Volume 5 Issue 1 First Quarter 2008

Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

"Saving babies' lives one family at a time."

SPECIAL POINTS OF INTEREST:

- Video is Key to Parent Education
- 2007 Database Reports Enclosed
- New Vendor for SBS Commitment Statements

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Phase II of Shaken Baby Education is Underway in Central PA

Thanks to a $2.8 million dollar grant awarded to Dr. Dias and his team by the Centers for Disease Control & Prevention (CDC), Phase II of shaken baby syndrome education has begun in central Pennsylvania. As part of the research agreement with the 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. 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.

Phase II of the program builds on the SBS education that the parents already receive in the hospital at the time of their baby's birth. The health care providers in these sixteen counties will be asked to review with the parents, the hospital-based education, discuss normal infant crying, suggest coping with crying techniques and provide a "Crying Card" to the parents at each of the three visits noted above. The parents will each be asked to sign a card to confirm that they have received the information. If a parent is not present at the visit the parent in attendance will be asked to relay the information and have the other parent sign and return the card from home. The response cards will be sent to the *Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program* office for data tracking.

The fifteen remaining counties in central Pennsylvania will not provide outpatient SBS education at this time but will continue with only the hospital-based program along with eastern and western Pennsylvania.

The specific aim of this project is to assess the feasibility and additional costs of a "booster" of SBS education at the 2 month, 4 month and 6 month office visits. The ultimate goal is to identify the most effective way to educate parents on the dangers of shaking an infant and hopefully eliminate abusive head injuries in Pennsylvania.

SBS Video is Recommended for ALL Parents

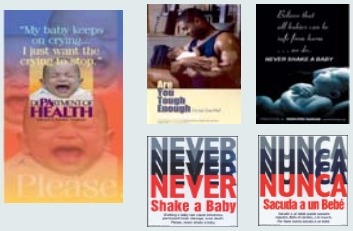
Since 2002 all Pennsylvania hospitals have been providing SBS education to new parents at the time of the baby's birth. It is well documented that people learn best when information is provided in various formats. *PA LAW 2002-176 The Shaken Baby Syndrome Education Act* mandates that shaken baby education be easy to understand and be provided in different formats. Since 1998, Dr. Dias and his team have recommended that shaken baby education include: 1) a discussion with the nurse, 2) the "Portrait of Promise" video, 3) a SBS educational brochure, 4) confirmation of receipt of the information by signing a commitment statement, and 5) SBS posters on the unit. This recommendation has become the community standard of nursing practice in the state of Pennsylvania.

Pediatricians and parents alike have told us that when faced with a crying baby at home, parents are remembering the education provided by the nurse especially the video. Physicians have noted that parents are learning to "*Put the baby down and call for help if they can't get the baby to stop crying*". So please encourage every parent to view the video. **No Pennsylvania parent should ever report not being offered the opportunity to see the video when they delivered their baby.**

Please remind your nurses of the important role the video plays in the SBS education that they present to their patients. We will provide your hospital with as many copies as necessary to ensure that every parent has the opportunity to view it prior to hospital discharge. Our office is available to in-service your staff if you meet resistance.

Thank you for your continued support to ensure that the "*Portrait of Promise*" video is seen by ALL PARENTS!

Shaken Baby Syndrome Supply Reference List 2008

	**Pennsylvania Department of Health SBS Brochure** (100 per package) **National SBS Center Posters** (4 styles) Order directly from the PA DOH: **Kimberly Early 717-772-2762** kiearly@state.pa.us
	Parents Bilingual Triplicate SBS Commitment Statement* (100 forms per package/1,000 forms per case) Order directly from **North Delaware Printing by email: ndelprint@aol.com** Include *"SBS Forms for Your Hospital's Name"* in the Subject heading **or call: Steve Brown 716-692-0576** For less than a case call the PA SBS Office: **717-531-7498**
	American Academy of Pediatrics Crying Cards (100 per package) Order directly from the PA Chapter of the AAP: **Teresa Olsen 866-823-7226** tolsen@paaap.org For less than 500 call the PA SBS Office: **717-531-7498**
	Self Addressed Return Envelopes for data (Specify amount desired/1 per month) Order from the PA SBS Office: **717-531-7498**
	Portrait of Promise Video (DVD or VHS formats/available in English, Spanish & Closed Caption) Order from the PA SBS Office: **717-531-7498**

The above supply reference list has been reprinted to identify the new supplier for the parent commitment statements. Ordering information for the white AAP brochures has been deleted. These forms are no longer available through the PA Shaken Baby Office.

The supplies needed for your shaken baby syndrome education program are listed above & are free of charge to all PA hospitals and birth centers. Please use this list as a quick reference when reordering your supplies. When in doubt, please call the PA Shaken Baby Office @ 717-531-7498. Thank you!

* Refer to the article on page 3 of this newsletter for more details on ordering the parent commitment statements from the new vendor.

2007 Data Reports included with Newsletter

We wish to thank all Pennsylvania birthing and children's hospitals who faithfully sent us their commitment statement data during 2007. The commitment statements that you submit along with the delivery numbers or NICU/PICU discharges that you report are entered into the *Pennsylvania Shaken Baby Syndrome Database.*

An End of Year Database Report is sent to all participating hospitals annually. **Each Nurse Manager will receive a report specific to your hospital in this newsletter.** Individual hospital and Pennsylvania Cumulative Reports are also sent to the *Pennsylvania Department of Health*. Please review your report carefully and contact the SBS Nurse Coordinators if you find a discrepancy. If there are months that your hospital did not submit data, and you have it, it's not too late to add it. Just contact the SBS office with the new information. We will make adjustments in your database file and reissue a new report if necessary.

The data that you submit is vitally important in assessing the effectiveness of the SBS education that Pennsylvania nurses are providing. Please utilize the End of Year SBS Report as a QI tool to provide feedback to your staff on the effectiveness of your program.

Thank you once again for your commitment to child abuse prevention all year long!

Child Line Releases Report of Abusive Head Trauma Cases

The Pennsylvania Department of Public Welfare ChildLine and Abuse Registry released the statistics of infant abusive head trauma in Pennsylvania for 2007.

There were fifty-nine documented cases of infants with head injuries that were confirmed to be the result of abuse including shaken baby syndrome. This compares to seventy cases reported in 2006.

In 2007, of the fifty-nine infants injured: Central PA reported twenty cases, Eastern PA accounted for twenty-five cases and Western PA had fourteen cases. Of those fifty-nine children, forty-one were boys (70%) and eighteen were girls (30%), ranging in age from 2 weeks old to 33 months old. Forty-nine of the fifty-nine perpetrators were parents and/or mom's boyfriend (83%), three were babysitters (5%) and seven were unknown (12%).

The abusive injuries to the infants included: skull fractures, subdural hematomas, brain edema, retinal hemorrhages, and permanent brain damage. Associated injuries included: rib fractures. **Eight of these children died from their injuries!**

Fifty-five of the infants were born in Pennsylvania hospitals therefore the parents should have been offered the SBS education at the time of the baby's birth. Four of these infants were born out of state.

To report cases of suspected child abuse to ChildLine call: 800-932-0313.

We welcome the **Reading Birth & Women's Center!** They have joined the prevention efforts of Pennsylvania hospitals by providing SBS education to their new parents and by submitting their commitment statement data during the first quarter of 2008.

Thank you for helping to save babies lives one family at a time!

*Reorder Commitment Statements directly from North Delaware Printing**

Effective April 1, 2008, North Delaware Printing will be supplying the parent commitment statements to all Pennsylvania hospitals & birth centers. The contact information is noted on the Supply Chart on the left page of this newsletter. When ordering a case of 1,000 or more forms, please provide them with the following information: Complete Name of Hospital
Name of Contact Person:
Mailing Address including Unit or Floor:
Phone Number:
Number of Cases:

Shipping costs are paid by the ***Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program.*** (Reminder: UPS will not deliver to a P.O. Box.)

Did You Know...

that in addition to English and Spanish you can obtain educational brochures and commitment statements in seven other languages free of charge from the Pennsylvania Department of Health? Access their website at www.dsf.health.state.pa.us and type shaken baby syndrome into the Search field. SBS fact sheets and commitment statements are available in Arabic, Cambodian, Chinese-Simplified, Chinese-Traditional, Korean, Russian and Vietnamese. These forms are not in triplicate, so please make a photocopy to send to the SBS office for database entry.

WE'RE ON THE WEB!
WWW.PASBS.COM

Pennsylvania Shaken Baby Syndrome 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 expanded 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

"Thank you for teaching my Mommy and Daddy to handle me with care!"