1
Metastatic neuroblastoma	1
Neuroblastoma	1
Prader-Willi Syndrome	1
Probable sepsis	1
Probable Systemic Inflammatory Illness	1
Probable systemic viral inflammatory process	1
Pulmonary hemorrhage due to pneumonia unspecified, septic shock, influenza B	1
Respiratory failure due to cerebral palsy	1
Seizure disorder	1
Sepsis	1
Septic shock due to dehydration, renal failure	1
Septic shock due to streptococcus mitis bacteremia, leukemia	1
SIDS	2
Suspect Maternal Methamphetamine use and possible involvement of syphilis contact	1
Systemic Viral Illness	1
Unknown natural causes	1
TOTAL	58

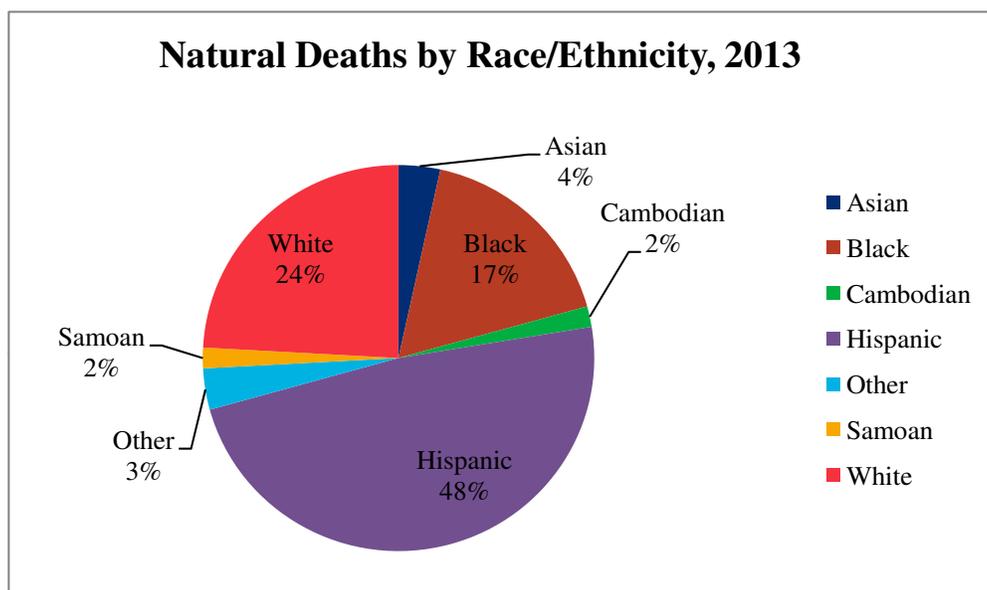
The most common types of deaths of a natural manner were intrauterine fetal demise and sudden infant death syndrome (SIDS). 5% (n=3) of the total natural deaths were classified as intrauterine fetal demises and 3% (n=2) were SIDS related deaths.

When comparing all age groups, children ages 0-5 comprised the majority of natural manner deaths at 55% (n=32). Children aged 1-12 months had the highest total number of deaths at 22% (n=13) of all natural deaths, followed by children 6-10 years old with 21% (n=12) of the total.

In 2013, 62% (n=36) of the total natural manner deaths were males, following the same trend that has been seen across all other manners. Females represented 38% (n=22) of the total natural deaths.



In 2013, 48% of all natural manner deaths in San Bernardino County were Hispanic, 24% were White, 17% were Black, and the remaining were either Asian, Pacific Islander, or identified as Other. In comparison to 2012, there were fewer deaths among Whites and Hispanics, an increase by 1% among Blacks and a 3% increase among Asians. There was no change percentage wise among Others.



Recommendations:

In 2013, the Child Death Review Team was still reviewing cases involving sleep-related infant deaths. For this reason, Children's Network continued to feature the multi-faceted Safe Sleep for Infants media campaign throughout the County of San Bernardino. The campaign is designed to raise awareness of the ABC's of safe sleep for infants among community members of San Bernardino County. The overall messaging is based on recommendations made by the American Academy of Pediatrics. The American Academy of Pediatrics recommends that babies should sleep **Alone**, on their **Back**, and in a **Crib**.

The components of the media campaign include a modified 30 second advertisement and 4 minute video that were made appropriate for California audiences, billboard advertising, magnets on AMR ambulances, theater advertising, grocery cart advertising, distribution of posters, brochures, and The ABC's of Safe Sleep Resource Kits Countywide.

The objective of this campaign is to raise awareness of safe sleep practices for infants. We are confident that the various media channels we have used will leave a lasting impression and will help save the lives of several infants.

Prepared by Children's Network using Child Death Review Team records and 2013-2014 Coroner's Case Management System Data; June 2015

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