



Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program

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

Second Quarter 2010

Volume 7, Issue 2

Pennsylvania Department of Health Renews SBS Program Funding

We would like offer a sincere “Thank you” to the Pennsylvania Department of Health: Bureau of Family Health for their continued support of the Pennsylvania Shaken Baby Syndrome Prevention Awareness Program. We are thrilled to announce that they have renewed funding for the SBS prevention program through June 2012.

This funding allows us to provide all Pennsylvania birth and children’s hospitals and birth centers with:

- SBS program supplies FREE of charge
- PNA approved in-service presentations
- Data tracking and annual reports
- Quarterly SBS newsletters
- Documentation guidelines and policy recommendations
- A resource for questions and ongoing support

We deeply appreciate the support of the PA Department of Health as we continue our mission of ensuring that ALL parents of ALL babies born in Pennsylvania receive educational information on abusive head injuries at the time of the baby’s birth. The program goal, consistent with PA 2002-176: The Shaken Baby Syndrome Education Law, is to save babies lives one family at a time!

Thank you to the wonderful people at the Pennsylvania DOH for making this possible!

Special Points of Interest:

Renewed funding good news for PA babies

Staff lounge posters coming to your hospital this Summer 2010

Crying fact summary listed inside

Inside This Issue

New AAP Help Cards available for parents	2
Update on AHT video	3
Did You Know...	3
Hospital Corner	4
Program History	4

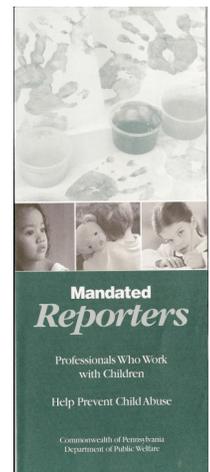


This June, encourage dads to spend time with the little ones who made them a father!

Does Your Staff Know Their Responsibilities as a Mandated Reporter of Suspected Child Abuse?

In 1975, the PA Child Protective Services Act was signed into law. It was enacted to protect children from abuse, allow the opportunity for healthy growth and development and whenever, possible preserve and stabilize the family. Under this law, we as nurses, are mandated reporters if we suspect that a child may be the victim of neglect or abuse. In 2007, a legislative update was signed which states that mandated reporters need NOT have direct contact with the child, need NOT determine if a suspected perpetrator meets the CPSL definition, and includes increased penalties for willfully failing to report suspected abuse.

In order to ensure that YOUR staff is familiar with their responsibilities as a mandated reporter we recommend that you review the child abuse reporting policies for your institution, have an open dialog with the social services department at your hospital, provide your staff with updated training on the CPSL &/or obtain the free brochure which is pictured on the right by calling your local county C&Y office or contacting ChildLine at 1-800-932-0313.



New Parent Help Cards Are Now Available



Provide parents with this handy reminder of parenting tips and the HELP LINE number.

The PA Chapter of the American Academy of Pediatrics' child abuse education and prevention program, understands that even good parents can have bad days. Therefore, they have developed the new parent "Help Card" which is pictured to the left. This compact tri-fold educational brochure provides parents with helpful ways to quiet a crying baby and calm themselves when they are feeling stressed. In a positive manner, it acknowledges that even "great" parents get tired and can be stressed and that it's OK to ask for help or take a break from parenting for a short while. The card has just enough helpful tips and suggestions to assure parents that they are not the only one seeking answers. It also provides guidance for those who are concerned about the health and safety of other children. The card contains the 1-800-4-A-CHILD HELP LINE number that parents can call 24 hours a day 7 days a week if they need assistance or reassurance.

The Help Cards are a great complement to the shaken baby syndrome information that you provide to your parents at the time of the baby's birth. They are free of charge, are available 100 per pack and can be ordered directly from the PA Chapter of the AAP by contacting Teresa Olsen at tolsen@paaap.org or calling 866-823-7226. For less than 500 call the PA SBS Office at 717-531-7498.

The new parent Help Card is endorsed by the Pennsylvania Suspected Child Abuse and Neglect Advisory Board & the Pennsylvania Shaken Baby Syndrome Prevention and Awareness Program.

SBS Education Reminder for Staff Lounge Available Soon

We introduced the development of a staff lounge poster in a previous Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program newsletter. The poster contained the Key Elements of SBS education in Pennsylvania and a picture of a baby asleep in his mother's hand. Because concerns were voiced over having a baby lying prone while sleeping, we took the poster back to the proverbial drawing board and redesigned it with a picture which is more in line with the safe sleep initiative. A draft of the poster is on the right. We love the new look and hope you will too!

We would like to thank Judy Lehnowsky, RN, OB Nurse Manager of Moses Taylor Hospital in Scranton, PA for taking the initiative to ensure that her nurses remember all the key elements of shaken baby syndrome education. The SBS poster was originally developed at Judy's request.

One poster will be mailed to every birth center, OB unit and NICU in Pennsylvania during the Summer 2010. If you would like more than one poster for your hospital or birth center please contact the PA SBS Nurse Coordinators at the emails on the back of this newsletter or call the SBS Office at 717-531-7498.

We welcome your feedback and hope that the posters will assist you with staff education compliance.

 A poster with a black background. At the top, the text 'Shaken Baby Syndrome education is your responsibility' is written in white. Below this, there is a list of bullet points and a paragraph of text. At the bottom, there is a photograph of a baby's head and hands being gently held.

Shaken Baby Syndrome education is your responsibility

Since 2002, Pennsylvania hospitals have been providing Shaken Baby Syndrome (SBS) education to new parents at the time of the baby's birth. PA Law 2002-116: The Shaken Baby Syndrome Education Act mandates that education about infant abusive head injuries be easy to understand and be provided in a variety of formats.

The Pennsylvania Shaken Baby Syndrome Prevention and Awareness Program and program founder Mark Dias, M.D., F.A.A.P., pediatric neurosurgeon at Penn State Hershey Medical Center, recommend that NURSES consistently provide all parents with education that includes:

- Discussing infant crying and shaken baby syndrome
- Viewing the approved SBS video
- Providing educational SBS brochures
- Confirming receipt of the education by obtaining parent's signatures on the SBS commitment statement
- Displaying SBS posters on the unit

This recommendation has become the community standard of nursing practice in the state of Pennsylvania. Remember to document all the education that you provide on the SBS commitment statement.



Pennsylvania Shaken Baby Syndrome Prevention & Awareness Program
"Shaking babies" from one family at a time.

The program is funded and supported by the Pennsylvania Department of Health and the Center for Disease Control & Prevention.

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CDC Funds New Abusive Head Trauma Video

We wish to thank the Centers for Disease Control & Prevention for providing funding for the Pennsylvania Shaken Baby Syndrome Prevention Awareness Program to develop and produce a new infant abusive head trauma video. We plan to make this a visually appealing, technologically updated, educational tool which will replace the “*Portrait of Promise*” video that is currently being used in all PA hospitals. Our plan is to have the new DVDs available for FREE to all PA hospitals and birth centers by January 2010. In the meantime, we highly recommend the consistent continued use of “*Portrait of Promise*” for all parents. As the community standard of nursing practice we still believe that it is the most appropriate video available, at this time, that addresses not only infant crying but also shaken baby syndrome in detail.

Remember to Share Infant Crying Facts with New Parents

As a nurse parents look to you as the expert when it comes to infant care. You teach them how to feed their new infant, to place the baby in a safe place on his back to sleep, and how to change a diaper and swaddle the child. Comprehensive nursing care includes a discussion on infant crying and how to soothe a crying child. Discuss basic crying facts:

It's a Fact:

- All babies cry. It's how they communicate.
- Crying may mean that they are too hot, too cold, tired, hungry, need a diaper change, just want to be held or they are ill
- It doesn't mean you're a bad parent if your baby cries
- Crying peaks at 2-3 months old
- Evening crying is common

It's a Fact:

- Crying can cause feelings of frustration, helplessness, depression, fatigue or anger
- These feelings are normal
- Remember not to lose your temper
- It's OK to ask for help
- It's OK to put a crying baby down in a safe place, walk away and calm down

It's a Fact:

- Violent infant shaking can cause: blindness, mental retardation, paralysis, learning disabilities and death
- Only a few moments of shaking done out of anger can result in a lifetime of sorrow, pain and regret.
- No baby ever died from crying but babies do die from shaking!

Spanish Survey Reminder

Once a year your hospital receives surveys in English & Spanish for parents to complete on the SBS education that your nurses provide to them. Please remind the nurses to distribute the surveys to Spanish speaking parents as well. Utilize hospital translators, if available, to explain the survey process. Even though a significant portion of the population today speaks or reads only Spanish we are NOT receiving many Spanish surveys back in our office.

Thank you for addressing this issue with your nursing staff.



Babies cry... it's what they do!
Teach parents crying facts & healthy ways to quiet their crying child.

Did You Know...

that you can access electronic versions of our current & past newsletters by visiting our website at www.pasbs.com. You can print and share these newsletters with your staff.



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
Hazleton 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

