



# Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

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

Fourth Quarter 2010

Volume 7, Issue 4

## Special Points of Interest:

- Caregiver selection is vitally important
- SBS in-service presentation feedback
- Holiday Wishes!

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Families face many stressors during the holidays. Remind parents not to forget the safety of their children during all the holiday commotion. Offer them suggestions on how to choose a safe caregiver. Some people don't get stressed caring for one child but can get overwhelmed when caring for a crying baby and additional siblings!

## Choosing a Safe Caregiver is Especially Important during the Holiday Season

The holidays can be a beautiful time to celebrate family traditions and catch up with friends. They can also be a dangerous time for babies. Stress over finances, finding the perfect gift, excited older siblings, or accommodating out of town guests can distract parents from the routine daily care of their infant. Well meaning aunts or friends may offer to care for the baby so the parents can be free to attend to the demands of the holidays. An infant left, even for a short time, in the care of someone who is not prepared to handle a small baby can become a victim of abuse.

As a nurse you have the opportunity to educate parents to ensure that this does not happen to their baby. Discuss the normal holiday stress that many of us feel at this time of year. Teach the parents to evaluate the wisdom of leaving their baby in the care of any person by asking themselves the following questions prior to leaving their baby alone with this caregiver:

- Does this person have experience caring for infants?
- Is this person already stressed?
- Do I feel safe with this person?
- Does this person have problems with anger?
- Does this person have a history of violence?
- Will the baby be in a safe environment?
- Is this person using drugs &/or alcohol?

Encourage the parents to discuss a plan with the caregiver to meet the infant's needs especially if the baby experiences a fussy period:

- Provide a contact number for the parents so the caregiver can call if they are feeling stressed caring for the baby.
- Ensure that the caregiver has someone else he/she can call for help if the parents are unavailable.
- Discuss techniques that have effectively soothed the crying infant in the past.
- Encourage the caregiver to put the crying baby down in a safe place if he/she is getting frustrated.
- Reassure the caregiver that it's OK to call for help if he/she can't get the infant to stop crying or they are feeling frustrated or stressed.

**By being proactive you can give the parents the best gift ever: A safe healthy baby!**

## Pennsylvania Nurses Respond to SBS In-service

In 2010 the Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program Nurse Coordinators, Carroll Rottmund, Marie Killian and Kelly Cappos presented 66 formal in-services at 46 hospitals for 725 staff and 18 non-hospital in-services for 678 attendees. At the conclusion of each in-service presentation the attendees are requested to complete a formal evaluation of the program content and presenter.

In deciding whether your staff would benefit from an abusive head trauma update in 2011 consider the comments we received in 2010 on the evaluations from nursing staff in Pennsylvania hospitals:

- It should be mandatory that all nursing staff attend this update as part of annual competencies!
- This in-service was very eye opening & disturbing. Documentation of education is very important.
- Excellent, energetic, very knowledgeable speaker! I learned more than I expected. I did not realize the devastating effects & long term consequences of these injuries before the in-service.
- I was happy to have tips on how to present the education to parents.
- Wonderful! I will begin charting the education I provide better starting today.
- Great to have an update on this vital topic.
- Very insightful professional teaching! You were able to educate me with new material and statistics. : ) Thanks!
- I learned the importance of educating all fathers and having them watch the video.
- Excellent! You reinforced the importance of this education & the nurses' role.
- Very helpful information that I will use in the education of my parents every day.

All nurses receive 1.0 contact hr of continuing education from PNA for attendance at this in-service. We strongly believe that Maternal Child Health and Neonatal Intensive Care nursing staff at every Pennsylvania birthing and children's hospital should be offered the opportunity to attend a formal in-service on infant abusive head injuries at least once every three years.

*“Preventing Infant Abusive Head Injuries Through Hospital-Based Parent Education: The Pennsylvania SBS Prevention & Awareness Program”*

**To schedule this updated in-service for your hospital in 2011 please contact the PA SBS Program Office at: 717-531-7498 .**

**Thank you!**

## Have You Received the SBS Nurse Education Cards?

In the third quarter 2010 newsletter we introduced you to the new SBS nurse education cards and requested that you complete an order sheet for these cards to meet the needs of the nurses at your hospital. We appreciate the excellent response we received from the nurse managers and SBS program administrators from the PA birth and children's hospitals and birth centers. As per your order requests, the nurse education cards were mailed at the beginning of December. If a hospital did not complete an order sheet then 100 cards were sent.

**If you have not received your order or need more cards for new staff, please contact the SBS Prevention Program Office and we'll be happy to send you some. Thank You!**



Wishing you and your family  
a wonderful and safe holiday season!

The PA SBS Prevention Program Team

Mark Días Carroll Rottmund Marie Killian Kelly Cappos

## NEW VIDEO COMING!

Development of the new abusive head trauma prevention video continues. During the first quarter of 2011 we plan to release the first version DVD for a focus group at three Pennsylvania hospitals. The participating pilot hospitals would be asked to show parents the new AHT video instead of "Portrait of Promise" then ask the parents to complete a brief survey evaluating the video. In addition, input from the nursing staff will be very important. We will review the survey and staff suggestions and make changes to the video as appropriate. Upon completion the final version will be released to all Pennsylvania hospitals

In the interim, thank you for spreading the important prevention message by continuing to have ALL parents view "Portrait of Promise" at the time of their baby's birth.

What should our new prevention video be called? We would love to hear your suggestions for a unique title.

Email us! :)

### **You Know That...**

alcohol & babies don't mix!  
Encourage caregivers not to drink this holiday when they are caring for young children!



## We value your experience and input!

If your hospital's Maternal Child Health Unit or NICU wishes to be part of our focus group to evaluate the new AHT video please contact the PA SBS Program Nurse Coordinators at: 717-531-7498 or at the emails on the back of this newsletter. Thank You!

## SBS Aggregate Data Sheets Are Obsolete

Effective January 2011 SBS aggregate data sheets will no longer be an option for monthly data submission from the Pennsylvania hospitals. We appreciate those of you who faithfully compiled this data in the past.

In order to ensure statewide consistency of data collection, all PA birth and children's hospitals and birth centers are requested to mail the pink copy of the SBS parent commitment statements to the PA SBS Program Office. We will provide you with self addressed data envelopes to mail the monthly data. **Please remember to complete the number of deliveries or NICU discharges on the front of each envelope**

Please contact the SBS Program office you have any questions. Thank you for your understanding and compliance with this new request!



## Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

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Visit our website  
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[www.pasbs.com](http://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



**Belly laughs & giggles this winter!**