THE PENNSYLVANIA SHAKEN BABY SYNDROME PREVENTION PROGRAM

"Saving Babies Lives One Family at a Time"

Third Quarter 2012

Volume 9, Issue 3

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Hospital Perinatal Survey Results Insert

2013 AHT Conference Announcement

Including siblings in the care of the new babies can reduce adjustment issues within the family.

Special points of interest:

- Technology Survey Completed
- Moving Ahead with Future Plans
- Update on Video Family

Keep your little pumpkin safe this Halloween!

What SBS Education Components Do Parents Find the Most Helpful?

In the second quarter 2008 PA SBS newsletter we announced the development and distribution of parent perinatal SBS education surveys. These surveys were developed to assess the effect of SBS education on parents and to provide insight into which program components they viewed to be the most valuable. All Pennsylvania hospitals distributed these surveys to their parents during one randomly selected month a year from September 1, 2008 through August 31, 2011.

The preliminary results are in and the findings are very encouraging. Over 16,111 parents volunteered and completed a survey which represents 32% of all births in Pennsylvania during that time. A sample of parent responses (mom & dad combined) for all hospitals statewide is listed below by question number:

(Q4) What part of the program do you think is most effective? Video: 50%

Brochure: 24% Nurse: 22% Signing Form: 4% Posters: 0.9%

(Q5) Information will help parents understand crying is a normal part of baby behavior

99% Agree or Strongly Agree

(Q6) Information will help parents be less frustrated or angry when their baby cries

92% Agree or Strongly Agree

(Q7) Information will help parents calm a crying or fussy baby

93% Agree or Strongly Agree

(Q8) Information will help parents choose other caregivers for their baby

84% Agree or Strongly Agree

(Q9) Information will decrease the chance that parents will shake a baby

95% Agree or Strongly Agree

We commend the nurses who are providing this education to their parents everyday! Parents have overwhelmingly stated that it does make a difference. Every Nurse Manager will receive a copy of your individual hospital's survey results as an insert in this newsletter.

Thank you one and all for your diligence with this project!

Parent Technology Survey Process is Completed in July 2012

If she's tabulating the survey results, this may take awhile!

Thank you to all the Pennsylvania hospitals who participated in the technology survey process from July 1 though July 15, 2012. Your assistance with this project is deeply appreciated!

The official results are still being tabulated however preliminary review indicates that as many as 95% of parents who completed the surveys do use cellphones on a daily basis in Pennsylvania. This is an exciting finding and a higher percentage than we anticipated. These survey results indicate that cellphone technology may be an excellent option to educate new parents statewide.

Tech Survey Results: Where Do We Go From Here

Now that the preliminary survey results are in, we are planning a strategy to develop an educational package utilizing the Triple P: Positive Parenting Program® approach to educate parents via text message during the first 6 months of the baby's life. We are actively applying for grants from a variety of sources to fund this new and exciting program.

We are happy to announce that OB units in nine of our highly performing hospitals have accepted an invitation to participate as pilot study hospitals in this program. These hospitals represent all nine areas of the state geographically and include: Hamot Medical Center, Excela Westmoreland Hospital, Uniontown Hospital, Williamsport Hospital, Reading Hospital & Medical Center, Chambersburg Hospital, Wilkes Barre General Hospital, Pocono Medical Center and Albert Einstein Medical Center. We appreciate the letters of support that the Obstetric Nurse Managers, Directors and Educators at these hospitals submitted verifying their willingness to offer this program to their new parents in early 2013 if the funding is approved. Penn State Hershey Medical Center has agreed to invite parents to participate as part of a focus group to evaluate the text message content which will be utilized for the education.

We thank the Nurse Managers and Educators at these ten hospitals for their excellent guidance with the SBS education in each of their individual hospitals, and for their commitment to child abuse prevention!

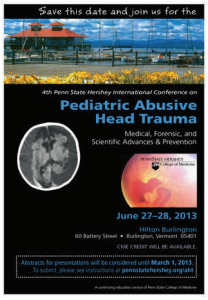
Neonatal Intensive Care Units are Responsible for SBS Education

The parents of every NICU baby should receive the SBS education.

Please remember that SBS education should always be presented to parents **as close to discharge of the baby from the hospital** as possible**.** Therefore, ALL parents of babies who are being discharged from the NICU should receive the education even if it had been discussed previously in the Obstetric Unit. It is within the community standard of nursing practice for the OB unit NOT to discuss SBS with their parents if the baby is in the NICU, however, the OB nurse MUST document: "*Baby transferred to NICU*" on the commitment statement. Remember to ensure that it is clearly stated in your hospital policy which unit is responsible for the SBS education.

Please contact our office if you have questions or need assistance with your policy.

4th Penn State Hershey International Conference on Pediatric Abusive Head Trauma: Medical Forensic & Scientific Advances & Prevention



Save the Date

Dr. Mark Dias and his team hosted the First International Pediatric Abusive Head Trauma Conference in Hershey, Pennsylvania in 2007. Subsequent successful conferences followed in Jackson Hole, Wyoming (2009) and San Francisco, California (2011). We are happy to announce that the Fourth International Pediatric Abusive Head Trauma Conference will be held in **Burlington, Vermont, June 27 and 28, 2013.** It will provide a unique opportunity to bring together clinicians (physicians and nurses), social workers, researchers, forensic scientists, engineers, and others from a wide range of disciplines to share their research efforts, discuss research challenges and controversies in this field, and develop cross-disciplinary collaborations to further advance our understanding of abusive head injuries.

Abusive head injuries remain a significant medical and social problem in society. Significant progress has been made in our understanding of the presentation, radiographic features, pathology, and biomechanics of these injuries over the past four decades. Despite this progress, a number of controversies remain, and much more research is needed.

A broad range of disciplines, including clinicians, engineers, and forensic and basic scientists, are working to advance knowledge in this field. Unfortunately, these disciplines often work in isolation, each bringing their own points of view, research methodology, and even technical language to the problem. Interdisciplinary collaboration is infrequent, and research is often fragmented and uncoordinated.

The only international event of its type, **this conference will be scientific, peer-reviewed, and medically focused.** Health-care professionals are encouraged to consider current research and "pearls of practice" that would be appropriate for abstract submission by March 1, 2012. Please visit our website for more information or to register: **pennstatehershey.org/aht**

Update on Family in AHT Video and Message for Repeat Parents

It's been almost a year since we filmed the positive parenting section of the abusive head trauma video. We're happy to report that crying baby Lilly has grown into a happy healthy little one and will celebrate her first birthday in October. Brian and Ellen have enjoyed being parents so much that they will be expanding their family with the arrival of a new little one due in December 2012.

Every birth is unique and every addition to a family changes that family's dynamics. Even though Ellen & Brian are featured in "*A Life in Your Hands: Preventing Shaken Baby Syndrome*" video, and they are a great example of how to parent a crying baby, they still look forward to viewing the video again with fresh eyes as the parents of two little ones.

If they deliver at YOUR hospital please ensure that the video is offered to them! As the parent perinatal survey results have shown, 50% of parents found the video to be the most valuable part of the education.

REMEMBER: ALL parents should receive the education with EVERY baby even if they have received it previously. Since "*A Life In Your Hands*" video is new for 2012, no parent should refuse it saying they viewed it previously. Thank you!

Pennsylvania Shaken Baby Syndrome Prevention Program

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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
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
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
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
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: Hamot
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