

First Quarter 2012

# THE PENNSYLVANIA SHAKEN BABY SYNDROME PREVENTION PROGRAM

"Saving Babies Lives One Family at a Time"

Volume 9, Issue 1

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Encourage older siblings to be involved in the care of the new baby. This will help to develop a special bond that will last a lifetime.

## Special points of interest:

- March is Brain Injury Awareness Month
- New name and look for PA SBS Prevention Program
- "A Life in Your Hands: Preventing Shaken Baby Syndrome" video questions answered
- Technology surveys coming soon

# **Governor Corbett Proclaims March 2012 Brain Injury Awareness Month**

Pennsylvania Governor Tom Corbett has acknowledged that more than 245,000 children and adults are living with a disability due to traumatic brain injury in Pennsylvania. Approximately 26,000 Pennsylvania children sustain traumatic brain injuries each year and up to one third of Shaken Baby Syndrome victims die as a result of direct brain injuries. Up to 80% of the survivors suffer permanent neurological damage which can result in the impairment of cognitive abilities, physical functioning or in the disturbance of behavioral or emotional functioning.

Governor Corbett recognizes that organizations such as the Pennsylvania Department of Health, along with the Brain Injury Association of Pennsylvania, the Acquired Brain Injury Network of Pennsylvania, the Pennsylvania Athletic Trainers Society, the Pennsylvania Shaken Baby Syndrome Prevention Program, administered by Penn State Hershey Medical Center, the Children's Hospital of Philadelphia, the Pennsylvania Coalition Against Domestic Violence, the Pennsylvania Chapter of the American Academy of Pediatrics, and the Disability Rights Network of Pennsylvania are committed to increasing awareness and educating on the issue of brain injuries.

We are happy to announce that Governor Corbett has signed a proclamation declaring March 2012 "Brain Injury Awareness Month". He encourages all Pennsylvanians to recognize the value and importance of brain injury prevention and awareness. A copy of this proclamation has been reprinted with permission from the Pennsylvania Department of Health and is enclosed in this newsletter for posting in your hospital.

Thank you for YOUR continued efforts to prevent these devastating injuries by raising parents' awareness and offering techniques to cope with a crying infant

### The Pennsylvania Program has a New Title and Logo

The Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program has been educating about abusive head trauma in PA since 2002. Over the years our logo has evolved from a crying baby sketch to a loving family cartoon shape.

As the program grew over the last few years, we transitioned to the black and white baby in the hands image, shown above, as we developed nurse education cards, staff lounge posters, magnets and most recently our new prevention video, "A Life in Your Hands...Preventing Shaken Baby Syndrome". Effective January 2012 this image is now the official logo for the Pennsylvania Shaken Baby Syndrome Prevention Program. The "and Awareness" has been dropped from the program name to make it less cumbersome. In keeping with the main message of the new video we now encourage ALL parents to remember..."Your Baby's Life is in Your Hands". All future correspondence and educational materials from our program will contain the new name and logo.

## **Shaken Baby Syndrome Supply Reference List 2012**



Pennsylvania Department of Health SBS Brochures (50 per package)\*

For 600 or more: order directly from the PA DOH NEW CONTACT PERSON
Lani Culley at 717-772-2762 or email: <u>lculley @ pa.gov</u>

For 550 or less: call the PA SBS Office: 717-531-7498



#### Parents' Bilingual Triplicate SBS Commitment Statements

(100 forms per package/ 1,100 forms per case)

For 600 or more: order directly from North Delaware Printing: ndelprint@aol.com

For 500 or less: call the PA SBS Office: 717-531-7498





American Academy of Pediatrics Crying Cards (100 per package)
Parent Help Cards (100 per pack)

For 600 or more: order directly from PA Chapter of the AAP: Teresa Olsen tolsen@paaap.org or call 866-823-7226

For 500 or less: call the PA SBS Office: 717-531-7498





"A Life in Your Hands...Preventing Shaken Baby Syndrome Video ©"\*
(English version)

"Portrait of Promise" (Spanish & closed caption versions)

Order from the PA SBS Office: 717-531-7498





#### **Nurse Education Cards & Staff Lounge Poster**

Order from the PA SBS Office: 717-531-7498



#### **Self Addressed Return Envelopes for Commitment Statement Data**

(Specify amount desired/1 per month)

Order from the PA SBS Office: 717-531-7498

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 in 2012. Please discard old ordering lists since there are changes for 2012.

\*The above supply reference list has been updated to reflect the following changes: (1) removed Marlana Sattazahn from the PA DOH contact list & replaced her with new contact person Lani Culley, (2) added new abusive head trauma video for 2012 in English version only, (3) revised "Portrait of Promise" video to reflect Spanish & closed caption versions only.

# 2011 Data Report included in this Newsletter

We wish to thank all Pennsylvania birthing centers, children's hospitals & birth hospitals who faithfully sent us their commitment statement data during 2011. The commitment statements that you submit along with the OB delivery numbers or NICU discharges that you report are entered into the Pennsylvania Shaken Baby Syndrome Database.

An End of Year Database Report is sent to all 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.

If the SBS contact person at your hospital changes at any time please notify the SBS office so we can update your record.

Thank You!

#### **Questions Answered About New Prevention Video**

In January 2012 all Pennsylvania hospitals and birth centers received DVD copies of the new SBS prevention video entitled "A Life in Your Hands: Preventing Shaken Baby Syndrome". The following are questions that we received at the PA SBS Prevention Program Office:

### Q: Is the video available in other languages & closed caption format?

**A:** The Spanish & closed caption versions are currently being developed and will hopefully be available to the PA hospitals in the Spring. We are researching the need for other languages and hope to obtain funding to reproduce the video in the most frequently requested languages in PA.

#### O: Will the video be available on the Newborn Station?

**A:** "A Life in Your Hands: Preventing Shaken Baby Syndrome" should be available to all PA hospitals who utilize the Newborn Channel as of July 1, 2012. In the meantime please utilize the DVDs that we sent to your hospital to educate your parents.

### Q: Why can't we place the new video on an internet based education station?

**A:** Our grant agreement with the CDC permits us to only distribute the new video to hospitals & birth centers in Pennsylvania for the purpose of educating parents at the time of the baby's birth. There fore any distribution outside the hospital is a violation of that agreement. Since the video is copyrighted, permission for distribution in any other format must be obtained directly from our office.

### Q: We don't have the ability to show parents DVDs in our hospital. What should we do?

**A:** Please contact our office at 717-531-7498 and we would be happy to discuss options for your specific hospital needs.

# Does Your Hospital Have Plans to Recognize Child Abuse Prevention Month in April?

April is Child Abuse Prevention Month. If your hospital needs ideas for implementing a campaign to honor children this Spring consider using the bright blue and silver pinwheels from Prevent Child Abuse Pennsylvania (PCA PA). Their mission is to prevent the abuse and neglect of children before it ever happens. PCA PA celebrates children and honors Child Abuse Prevention Month through the national Pinwheels for Prevention campaign. Pinwheel order forms and suggestions for recognizing Child Abuse Prevention Month are available

at: www.PreventChildAbusePA.org



As seen in the new video, babies who have been shaken can require treatment in Pediatric Intensive Care to survive their injuries.

# Parent Technology Surveys Coming this Summer!

Our goal is to educate parents on the serious effects of shaking a baby and offer them education on prevention.

In order to evaluate how we can best educate parents, once they leave the hospital with their new baby, we need to assess parents' access to technology statewide.

We are asking for your help! We have developed a very simple technology survey and are requesting that all hospitals provide this survey to their new parents for two weeks in the Summer of 2012.

More information on the survey process will be published in the Second Quarter SBS Program Newsletter in June 2012.



Pennsylvania Shaken Baby Syndrome Prevention Program

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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 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 PA Shaken Baby Syndrome Prevention Program a \$2.8 million dollar grant to expand the program into pediatric and family practice offices in 16 counties in Central Pennsylvania until October 2012. The CDC also provided funding for the development, production and distribution of the abusive head trauma video entitled, "A Life in your Hands: Preventing Shaken Baby Syndrome" which is now being utilized in hospitals statewide.

The Pennsylvania Shaken Baby Syndrome Prevention Program, through ongoing funding from the Pennsylvania Department of Health, provides PSNA approved nursing in-services, supplies, and guidance free of charge to all PA hospitals & birthing centers.

Our goal 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 **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 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 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 Midwife Ctr for Birth & Womens Hlth Millcreek Community Hospital **Montgomery Hospital** Moses Taylor Hospital Mt. Nittany Medical Center Nason 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: Hamot 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

