Volume 9, Issue 3 3rd Quarter 2013

THE PENNSYLVANIA SHAKEN BABY SYNDROME PREVENTION PROGRAM

"Saving Babies' Lives One Family at A Time"

SPECIAL POINTS OF INTEREST

Ordering of DOH Brochures Changes

SBS Parent/Prevention Advocate Available for Presentations

Lewistown Hospital Best in State for SBS Education

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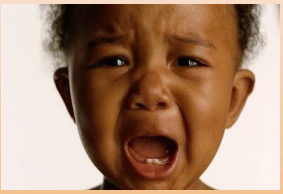

All babies cry! Provide parents with tips to soothe their crying baby.

Online Ordering of SBS and SIDS Brochures Effective Immediately

The PA Department of Health (PA DOH) has changed their procedure for the ordering of SBS and SIDS brochures to an online format effective immediately. Lani Culley is no longer the direct contact at the DOH for the ordering of these forms. Please remove her contact information from your files.

SBS brochure in English & Spanish combined

SIDS brochure in either English or Spanish

The Pennsylvania Department of Health Public Health Clearinghouse (shown above) can be accessed at: **https://apps.ddap.pa.gov/clearinghouse/** which is also accessible from the PA DOH website, using Quick Links at the bottom of the Home Page. Saving this page to your favorites can streamline ordering in the future. Publications on the Public Health Clearinghouse are listed alphabetically by title.

Instructions:

1. Click on the appropriate letter to find the desired brochure:
   SBS brochure - click on S
   SIDS brochures - click on R
1. Click on "Add to Cart" in the "Order" column (the buttons change to "Remove?"), and then click on "View Shopping Cart."
2. Enter the quantity of brochures desired and then click on "Proceed to Checkout." Brochures may be ordered in multiples of 100, with a total quantity not to exceed a six-month supply.
3. Enter shipping information. If the field name is bold, it must be completed.
4. Once all fields are complete, click on "Submit Order." Please note the confirmation number. Publications will be printed when ordered and shipped via UPS.

If you don't receive your order within three weeks, or if you are not able to access a computer, brochures can be ordered, or tracked, by calling **1-800-986-BABY** or contacting **Glenda Young** from the PA DOH at: **717-772-2762**.

If you have any questions or need additional SBS supplies please contact the PA SBS Prevention Program office at: 717-531-7498 or email all three of the Nurse Coordinators listed on the back of this newsletter.

Thank you in advance for your compliance with the new ordering procedure!

Nationally Respected AHT Prevention Advocate Available for Speaking Engagements in Pennsylvania

You may recognize Darryl Gibbs, pictured here, from the SBS prevention video that you show to parents who deliver their babies in your hospital. Entitled "*A Life in Your Hands: Preventing Shaken Baby Syndrome"* the video recounts three heartbreaking stories of infants who sustained abusive head injuries with three very different outcomes. Darryl is the father of Cynthia who was shaken by her caregiver when she was only 8 months old. Cynthia did not survive her injuries.

At the time of Cynthia's death, and the subsequent filming of the video, Darryl and his family were living in Yonkers, New York. We are happy to announce that Darryl and his new wife Michelle and their young son Darryl, Jr. (pictured below) moved to central Pennsylvania last summer. They report feeling very welcome in Pennsylvania and have settled into a more relaxed pace than in NY.

As published in the 3rd quarter 2011 PA SBS newsletter, Darryl has been a voice for parents who have lost their children in this horrific way. He is a nationally recognized Shaken Baby Syndrome prevention educator, victims advocate, and lecturer who speaks at child abuse conferences worldwide, health care facilities, training seminars, schools, child care facilities, prisons, and community events. He shares "*Cynthia's Story*," along with his powerful message of courage, passion, inspiration, and love for the protection of our most vulnerable and precious resource-infants and young children. In Cynthia's memory he founded *The Cynthia Gibbs Foundation*, a nonprofit advocacy organization dedicated to the prevention of Shaken Baby Syndrome, raising public awareness, criminal justice, and family support for victims and their families.

Darryl has worked to enact a total of five Shaken Baby Syndrome Laws in New York State. In 2006, "*Cynthia's Law*," was enacted in New York state, creating the new crime of felony reckless assault for causing serious physical injury to the brain of a child less than 5 years old by means of shaking, slamming, or throwing. Cynthia's Law also required the New York State Department of Health to implement an ongoing Shaken Baby Public Information and Educational Campaign to inform the general public about the dangers of shaking children. He used the public health model of Cynthia's Law to create the first National Shaken Baby Public Health Campaign, entitled "*The Shaken Baby Syndrome Prevention Act of 2010*," in the United States Congress. Darryl is the national spokesman for this legislation which aims to bring the best in current prevention, awareness, and support to families affected by abusive head trauma incidents, provide preventative support for frustrated parents and caregivers, as well as review data collected on SBS. Darryl's work has been recognized by the New York Yankees as well as the national publications of People's Magazine and Essence Magazine. He is the recipient of numerous awards, commendations, and Proclamations including the City of Yonkers, New York highest honor, the "Key to the City." In 2009, he was presented with the prestigious "Ambassador for Peace Award".

Darryl proudly serves as a parent spokesman for the National Center on Shaken Baby Syndrome as well as the Pennsylvania Shaken Baby Syndrome Prevention Program.

Darryl is available for trainings and public speaking engagements in Pennsylvania.
To book a lecture for your parents or community organizations please email
Darryl through the Cynthia Gibbs Foundation:
Gibbsfoundation@aol.com or call 717-466-6275

Welcome to Pennsylvania Gibbs Family!

Lewistown Hospital Recognized for Outstanding Shaken Baby Syndrome Program Implementation

We wish to extend our sincere congratulations to the staff of The Family Place at Lewistown Hospital in Lewistown, PA. They have consistently done an outstanding job of implementing the SBS parent education with all of their patients.

"The nurses of The Family Place recognize the importance of educating EVERY new parent about SBS. We strive to provide each patient and significant other with every piece of the education, from viewing the video and handouts to discussing ways to calm a cranky baby with the nursing staff, prior to their discharge home. Education is essential in prevention and we want our new parents to be able to "walk away" when they are feeling stressed and know that it is never okay to pick up their baby when they are angry or frustrated."

Stacey Osborne RN, BSN
Patient Care Director: The Family Place

Under the leadership of Director Stacy Osborne and OB Educator Elizabeth Sharpless the staff is held to a high level of accountability for the patient education they provide. The management team ensures that routine SBS nursing in-services are provided by the PA SBS Prevention Program Nurse Coordinators to update them on program changes and expectations. For many years, Cynthia Treweek, staff nurse, has done a wonderful job ensuring that the hospital data is correct and delivered to the PA SBS Program office monthly. Their commitment statement documentation verifies the high level of accountability they feel for this education: 98% returned forms with 100% signed by one or both parents. Nurses notations on the forms clearly document unusual circumstances (*dad deployed*) or additional information (*discussed all info with parents*).

The Family Place staff includes: (l to r)
Darlene Kress, RN, LCCE,
Elizabeth Sharpless, RNC, BSN, CCE,
Jill Benner, RN, CBC, CCE,
& Misti Markley-Aultz, RN, CBC.
Photo submitted by Keria Meals

The Family Place nurses' dedication to the prevention of child maltreatment is to be commended and serves as an excellent example for other hospitals across the state!

AHT Video Available for Sale October 2013

The triplicate version of our video entitled "*A Life in Your Hands: Preventing Shaken Baby Syndrome*" will be available for purchase by entities other than PA hospitals as of October 1, 2013. We wish to thank the Centers for Disease Control & Prevention for the funding to create this video which was developed for hospital-based SBS education in PA. Please contact the SBS Program office at 717-531-7498 to purchase the video.

They will remain free of charge for all PA hospitals

4th Penn State Hershey International Conference on Pediatric Abusive Head Trauma is a Success

This past June we conducted our 4th Penn State Hershey International Conference on Pediatric Abusive Head Trauma in beautiful Burlington, Vermont. The eighty attendees represented a broad range of disciplines, including clinicians, engineers, and forensic and basic scientists who are working to advance knowledge in this field. They each brought their own points of view, research methodology, and even technical language to the conference. **The only international event of its type**, **this conference was scientific, peer-reviewed, and medically focused.**

Formal conference evaluations were very favorable and included comments such as: "Excellent conference"; "Great venue"; "Loved point/counter point"; "Nice to see & hear the variety of topics and expertise from around the world"; "Well planned & executed". The 2015 conference date and venue have not yet been selected but options under consideration include: Utah, Washington, Florida, and Jackson Hole.

Congratulations to Dr. Dias and the Conference Planning Team on another successful conference!

All PA SBS Newsletters can be found on our website at:

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

PENNSYLVANIA SHAKEN BABY SYNDROME PREVENTION PROGRAM

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
Fax: (717) 531-0177

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
Albert Einstein Med Ctr: Montgomery
Armstrong Center for Med & Hlth
Berwick Hospital Center
Birth Care & Family Health Svcs
Birth Center: Bryn 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
Elk Regional Medical Center
Ephrata Hospital
Evangelical Community Hospital
Excela Health: Westmoreland
Forbes Regional Hospital
Geisinger Bloomsburg Hospital
Geisinger Medical Center
Geisinger Wyoming Valley Med Ctr
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: Bryn Mawr
Main Line: Lankenau
Main Line: Paoli
Main Line: Riddle
Meadville Medical Center
Memorial Hospital: Towanda
Memorial Hospital: York
Midwife Ctr for Birth & Womens 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
Robert Packer Hospital
Sacred Heart Hospital
Schuylkill Medical Center S. Jackson St
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: Mercy
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