



Plan for Health Promotion Regarding Sudden Infant Death Syndrome

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DESCRIPTION

The third most common cause of infant mortality in the United States and the primary cause of death for newborns between the ages of one month and one year is Sudden Infant Death Syndrome (SIDS). Annual baby deaths from SIDS and sleep-related causes total about 3500. SIDS, Accidental Suffocation and Strangulation in Bed (ASSB), and undetermined causes are examples of sleep-related deaths.

After the American Academy of Pediatrics (AAP) recommended supine sleep position in 1994, there was a noticeable decrease in sleep-related mortality, although this fall has since slowed down. Additionally, it appears that the rate of baby deaths attributable to inadvertent sleep loss is rising. For instance, ASSB-related newborn mortality rates have doubled since 1984. Even though it has been shown to increase the risk of newborn mortality, 50%–61% of mothers in the United States currently admit to sharing their beds with their children, and African American women in particular do so out of a sense of convenience, enhanced infant sleep, and perceived safety.

Sociocultural variations in sleep habits and mortality rates continue to complicate matters. For example, communities with the highest risk of infant mortality from SIDS and sleep-related deaths show the following traits: poorer socioeconomic position, lack of education, younger age of the birth mother, smoking during pregnancy, and ethnicity of African American, American Indian, or Alaskan.

The American Academy of Pediatrics (AAP) revised their advice for preventing baby mortality from SIDS and sleep-related causes in 2016. Nevertheless, despite ongoing communication initiatives, there still seems to be a disconnect between what parents are actually doing with regard to infant sleeping environments and public health recommendations to prevent SIDS and promote safe sleeping environments, as shown by the persistent infant mortality statistics. Public health recommendations could be propagated, reinforced, or rejected depending on how they are covered in the media and how they are discussed on social media in relation to SIDS and safe sleep. In order to design more successful public health initiatives, it may be helpful to analyse social media, a hugely popular and practical instrument

with far-reaching capabilities. This allows for a better knowledge of some attitudes and exposure to information surrounding SIDS. About 65% of American adults used social media as of 2015. People are now also accessing social media for health information, according to a recent trend. Social media has been proven to affect all people, regardless of race, education, or access to healthcare, according to the Health Information National Trends Poll (HINTS), a survey that examines health communication and information technology among American adults. Studies showing the broad usage of social media among parent groups lend credence to this conclusion.

Furthermore, Twitter is becoming more and more popular; 24% of American adults use it. The average Twitter user is often younger (36% of users are between the ages of 18 and 29). Twitter is used by people of all educational backgrounds, but college graduates use it more than those with only a high school diploma or less (29% vs. 20%). 12.5% of participants in a research with mostly female (76%), African American mothers (41%), Twitter users utilized it every day. Given that SIDS affects African Americans more severely than people of other ethnics, it is crucial to comprehend Twitter users when thinking about the health issue.

As a result, there is a chance to employ social media platforms like Twitter to promote health while also listening to different public subgroups. Additionally, health communicators can more successfully plan and execute response plans by using Twitter to gauge public sentiment and mould public opinion of a health issue. Furthermore, Twitter can help decision-makers and governmental organizations comprehend the information that is being disseminated and perhaps even stop the dissemination of erroneous information. Furthermore, because Twitter posts are made public, it is a perfect social media platform for analysis.

Our study's goal was to better understand social media discussion surrounding SIDS in order to identify potential influences and direct initiatives for health promotion. This section of the publication goes into further detail about the study's methods, results, and applications to public health research and practice.

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