

Prevent Shaken Baby Syndrome! Tell Everyone You Know... **NEVER NEVER** shake a baby

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2006

- University Hospitals recognized need for Shaken Baby Syndrome parent education program
- Children's Miracle Network Grant—Pilot Program
- 2008: Annually Funded (\$12,000)

Why Hospital Based Program

- Research suggests adults learn best during times of life changing events (Dias, et al., 2005)
- Opportunity to educate both parents/caregivers
- Broad segment of population

Model Program

- Dias MS, Smith K, DeGuehery K, Mazur P, Li V, Shaffer ML. Preventing abusive head trauma among infants and young children: a hospital-based, parent education program. *Pediatrics*. 2005 Apr; 115(4):e470-7
- Hospital-based parent education program
- 8-county region of New York
- Incidence of abusive head trauma over 5 years: Decreased by 47%

Most Common Risk Factors for Shaken Baby Syndrome

- Most common risk factor: Caregiver's inability to deal with stress of an inconsolable crying infant (Hoffman, 2005)
- Child's caregiver's gender: Fathers, stepfathers boyfriends, male care providers account for 70-80% of SBS perpetrators (Dias, et al., 2005)
- Parental misinterpretation of child's actions/crying (Bugental et al., 2002)
- Studies from 1982-1990: 25-50% of adults and teenagers unaware of dangers of shaking a baby (Showers, 1992)

Goals of Program

- Reduce instances of Shaken Baby Syndrome through parent education
 - Provide simple and powerful message
 - Help parents understand information and answer questions
 - Encourage families to share information with other care givers

UIHC Program

- Who is targeted for program? All New parents: Mother Baby Unit, Neonatal Intensive Care Unit, Pediatric Outpatient Clinic, Family Practice Clinic
- Components
 - Staff training
 - Verbal information (3 minutes)
 - Written information
 - Video (8 minutes)
 - Provision of a magnet and "onesie"

Staff Training

- 15 minute in-service with nursing staff and social workers
- Handout/on-line training and resources for nurses
- Video

How to talk about SBS

- Focus on how to console crying
 - Review common causes of crying: needs diaper change, burp, hungry, wants to be held, too hot or cold
 - Crying 2-3 hours per day is normal, yet very stressful for parents and caregivers
 - Don't take crying personally, babies only have one way to communicate
 - Calming a baby is not instinctive, it takes practice

How to talk about SBS

- Tips for consoling crying:
 - Swaddling
 - Shushing or white noise
 - Gentle Rocking
 - Pacifier
 - Sometimes baby will still cry, it's okay to leave baby in crib and step out of room for a few minutes.
 - Call a family member or friend to talk or ask them to come over to help

Flyer

Prevent Shaken Baby Syndrome!
Tell Everyone You Know...
NEVER NEVER shake a baby

What every parent and caregiver should know:

Shaken Baby Syndrome is 100% preventable. Each year nearly 1,000 babies are affected by Shaken Baby Syndrome.

Shaking usually happens when parents or caregivers become frustrated or angry when they are not able to stop the baby from crying.

Shaken Baby Syndrome occurs when a baby is shaken. Shaking causes the baby's fragile brain to bounce back and forth causing bruising, bleeding, and tearing which can lead to developmental delays, brain damage, blindness, or even death.

Symptoms may include extreme irritability and inconsolable, poor feeding, vomiting, problems, seizures, and sweating.

Why is your baby crying?
Babies communicate by crying when they are hungry, tired, need their diaper changed, or simply want to be held.

Babies and crying:
Shaking usually happens when parents or caregivers become frustrated or angry when they are not able to stop the baby from crying.

How to cope with your baby's crying:
If you have done everything you can think of, but still can't console your baby - do not lose control. Take a step back, and your baby in a safe place and leave the room. Call a relative or friend for help and remember the tag below.

Remember these ways to help calm your crying baby:

- **BASIC NEEDS** - Check to see if your baby is hungry, tired, needs a diaper change, or simply needs to be held.
- **SOOTHING** - Gently rock your baby, place your baby in a swing, use a car seat, or take a walk.
- **PATIENCE** - Offer your baby a pacifier, a bottle, or even a tip of a finger to suck on.
- **SOOTHING VOICE** - Talk to your baby in a calm, soothing voice if necessary from the start of your presentation.
- **SWADDLE** - Gently wrap your baby's body in a soft blanket.

Crying Baby Hotline: 1-866-243-2229

UIHC Program

- Magnet
 - Visible place in home
 - Crying Baby Hotline

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UIHC Program

- Onesie
 - 6 month size
 - "Fragile Don't Shake" (front)
 - "This side down" (back)



UIHC Program

- Pediatrics and Family Practice Clinic
 - Medical Student meets with parents individually—highlighting strategies to calm crying baby
 - Provide flyer and magnet

time to role play!

Prevention of shaken baby syndrome: UIHC

- **Impact of parent education initiative (2006): 3 months after education**
 - 95% of participants were women
 - 100% agreed materials should be shared with all new parents
 - 97% of participants stated they remembered, read, and understood program materials
 - 30% verbally told child's other caregivers about dangers of SBS they learned

Recommendations

- During training, trainees/caregivers should not get the impression that we think they will shake their/a baby
 - We need to frame message in a way that encourages trainees/caregivers to share information about SBS prevention with other caregivers
- Encourage trainees/caregivers to "Tell everyone you know to Never, Never, Shake a Baby!"
 - Awareness is key!
- Encourage trainees/caregivers to recognize what their own stress cues are and discuss what they can do or have done successfully in the past to reduce their stress level

Future

- Awareness campaign
- Clinic programs
- Enhance program
- Longitudinal study

Resources

- <http://safebaby.org/> Crying Baby Hotline—Crying Baby Task Force
- <http://www.skippervigil.com/youcando.htm> George Lithco (awareness campaign and
- <http://www.dontshake.com/> video, "Portrait of a Promise"
- <http://www.dontshake.com/> National Center on Shaken Baby Syndrome
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References

- Bugental, D. B., Ellerson, P. C., Lin, E. K., Rainey, B., Kokotovic, A., O'Hara, N., (2002). A cognitive approach to child abuse prevention. *Journal of Family Psychology*, 16(3), 243-258.
- Dias, M.S., Smith, K., deGuehery, K., Mazur, P., Li, V., Shaffer, M. (2005). Preventing abusive head trauma among infants and young children: A hospital based, parent education program. *Pediatrics*, 115, 470-477.
- Hoffman, J.M. (2005). A case of shaken baby syndrome after discharge from the newborn intensive care unit. *Advanced Neonatal Care*, 5(3), 135-146.
- Showers, J. (1992)a. "Don't shake the baby": The effectiveness of a prevention program. *Child Abuse and Neglect*, 16, 11-18.

Resources to order tools used in training

Imprinted Sportswear (Onesies)

www.imprintedsportswearic.com

Jim Brewer
961 Miller Ave # 1
Iowa City, IA 52246
(319) 337-2685

Solberg's (Magnets)

Tel # (319) 396-5681

Cell # (319) 270-0172

Darrell McChesney darrell@teamiowa.net

National Center on Shaken Baby Syndrome (Video)

<http://www.dontshake.org/index.php>