

SBS Prevention

Evidence Based Strategies

Shaken Baby Syndrome/Abusive Head Trauma Prevention

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Dias Study

New York State 1993-98

Goals:

Parental Education on SBS at time of birth

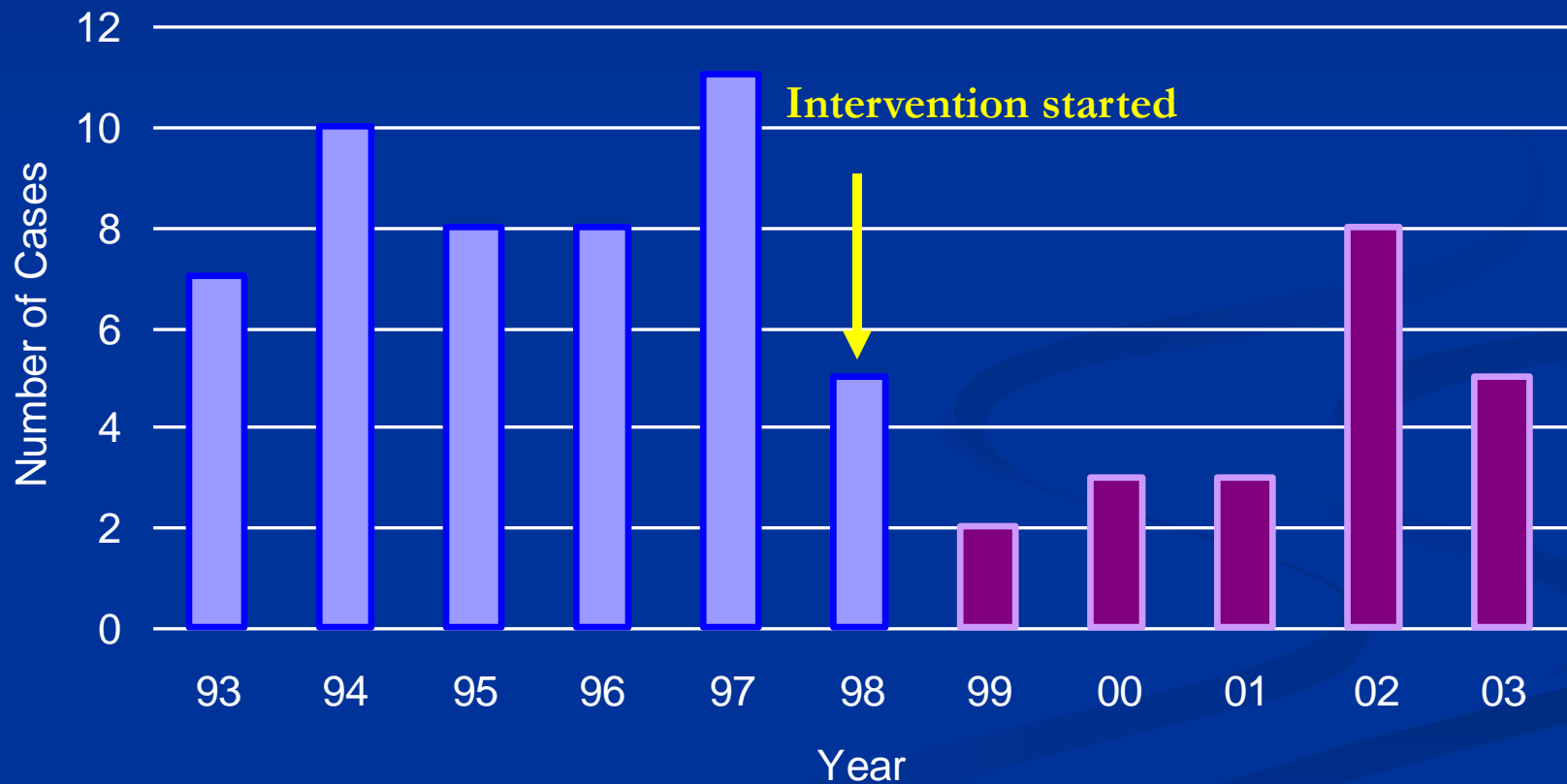
Parental Commitment of receiving and understanding materials on SBS

Measure of regional incidence of SBS

Key Elements

1. Universal
2. Administered consistently
3. Administered by nurses
4. Both parents targeted
5. Multimedia format
6. Commitment statement
7. Unbundled with other discharge information

Preventing SBS: A Hospital Based Parent Education Program



Abusive Head Trauma: Evidence Base for Preventative Efforts

- Hospital-based education (Dias et. al.)
 - Cost per child ~\$10
 - 46% reduction in incidence in SBS

Period of PURPLE Crying

- Evidence based educational approach
- Tested content of the prevention materials
- Measured changes in knowledge and behaviors

Period of PURPLE Crying

3 Dose approach

- Dose One-Hospital intervention
- Dose Two-Primary Care and Public Health
- Dose Three-Public Education and Media

WV AAP Prevention Pilot

Dose One of PURPLE

- Cabell Huntington-Dr Samantha Cook
- Davis Memorial-Dr Mary Boyd
- Ruby Memorial-Dr Renee Moore
- Women and Children's-Dr Sharon Istfan

Period of PURPLE Crying

Dose One

- Materials introduced by Mother-Baby Nurses
- Video viewed on hospital education channel
- Parents receive copy of video and book

Cost

- National Center of SBS
- \$2 per family for PURPLE video and book
- Individual hospital secured monetary support
- W&C from CAMC Foundation Prevention First

Dose Two

- Primary Care Providers
- Right From the Start

Dose Three

- Prevent Child Abuse WV
- Our Babies: Safe and Sound
- Keep Your Cool Campaign

Contact Information

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