



Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

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

Third Quarter 2010

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Special Points of Interest:

- All parents should receive SBS education
- SBS education tools developed for nurses

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New parents J.D. & Suzanne Rhinehart share a quiet moment with their daughter Naomi. Suzanne who is an RN, BSN, OB Nurse & SBS Prevention Advocate at Sacred Heart Hospital in Allentown, PA, ensures that ALL parents receive SBS education even if they are healthcare professionals!

Healthcare Professionals Want the Same SBS Education that All Parents Receive

When physicians, nurses and child abuse experts arrive at the hospital for the birth of their child or children they want to receive the same nursing care that all parents get. As nurses we routinely treat patients who are in the health care field with a level of professional respect. In most cases this is deeply appreciated. However, when it comes to patient education we must be careful not to assume that they already know all they need to know about being parents and caring for their new baby.

The PA Shaken Baby Syndrome Prevention & Awareness Program office has received a number of phone calls and emails from physicians, nurses, social workers and child abuse experts stating that while hospitalized for the birth of their own baby the education on abusive head injuries/shaken baby syndrome was not presented completely or at all. One Pediatrician recounted that the nurse said “I don’t need to review the SBS info with you because you already know all about this.” That physician was appalled that she was not treated as a new mom with her own baby to care for.

Maria McColgan, MD, Director of the Child Protection Program at St. Christopher’s Hospital for Children has given us permission to reprint the email she sent to Dr. Dias about her recent experience:

“Just thought you might like to hear about my second experience at a Philadelphia hospital and why the SBS prevention may not be working in PA. Just had baby # 2, (it’s a girl, Giuliana Maria, 8 pounds 12 oz), and they gave me a folder of stuff to read and sign. In the folder amongst other things was the SBS pamphlet and the paper to sign. No video, no discussion! No one ever even asked me if I read it. Just took the folder of signed papers back for their files. Hope this helps with your prevention efforts.”

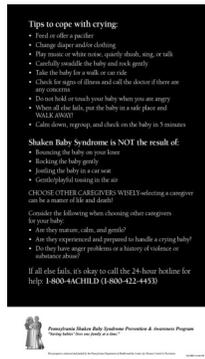
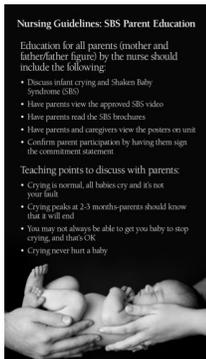
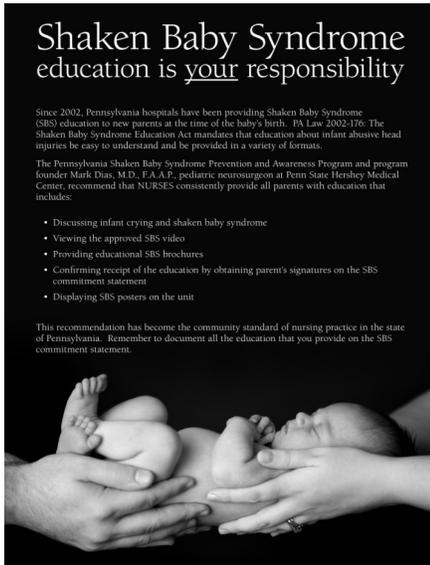
And yet another contacted us stating that the nurse told them that since they already had a child and saw the video previously they didn’t need to view it again.

The purpose of this article is to clarify what info should be presented to parents with medical or healthcare background.

1. ALL parents should be offered ALL program components despite their health care/child abuse prevention background.
2. If parents previously viewed the video they should still be offered it with a subsequent birth. If they chose not to view it again then that decision needs to be clearly documented on the SBS commitment statement.
3. Discuss normal infant crying, how to soothe a crying infant and the tragic outcome if someone shakes a child when frustrated by the crying. If the healthcare professional knows the info he/she will let you know or may provide some additional information or anecdotes that you may find helpful when educating others in the future.

KEEP IN MIND: Some healthcare professionals are interested in hearing how YOU educate parents because those parents may also be THEIR patients. Thank you!

Staff Lounge Posters and Nurse Reference Cards Developed to Assist Staff with Parent Education



As announced in prior SBS newsletters a poster, pictured to the left, has been developed to assist your staff in remembering the key components of SBS parent education. These posters were mailed to all PA hospitals and birth centers in August 2010. If you did not receive a poster or desire more copies please contact the SBS Office.

REMEMBER: This poster is for staff use ONLY and does not replace the parent education posters that are to be displayed on the Maternal Child Health and Neonatal Intensive Care Units.

In addition, we have developed a small handy dandy pocket size reference card for every nurse to utilize when educating parents. A sample of the card is enclosed with this newsletter and is pictured on the lower left.

Keeping with our new “baby in the parent’s hands” design the reference card includes:

- The five key educational components of the prevention program
- Teaching points to discuss with parents
- Suggestions on how to soothe a crying infant
- Actions that do not cause the injuries seen with abusive head trauma
- Suggestions about carefully choosing a caregiver
- The 24/7 HOTLINE number for parents to call if needed

We are hopeful that these items, along with the documentation boxes on the parent commitment statements, will serve as a reminder to nurses that ALL components of the education must be provided in a comprehensive manner to all parents prior to discharge from the hospital. This education model is the community standard of nursing practice in the state of Pennsylvania.

Staff SBS Education Ordering Information

In the Fall of 2010 all PA Hospitals will receive SBS Nurse Reference Cards to distribute to their staff free of charge. To ensure that your unit receives the correct number of cards for your nurses, please complete the order sheet which is enclosed with this newsletter. Please count one card per nurse on your unit. Cards are prepackaged 100 per pack. Hospitals who do not submit an order form will receive one packet in the initial mailing. Please contact the SBS Program office to reorder as your staff needs change in the future. Thank you!

Sharing Newsletters Assists with Staff Compliance

A number of Maternal Child Health and NICU Nurse Managers and Educators have reported that they have seen an increase in staff compliance with SBS education once they began to share their copy of the quarterly SBS newsletters with the staff. Some discuss the newsletter articles during scheduled staff meetings and others post it in the staff lounge for easy access. Please utilize whatever works best in your hospital.

Our goal is to ensure that through the combination of: the staff lounge poster, the nurse reference cards, the quarterly SBS newsletters and PNA approved in-services that EVERY nurse in Pennsylvania is aware of the statewide expectation and individual obligation for providing SBS education to new parents.

AHT Video Update

We are very excited to announce that we are in the development phase of the new abusive head trauma video which is being created to replace the *“Portrait of Promise”* video which is currently being used in PA Hospitals for SBS parent education. We are hoping to meet our January 2011 distribution deadline if all goes as planned. We’ll update you again in the 4th Quarter SBS Prevention Program Newsletter which will be released in December 2010.

In the interim, thank you for spreading the important prevention message by continuing to have parents view *“Portrait of Promise”*.



Tara Dechert, Program Developer for Nurse Family Partnership National Service Office & new mom realizes that many generations can benefit from the joy a new baby brings to the family. We encourage all new moms to enjoy this special time and accept occasional assistance from family members.



Dads can be excellent role models for their young sons. Encourage them to teach older siblings how to nurture and gently care for the new baby.

Today’s big brothers are the fathers of tomorrow!

Did You Know...

that we encourage feedback from YOU and your staff on anything related to the PA SBS program: the components, educational materials, implementation or issues that may arise when you are presenting the education to parents. Please submit your questions and/or recommendations via email to the SBS Nurse Coordinators listed on the back of this newsletter. You may have a question that other hospitals have as well. With your permission we may publish that question in a future issue of the PA SBS Prevention Program newsletter. Thanks!

Please contact the SBS office if you have not received your staff lounge poster or desire more copies.



Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

Saving babies' lives one family at a time.

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Visit our website
at
www.pasbs.com

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 Pennsylvania Department of Health and by 2006 became the first state in the nation to provide consistent hospital based education in 100% of all birthing and children's hospitals in Pennsylvania according to the Dias Model.

In 2007, The Centers for Disease Control & Prevention (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, through funding from the PA Department of Health, provides PNA approved nursing in-services, supplies, educational videos and guidance free of charge to all PA hospitals & birth centers.

Our goal, with your help, is to ensure that every parent of every child born in Pennsylvania receives education on shaken baby syndrome!

Pennsylvania Hospitals and Birth Centers Providing Infant Abusive Head Trauma Education

Abington Memorial Hospital
Albert Einstein Medical Center
Altoona Hospital
Armstrong Center for Med & Hlth
Barnes-Kasson Hospital
Berwick Hospital Center
Birth Care & Family Health Svcs
Birth Center: Bryn Mawr
Bloomsburg Hospital
Bradford Regional Med. Center
Butler Memorial Hospital
Carlisle Regional Med Center
Chambersburg Hospital
Charles Cole Memorial Hospital
Chester County 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: 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 Ctr
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
Midwife Ctr for Birth & Women's Hlth
Millcreek Community Hospital
Montgomery Hospital
Moses Taylor Hospital
Mt. Nittany Medical Center
Nason Hospital
Northeastern Hospital
Penn State Hershey Medical Center
Pennsylvania Hospital
Phoenixville Hospital
Pocono Medical Center
Pottstown Memorial Med. Center
Punxsutawney Hospital
Reading Birth & Women's Center
Reading Hospital & Med Center
Riddle Memorial Hospital
Robert Packer Hospital
Sacred Heart Hospital
Schuylkill Medical Center
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
Uniontown Hospital
UPMC: Bedford Memorial
UPMC Horizon: Shenango Valley
UPMC: Northwest
Valley Birth Place
Warren General Hospital
Washington Hospital
Wayne Memorial Hospital
Waynesboro Hospital
Western PA Hospital
Wilkes-Barre General Hosp.
Williamsport Hospital
Windber Medical Center
York Hospital



Giggles not ghouls on Halloween!