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Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

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

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Rate of Abusive Head Trauma is Declining in Pennsylvania

I want to take a moment in this season of Thanksgiving to thank each of you for your service and efforts in educating Pennsylvania's parents and families about the dangers of violent infant shaking, and for your work in preventing child abuse. This month we haven't had much to celebrate at Penn State, with all of the upheaval due to the child sexual abuse scandal. However, Penn State is a community that transcends more than one person or a sports program, and I am so proud of the work we, and you, are doing to prevent the abuse of Pennsylvania's most vulnerable children.

As you know, we began this project in Pennsylvania with the goal of reducing the frequency of abusive head trauma (AHT) in our state. The program is based upon a program I began in December 1998 in the eight counties around Buffalo NY and, two years later, in the nine counties around Rochester NY. Thirteen years later, these seventeen Upstate NY counties continue to have fewer than half of the cases of AHT than they had experienced before the program began!

The Pennsylvania program began much like the Buffalo program, with the enthusiasm and support of the Obstetric and NICU nurses at all of Pennsylvania's birthing hospitals. By 2006 all hospitals statewide were actively participating. We have been monitoring the incidence of AHT in the state since we began the program. In the first years of the program we had a disappointing rise in the incidence of AHT. We are working to identify the reasons for this rise, but we think the rise may be due both to better recognition of AHT in Pennsylvania and an unfortunate effect of the recent economic downturn (something that has been corroborated in other areas of the country as well, and published in two recent journal articles one which was summarized by Rachel Berger, MD in the Second Quarter 2011 PA SBS Program Newsletter). Although disappointed, we were heartened by the stability we saw in Upstate NY where the rate of AHT has remained constant throughout the recession.

I am extremely pleased to report that over the last two years we have finally begun to see a decline in the incidence of AHT in Pennsylvania as well! From a high of 104 cases in 2009, we saw a decline to 86 cases in 2010 and, with only one month to go, we have recorded only 57 cases so far in 2011!! I am optimistic that this trend will continue with your strong support and enthusiastic work. Thank you for all that you do to make Pennsylvania safe for our children!

Mark S. Dias, MD, FAAP

Professor and Vice Chair of Clinical Neurosurgery & PA SBS Prevention Program Founder Penn State Hershey Medical Center/Children's Hospital/College of Medicine

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Fourth Quarter 2011

Special points of interest:

- Decline in Number of AHT Cases
- New AHT Video is Released
- DVD Ordering Info



More babies will be celebrating the holidays with their families this year as cases of AHT decline in PA!

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Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

"A Life in Your Hands...Preventing Shaken Baby Syndrome"

After two years of planning, writing, interviewing, filming, producing, editing, and re-editing, we are very excited to announce that the new infant abusive head trauma video is finally complete! Entitled "A Life in Your Hands...Preventing Shaken Baby Syndrome", the image and main message to parents is that they are the parent....they are responsible for their baby...their baby's life is literally in their hands! Unlike other child care DVDs, this AHT prevention video is intentionally not warm and fuzzy because it deals with the devastation and long term consequences of child abuse. However, it does provide the parents with positive parenting techniques to calm their infant, calm themselves and choose good caregivers.

It took a team of many players to complete this project! We received excellent feedback from over 450 parents and healthcare providers in 9 states as well as our three focus group hospitals: UPMC Mercy Pittsburgh, Bloomsburg Hospital and Moses Taylor Hospital. Thank you to all who completed these surveys and offered suggestions. We feel that we have an excellent product because of the feedback we have received and incorporated from all of you!

This video would not be as emotionally moving without the personal interviews from Dave Ritterbeck, Steve and Dawson Rath and Darryl Gibbs. We thank them for their willingness to share their personal stories in an effort to prevent this from happening to others. In addition, a special thanks to all the families who kindly gave of their time to be filmed for the "positive parenting" portion of the video including: Dr. Ian, Rita, Ava & baby Jack Paul; Grandmother Virginia Brubaker; Ellen, Brian, & 3 week old Lillian Kohler; Daemon, Nikki, Cierra & baby Bryce Adams; and babysitter Amanda Van Orden. We also wish to acknowledge the acting talents in the shaking baby and PICU scenes by Sam Neagley & Cassidy Dermott. New parents can model coping with crying techniques, remember how to calm themselves, hopefully choose good caregivers and understand the consequences of shaking a baby thanks to the reenactments of these kind people.

Our deepest appreciation goes out to Mathea Jacobs, our producer from Penn State Hershey Medical Center, and her team for their dedication to this project and patience with the voluminous amount of changes we presented to them over the last two years. We wish to acknowledge Allen Clements and Riley Hearn from PostageVFX. Allen provided the soothing voiceover for the video, and together, Allen & Riley developed the computer generated animation which accurately depicts the devastating injuries of being shaken.

Our hope is that parents will remember the video content at the appropriate time when caring for their infants. We all believe in "Saving babies lives one family at a time".



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The PA SBS Prevention Team: (L-R) Kelly Cappos, Mark Dias, Carroll Rottmund, & Marie Killian

Council on Brain Injury Award Presented to Dr. Mark Dias and The PA AHT Prevention Team

We were honored to receive the 2011 Council on Brain Injury (CoBI) Award on October 4, 2011 at a wonderful dinner reception in Malvern, PA. This award was presented at the 5th Annual David's Drive fundraiser which is a key means of financial support for CoBI. The mission of the Council on Brain Injury is to fund education related to brain injury, conduct & support research for more effective treatment and to advocate for improved services for clients with brain injuries. To learn more about CoBI visit their website at: www.councilonbraininjury.org

We would like to offer a special "Thank You" to Carolyn Cass, Pennsylvania Department of Health, for nominating our program for this prestigious award and to the Board of Directors of CoBI for this recognition. It is deeply appreciated!

Warm greetings and heartfelt thanks for your dedication to child abuse prevention all year long!

Happy Holidays!



Mark Dias

Carroll Rottmund

Marie Killian

Kelly Cappos

DVDs and Parent Help Cards to be Mailed to All PA Hospitals

Our goal is to mail the new video "A Life in Your Hands...Preventing Shaken Baby Syndrome" to all Pennsylvania hospitals as soon as possible. The order for your individual hospital is based on the request sheet you returned to our office in October 2011. Information provided on that sheet will determine the number of DVDs, and parent "Help Cards" that will be mailed to the contact person noted on the order form. If your hospital did not return a sheet then we attempted to follow up by phone or email on a number of occasions. Hospitals who did not respond will receive 2 DVDs to utilize with their parents.

The DVDs and Help Cards will be mailed separately. The DVDs will be coming directly from the reproduction company and the "Help Cards" will be mailed either from our office or directly from the American Academy of Pediatrics depending on the volume ordered. Hospitals who will be placing the video on a newborn channel will also receive a copyright permission form which needs to be signed and returned to our office prior to adding the video to your hospital station.

The 24 hr day/7 day a week Nationwide hotline number is noted in the video for parents to utilize as a resource. By providing them with the PA Department of Health SBS brochure and the AAP "Help Card" the parents will have access to this number instead of trying to write it down while viewing the video.

Please contact the PA SBS office if you have any questions. Thank you!



Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program Saving babies' lives one family at a time.

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http://www.pennstatehershey.org/web/shakenbaby/home

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 through 2012.

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 is to ensure that every parent of every child born in PA receives education on shaken baby syndrome!

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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 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 Lehigh Valley Hospital Lewistown Hospital Lock Haven Hospital Magee Woman's Hospital Main Line: Bryn Mawr Main Line: Lankenau Main Line: Paoli

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

Meadville Medical Center

St. Luke's Hospital: Allentown St. Luke's Hospital: Bethlehem St. Mary's Medical Center St. Vincent Medical Center **Temple University Hospital Temple: Lower Bucks 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

