

THE PENNSYLVANIA SHAKEN BABY SYNDROME PREVENTION PROGRAM

"Saving Babies' Lives One Family at A Time"

SPECIAL POINTS OF INTEREST

Revised Commitment Statements Available

Joint Commission's Stand on Posters

Revised 2013 SBS Sample Policy Insert



INSIDE THIS

Staff Lounge Poster

National SBS 3
Center Contact
Information

2

Program History 4

Hospital Corner 4



This Father's Day encourage dads to participate in the care of their babies!

Posters No Longer Required for SBS Education

Since 2002 the Pennsylvania Shaken Baby Syndrome Prevention Program has been providing guidance to nurses statewide about the Community Standard of Nursing practice for SBS prevention education. These recommendations for the education of parents prior to discharge of the BABY from the hospital included:

- One-on-one discussion between the nurse and parents about crying, coping, caregivers, and SBS
- Viewing the approved SBS video
- Reading the SBS brochures
- Viewing posters on the unit
- Signing a commitment statement verifying that the education was completed

Over the years, 20 newsletter articles have been published related to these recommendations and two versions of the SBS sample policy were provided to all PA hospitals. These components were covered in detail during every SBS in-service presented by our team to hospital staff statewide. A staff lounge poster was distributed with these recommendations to every hospital and birth center, therefore, it should be present in every OB & NICU across the state.

Feed back from YOU has always been important to us! Recently a number of hospitals notified our office that during site visits the Joint Commission (previously referred to as JCAHO) reviewers had requested that SBS posters be removed from patient care areas. In order to ensure that hospitals are not caught between our program recommendations and Joint Commission standards, we carefully considered a number of things prior to revising the above SBS education requirements:

- Joint Commission standards* (refer to article on page 3)
- Parent SBS survey responses
- Funding for the posters
- Pennsylvania Department of Health approval

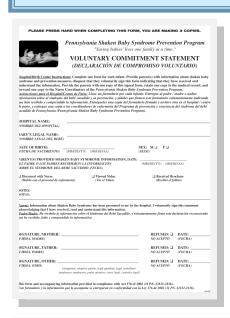
After close review of the parent SBS survey responses collected by PA hospitals over a three year period, as well as this past February 2013, and analyzed by our program parents ranked the posters as the LEAST effective element of the education with only 0.9% rating it as the most important of the five key elements. As previously published, parents rated the video as most effective, followed by the brochure, the discussion with the nurse, the commitment statement, and lastly the poster.

The posters have always been provided to the PA hospitals free of charge either directly from the DOH or from our program utilizing DOH funds. At this time SBS program funding is tight therefore eliminating this required element is a smart fiscal move.

This change has been discussed with, and approved by, representatives of the Pennsylvania Department of Health: Bureau of Family Health. Therefore...

Effective July 1, 2013: "Displaying posters on the unit" will no longer be required for SBS education!

SBS Commitment Statement Updated



In order to ensure consistency with the AHT recommendations noted in the front page article we have updated the SBS commitment statement as follows:

- Replaced the old family logo with the new baby in the parents hands logo
- Removed "and Awareness" from the program title
- Removed the check box for "Saw posters on the unit"

Since these are minor changes to the existing form, please utilize your current stock of commitment statements until you need to reorder. The forms continue to be bilingual and in triplicate format.

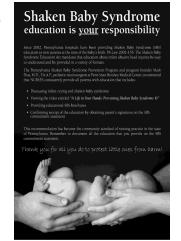
For 100 to 500 commitment statements, please call our office at 717-531-7498 or email any of the coordinator addresses on the back of this newsletter. For 600 or more commitment statements please email North Delaware Printing directly at ndelprint@aol.com

Replacement Staff Lounge Posters to be Mailed in July 2013

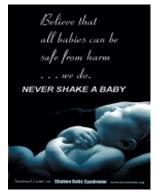
A number of years ago we created a poster for PA nurses to serve as a gentle reminder of the SBS education elements they are required to cover with EVERY parent prior to discharge of the BABY from the hospital. We encouraged Nurse Managers to display these posters in the Staff Lounge away from the patient care areas hence the name "SBS Staff Lounge Posters". These posters are different from the posters which were used to educate parents. Since the elements of the education have been revised as per the front page article we have updated the SBS Staff Lounge poster for 2013 to reflect the following recent changes:

- Removed the education element "Saw posters on the unit"
- Removed "and Awareness" from the program title
- Included at "Thank you" statement to the nurses
- Deleted the old family logo

The new Staff Lounge Posters will be mailed directly to the primary SBS contact at all OB/NICU departments, birth centers and children's hospitals after July 1, 2013. THANK YOU!

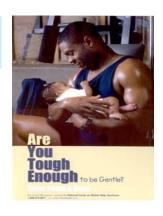


Pennsylvania Shaken Baby Syndrome Prevention Program "Saving babies'lives one family at a time."



Contact for SBS Poster Ordering

If your hospital was not advised by Joint Commission to remove the education posters from patient care areas, and you wish to continue utilizing them to educate your parents, you have the option to do so. Since we will no longer have funding to provide them to you free of charge you can order the posters (pictured here) directly from the National Center for Shaken Baby Syndrome online at: www.dontshake.com



VOLUME 9, ISSUE 2 PAGE 3

Update your AHT Policy to Reflect Change

In order to ensure state-wide consistency in the Shaken Baby Syndrome prevention education provided by nursing staff across the Commonwealth, in accordance with PA Act 2002-176, we have enclosed a sample policy recommendation as an insert in this newsletter. The recommendations in this sample document are consistent with the updated community standard of nursing practice for SBS education in the state of Pennsylvania. Please feel free to use these guidelines to develop a policy for your hospital. Policy guidelines should be clear so all patients receive treatment and education in a consistent manner.

A formal SBS policy should be included in every hospital's policy manual throughout Pennsylvania!



SUMMER IS A GREAT TIME TO BE A PARENT!



The responsibility of a new baby can be overwhelming for parents. Encourage parents to take the baby outside and include their little one in activities that they have always enjoyed.

Joint Commission Feedback Concerning Poster Removal*

The Joint Commission, previously referred to as JCAHO, has notified some hospitals that the location or manner in which they displayed the SBS parent education posters was in violation of LS.02.01.70. This Element of Performance of Hospital Accreditation Standards lists posters as "combustible decoration" and depending on the location, manner, and condition of the posters MAY be a violation of the Life Safety Code.

We spoke directly with a representative from the Joint Commission as well as the compliance office at our facility, Penn State Hershey Medical Center, and were informed that posters alone are not a violation but hospitals need to be cognizant of their placement and condition. For more information visit the Joint Commission online at: www.jointcommission.org/



Congratulations Dr. Dias

We are proud to announce that our very own Dr. Mark Dias has been ranked in the top 1% of America's Top Doctors for 2012 by Best Doctors® in America.

Founded in 1989 by doctors affiliated with the renowned Harvard University School of Medicine, Best Doctors® is the leader in helping people get the best medical care possible. They ask every physician, "If you or a loved one needed a doctor in a certain specialty, who would you choose?" We are thrilled that Dr. Dias was their choice for pediatric neurosurgery.

If you know a child, or have a patient, who needs a pediatric neurosurgeon please remember that Mark Dias, MD is right here at the Penn State Hershey Children's Hospital in Hershey, PA to assist any child who may need his expertise.



P E N N S Y L V A N I A S H A K E N B A B Y S Y N D R O M E P R E V E N T I O N P R O G R A M

Penn State Hershey Medical Center Penn State Children's Hospital 500 University Drive PO Box 850/Mail Code G130 Hershey, PA 17033

Mark S. Dias, MD, FAANS, FAAP(mdias@hmc.psu.edu)
Professor of Neurosurgery and Pediatrics
Vice Chair of Clinical Neurosurgery, Director of
Pediatric Neurosurgery
NY & PA SBS Program Founder
Phone: 717-531-8807 Fax: 717-531-3858

PA SBS Program Nurse Coordinators
Kelly Cappos, RN, BSN, CLNC (kcappos@psu.edu)
Marie Killian, RN, BSN, MEd (mkillian@psu.edu)
Carroll Rottmund, RN, BSN, CCRN, CMI (crottmund@psu.edu)
Phone (717) 531-7498

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 Armstrong Center for Med & Hlth Berwick Hospital Center Birth Care & Family Health Svcs Birth Center: Brvn Mawr 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 Einstein Medical Center: Montgomery Elk Regional Medical Center Ellwood City Hospital Ephrata Hospital Evangelical Community Hospital Excela Health: Westmoreland

Fax: (717) 531-0177

Forbes Regional Hospital Geisinger Bloomsburg Geisinger Medical Center Geisinger Wyoming Valley Gettysburg Hospital 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 Lehigh Valley Hospital Lewistown Hospital Lock Haven Hospital Magee Woman's Hospital Main Line: Brvn Mawr Main Line: Lankenau

Main Line: Paoli Meadville Medical Center Memorial Hospital: Towanda Memorial Hospital: York Mercy Hospital: Pittsburgh Midwife Ctr for Birth & Women's Hlth Millcreek Community 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: Altoona 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 Pennsylvania Hospital Wilkes-Barre General Hosp. Williamsport Hospital York Hospital

