



Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

“Saving babies’ lives one family at a time.”

SPECIAL POINTS OF INTEREST:

- Hospitals can assist with office implementation of Phase II education
- Basket incentives on hold

NEW YORK SBS PREVENTION PROGRAM NURSE COORDINATORS PUBLISH ARTICLE



The Dias Team

(l-r) PA Nurse Coordinators Kelly Cappos & Carroll Rottmund, Dr. Mark Dias, Program Founder, & NY Nurse Coordinators & Authors Kathy deGuehery & Kim Smith. Missing from picture is Marie Killian, PA Nurse Coordinator

We extend our heartfelt congratulations to Kim Smith, RN and Kathy deGuehery, RN, BSN, the two Nurse Coordinators for the *New York Shaken Baby Syndrome Prevention and Awareness Program*, on the publication of their article in *The American Journal of Maternal Child Nursing (MCN)*. The article entitled *Shaken Baby Syndrome Education Program: Nurses Making A Difference* can be found in the November/December 2008 issue. We are thrilled that these key members of the “Dias Team” have been published in such a respected nursing journal.

CONGRATULATIONS from Pennsylvania!!!

In 1998 Dr. Mark Dias, along with Kim Smith & Kathy deGuehery began the first hospital-based parent education program to prevent infant abusive head injuries. Since the inception of the program, upstate New York as maintained a 50% reduction in infant abusive head injuries. Respected world wide, the New York program has been replicated across the nation, including here in PA, and across the world.

ABSTRACT: This article describes the nursing role in the Upstate New York Shaken Baby Syndrome (SBS) Education Program, an effort to educate parents of all hospital-born infants in the eight-county region of Western New York about the dangers of violent infant shaking. This program has now been expanded to include hospitals in 17 counties in Upstate New York. The major intervention is an educational program administered by nurses. These nurses describe the challenges and opportunities they faced in implementing a large community health program.

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MCN, American Journal of Maternal Child Nursing. 33(6):371-375, November/December 2008. Smith, Kim M. RN; deGuehery, Kathleen A. BSN, RN

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OFFICE BASED EDUCATION NEEDS SUPPORT OF CENTRAL PA BIRTHING HOSPITALS

Central Pennsylvania hospitals can play a key role in assisting with the expansion of shaken baby syndrome education in the community. As was announced in our First Quarter 2008 SBS Newsletter, thanks to a \$2.8 dollar grant from the Centers for Disease Control and Prevention (CDC), 16 counties were randomly selected to provide a “booster” of SBS education at the 2 month, 4 month and 6 month well-baby check ups with the pediatrician or family practice provider.

Pediatric & family practice offices in Adams, Bedford, Blair, Bradford, Columbia, Dauphin, Huntington, Lancaster, Lebanon, Lycoming, Mifflin, Montour, Potter, Sullivan, Tioga, and York Counties are being contacted by the PA SBS Nurse Coordinators and invited to participate in this research-based educational program. Referred to as “Phase II” the program **builds on the SBS education that the parents already receive in the hospital at the time of their baby’s birth but does not duplicate it.** The health care providers in these sixteen counties are asked to discuss normal infant crying with the parents, suggest coping with crying techniques, and provide a “Crying Card” to the parents at each of the three visits noted above. The parents are each asked to sign a card to confirm that they have received the information.

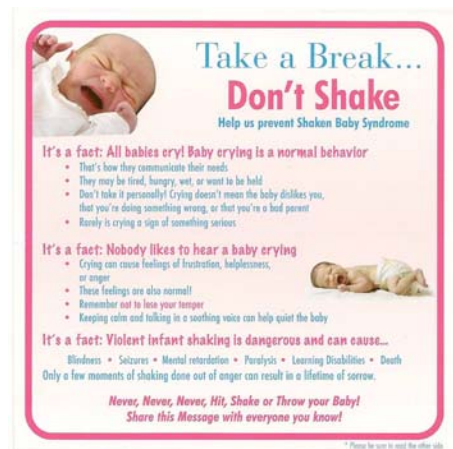
If you are a nurse or manager in one of the central Pennsylvania counties listed above, please discuss Phase II implementation with the pediatricians and family practice providers that are affiliated with your hospital. We have already had instances where the outpatient office decided not to participate in Phase II and through the words of encouragement of OB Educators and hospital Nurse Managers the practices are now participating.

Encourage outpatient offices to continue the prevention efforts that YOU began in the hospital!



Update on Basket Incentives for SBS Survey Participation

In our last SBS newsletter it was announced that all parents who provide their contact information on the hospital survey are automatically entered into a drawing for a gift basket. Unfortunately the gift basket incentive had to be put on hold at this time. We will notify the hospitals when the basket incentives will return. We would like to thank Abbott Nutrition for their generosity in offering to donate the basket items.




The “Crying Card” above is being distributed by central PA offices in 16 counties as a booster of education. It is different from the written brochures & cards that the parents receive in the hospital.

HAPPY HOLIDAYS!

Hug someone you love this holiday season....

The Pennsylvania Shaken Baby Syndrome Prevention & Awareness Team

Mark Dias
Carroll Rottmund
Marie Killian
Kelly Cappos



New Contact for the DOH

We would like to welcome Marlana Sattazahn who is the new PA Department of Health contact for any SBS brochures or posters that your hospital may need. You can contact her at:

Marlana Sattazahn
 Division of Child & Adult Health Services
 Bureau of Family Health
 Pennsylvania Department of Health
 Phone: 717-772-2762 Fax: 717-772-0323
 Email: msattazahn@state.pa.us
 Website: www.health.state.pa.us

SBS Posters to be Delivered to Hospitals in 2009

Upon discussion with staff at a number of PA hospitals it was noted that many OB & NICU departments could use more SBS posters to display on their units. Therefore, during the first quarter of 2009 the Pennsylvania Department of Health will be mailing 4 SBS posters to all PA Hospitals and Birth Centers who are providing SBS education in their facilities. The package will be addressed to the primary contact for SBS education who is often the OB or NICU Nurse Manager. Please contact Marlana Sattazahn or the SBS Program office if you wish to change your hospital contact.

Frequently Asked Question of the Month...

Hospital Question: Deborah E. Steinbacher, RN, C-E, BS, Clinical Practice Collaborator, The Birthplace: Susquehanna Health-Williamsport Hospital asked: *“We have been using up our old supply of SBS Commitment Forms. With the newer form, may we place our hospital logo at the top, as we have with the old forms?”*

SBS Program Answer: It is not a problem to add a hospital logo or bar code to the SBS commitment statement forms, if your hospital requires it, as long as the form content remains the same and the triplicate format is maintained.

Did You Know...

that the *PA Shaken Baby Syndrome Prevention & Awareness Program* offers one hour staff in-services on the prevention of infant abusive head injuries? This free training provides nurses with 1.0 contact hour of approved continuing education from PNA. Contact the SBS office today to schedule training for your staff:

717-531-7498

WE'RE ON THE WEB!

WWW.PASBS.COM



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Prevention & Awareness Program
"Saving babies' lives one family at a time."*

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Preventing Infant Abusive Head Trauma through Parent Education

The Shaken Baby Syndrome Prevention & Awareness Program was developed in 1998 in Upstate New York by Dr. Mark Dias, Pediatric Neurosurgeon. Since the inception of the SBS program, Upstate New York has reduced the incidence of infant abusive head injuries by nearly 50%. In 2002, the identical program was started as a pilot study in central Pennsylvania and *Pennsylvania Law 2002-176: The Shaken Baby Syndrome Education Act* was passed. The program partnered with the *PA Department of Health* to expand into 100% of all birthing and children's hospitals in Pennsylvania and as of October 2007 the free standing PA Birth Centers.

In October 2007, The *Centers for Disease Control (CDC)* awarded the *Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program* a \$2.8 million dollar grant to continue the prevention efforts by expanding the education into Pediatric and Family Practice offices in 16 counties in Central Pennsylvania. Phase II of the program is funded by the CDC for five years.

The Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program provides PNA approved nursing in-services, supplies, educational videos and guidance free of charge. ***Our goal, with your help, is to ensure that every parent of every child born in Pennsylvania receives education on shaken baby syndrome!***

The Hospital Corner

Thank you to the following hospitals & birth centers who participate in shaken baby syndrome education in Pennsylvania!

Abington Memorial Hospital
Albert Einstein Medical Center
Allegheny General Hospital
Altoona Hospital
Armstrong Center for Med & Health
Barnes-Kasson Hospital
Berwick Hospital Center
Birth Care & Family Health Services
Birth Center: Bryn Mawr
Bloomsburg Hospital
Blue Mountain Health System
Bradford Regional Med. Center
Brandywine Hospital
Butler Memorial Hospital
Carlisle Regional Med Center
Central Montgomery Med Center
Chambersburg Hospital
Charles Cole Memorial Hospital
Chester County Hospital
Chestnut Hill Hospital
Children's Hospital: Philadelphia
Children's Hospital: Pittsburgh
Clarion Hospital
Clearfield Hospital
Community Medical Center
Conemaugh Memorial Med Center
Crozer Chester Medical Center
Delaware County Memorial Hosp
Doylestown Hospital
Dubois Regional Medical Center
Easton Hospital
Elk Regional Medical Center

Ellwood City Hospital
Ephrata Hospital
Evangelical Community Hospital
Excela Health: Latrobe Hospital
Excela Health: Westmoreland
Forbes Regional Hospital
Geisinger Medical Center
Gettysburg Hospital
GMC: Wyoming Valley
Good Samaritan: Lebanon
Grand View Hospital
Grove City Medical Center
Hahnemann University Hospital
Hamot Medical Center
Hanover General Hospital
Harrisburg Hospital
Hazelton General Hospital
Heart of Lancaster Regional Med Ctr
Heritage Valley HS: Beaver
Holy Redeemer Hosp & Medical Center
Holy Spirit Hospital
Hosp University of Pennsylvania
Indiana Regional Med Center
Jameson North Memorial Hospital
J.C. Blair Memorial Hospital
Jennersville Regional Hosp.
Lancaster Gen Women & Babies Hosp
Lower Bucks
Lehigh Valley Hospital
Lewistown Hospital
Lock Haven Hospital
Magee Woman's Hospital

Main Line: Bryn Mawr
Main Line: Lankenau
Main Line: Paoli
Meadville Medical Center
Memorial Hospital: Towanda
Memorial Hospital: York
Mercy Hospital: Pittsburgh
Mercy Jeannette Hospital
Mercy Suburban General Hospital
Millcreek Community Hospital
Montgomery Hospital
Moses Taylor Hospital
Mt. Nittany Medical Center
Nason Hospital
Northeastern Hospital
Ohio Valley General Hospital
Penn State Hershey Medical Center
Pennsylvania Hospital
Phoenixville Hospital
Pocono Medical Center
Pottstown Memorial Med. Center
Pottsville Hospital & Warne Clinic
Punxsutawney Hospital
Reading Birth & Women's Center
Reading Hospital & Med Center
Riddle Memorial Hospital
Robert Packer Hospital
Sacred Heart Hospital
Sewickley Valley Hospital
Sharon Regional Health
Soldiers & Sailors Memorial
Somerset Hospital Health Center

St. Christopher's Hospital
St. Clair Memorial Hospital
St. Joseph Med Center of Reading
St. Luke's Hospital: Allentown
St. Luke's Hospital: Bethlehem
St. Mary's Medical Center
St. Vincent Medical Center
Temple University Hospital
Thomas Jefferson University Hosp
Titusville Area Hospital
Tyler Memorial Hospital
Uniontown Hospital
UPMC: Bedford Memorial
UPMC Horizon: Shenango Valley
UPMC: Northwest
Warren General Hospital
Washington Hospital
Wayne Memorial Hospital
Waynesboro Hospital
Western PA Hospital
Wilkes-Barre General Hosp.
Williamsport Hospital
Windber Medical Center
York Hospital



*Safe travels this
holiday season!*