



THE PENNSYLVANIA SHAKEN BABY SYNDROME PREVENTION PROGRAM

"Saving Babies' Lives One Family at A Time"

SPECIAL POINTS OF INTEREST

Text Message Pilot to begin in 2014

Abusive Head Trauma Video Released for Sale



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The texting program to evaluate positive parenting messages will begin in 2014.

PA SBS Prevention Program Awarded Grant to Develop Text Message Program for Parents

Mark Dias, MD, FAANS, FAAP, Professor of Neurosurgery and Pediatrics, Penn State University College of Medicine and the PA Shaken Baby Syndrome Prevention Program Nurse Coordinators wish to extend sincere thanks to the Penn State Social Science Research Institute and the Children, Youth, & Family Consortium for awarding the team a research grant for "*Serial Texting to Parents to Prevent Shaken Baby Syndrome*". This is the first step in developing a new innovative approach to educating parents about SBS utilizing technology.

As Dr. Dias noted in his grant application "*Shaken Baby Syndrome, or Abusive Head Trauma (AHT), is a devastating form of child maltreatment. Post-natal hospital based parent education may reduce the incidence of AHT by as much as 50% and is now provided to all parents of Pennsylvania newborns.*" Dr. Dias and his team wish to "*test the success of an additional intervention, added to the existing perinatal intervention, through a series of 65 text messages (TM) delivered to parents between 4 and 26 post-natal weeks, and covering five domains: 1) the normalcy and progression of infant crying; 2) how to soothe a crying infant; 3) how to reduce caregiver frustration and anger at infant crying; 4) how to wisely select other caregivers for the child; and 5) the consequences of violent infant shaking.*" These five domains are consistent with the verbal information that the PA nurses should be discussing with new parents, as well as the five areas addressed in the new abusive head trauma video entitled "*A Life in Your Hands: Preventing Shaken Baby Syndrome*®".

This grant funding is provided to "*develop a series of 90 Text Messages that are grounded in behavioral theories such as the Health Belief and Planned Behavior models and that are acceptable and understandable to parents, developmentally appropriate for the age of the infant at the time of dissemination, and address specific behaviors and circumstances commonly encountered between 1 and 6 months post-natal age.*" In addition, "*the clarity, acceptability, applicability, and positivity of each message will be assessed by parents of newborn infants with the aim of selecting the 65 highest rated messages. Finally, the PI wishes to develop and refine assessment tools that will test the impact of these messages on parent knowledge and stress.*" Dr. Dias also noted that "*Neither Text4Baby nor any other TM interventions have tested the hypothesis that a program of TM can change parent skills or reduce the incidence of child maltreatment.*

We wish to thank both Penn State Hershey Medical Center Women's Health and The Reading Hospital Obstetric Department for volunteering to enroll twenty parent pairs from each institution to participate in this program in early 2014. Their input will be utilized to select the actual text messages which will be used for the pilot study in 19 hospitals statewide in the future.

We hypothesize that a combination of hospital-based SBS prevention education & subsequent multiple, repeated positive parenting messages delivered through text messaging during the first 6 months of life, would be more effective than a single message presented at the time of the baby's birth.

“A Life in Your Hands: Preventing Shaken Baby Syndrome©” **is Now Available for Purchase Nationwide**

The triplicate version of our video entitled “*A Life in Your Hands: Preventing Shaken Baby Syndrome©*” (LIH) is now available for purchase by entities other than PA hospitals including but not limited to: day care centers, children & youth organizations; high schools; babysitting courses; and child abuse prevention programs nationwide.

This video can be purchased in two different fashions: individual DVD or by a license of copyright agreement. The cost per individual DVD is \$30. For organizations who need a large volume of videos, for parent education, the option to purchase a license of copyright agreement may be the most economical choice. A license of copyright agreement to reproduce 1-250 DVDs is \$2,500 which would equate to an individual cost of \$10 per DVD.

Please contact the SBS Program office at 717-531-7498 or email the PA SBS Program Nurse Coordinators listed on the back of this newsletter to purchase the video. **The videos will remain free of charge for all PA hospitals.**

Vermont is the First State to Purchase LIH Video

We wish to recognize Kay Shangraw, RN, Abusive Head Trauma Prevention Manager, and Prevent Child Abuse Vermont for being the first organization in the country to purchase “*A Life in Your Hands: Preventing Shaken Baby Syndrome©*”.

Kay Shangraw and Ann Shangraw, SBS Prevention Trainer for PCAVT, attended our 4th Penn State Hershey International Conference on Pediatric Abusive Head Trauma in Burlington, Vermont this past June 2013. We met with them to discuss their plans for the PCAVT SBS prevention program which included the incorporation of the PA LIH video.

In November 2013, Prevent Child Abuse Vermont purchased the license of copyright for 250 DVDs. Kay and her colleagues will use the video to educate caregivers about infant abusive head trauma prevention in many settings including: hospitals, day care centers, babysitting classes, prenatal classes, home visits, and high schools.



**Congratulations Prevent
Child Abuse Vermont for
your dedication to the
prevention of abusive head
trauma in infants!**

San Bernardino County, California to Model PA SBS Program



(Center picture l to r) Nanette Buenavidez, RN, ARMC OB Manager; Marie Killian, RN, PA SBS Nurse Coordinator; Kelly Cappos, RN, PA SBS Nurse Coordinator; Sejal Patel, SBCN; Jackie Clemens, RN, ARMC Educator; Kristy Loufek, SBCN

Marie Killian & Kelly Cappos, Nurse Coordinators for the PA SBS Prevention Program, were honored to be invited to present at the San Bernardino County Children’s Network Conference in Ontario, California in September 2013. The conference was attended by over 500 individuals from many disciplines all who work with children. It was wonderful being able to share the prevention efforts in Pennsylvania with such a receptive audience who plan to begin their own prevention program based on our work in PA.

In addition, Marie & Kelly presented two conferences to the Obstetric medical, nursing, and social work staff at the beautiful Arrowhead Regional Medical Center (ARMC) in Colton, California. The San Bernardino Children’s Network has partnered with ARMC to conduct a pilot study at the hospital employing the Dias Model for SBS education and utilizing the LIH video as a program component. **Their long term goal is to expand this program throughout the state of California!**

Thank you to the wonderful staff at the Children’s Network and Arrowhead Regional Medical Center (pictured above) for your gracious invitation and willingness to embrace this prevention model to help protect little ones in your state!



Warm Holiday Wishes to All!

The PA SBS Prevention Program Team

Dr. Mark Dias, Carroll Rottmund, Marie Killian, & Kelly Cappos

We wish to extend a sincere “*Thank You*” to the Pennsylvania Department of Health for renewing our grant funding through 2016! This program would not exist without your ongoing support. It is deeply appreciated!

The 5th Penn State Hershey International Conference on Pediatric Abusive Head Trauma will be held in Jackson Hole ,Wyoming in July 2015

Lewistown Hospital Receives “2013 Award of Excellence”



(l to r) Elizabeth Sharpless, RNC, OB Educator; Marie Killian, RN, PA SBS Nurse Coordinator; Stacy Osborne, RN, Patient Care Director; Kelly Cappos, RN, PA SBS Nurse Coordinator; Cindy Treweek, RN, Staff Nurse

The nurses at the Family Place of Lewistown have been consistently dedicated to the prevention of child maltreatment. This commitment was recognized in September 2013 when the nursing management and staff were awarded the plaque, pictured to the right, and a cake to enjoy. Lewistown Hospital became the first ever recipient of this statewide award. They serve as an excellent example for other Pennsylvania hospitals across the state!

Congratulations on a Job Well Done!

Will Your Hospital Receive the “2014 Award of Excellence?”

The Pennsylvania Shaken Baby Syndrome Prevention Program plans to select one hospital each year to receive the annual SBS Prevention Award.

If you believe that your hospital is doing an outstanding job with your infant abusive head trauma program, and you would like to submit your unit for consideration, please share your thoughts with our office. Commitment Statement returns along with documentation verifying compliance in presenting all program elements; anecdotal information provided by new parents; and statements submitted by hospital staff will all be considered in selecting next year’s recipient.

Your hospital may be selected for the 2014 Award of Excellence next Summer!



All PA SBS Newsletters can be found on our website at:
<http://www.pennstatehershey.org/web/shakenbaby/home>



P E N N S Y L V A N I A
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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
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

