

THE SHAKEN BABY PREVENTION EDUCATION INITIATIVE

ANNUAL REPORT

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This report is submitted by the following:

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Shaken Baby Prevention Education Initiative Task Force

Shaken Baby Syndrome, also known as Abusive Head Trauma, is a form of intentional injury to infants and children inflicted by violent shaking, with or without impact on a hard surface.¹ Such injuries often result in severe head trauma as evidenced by bleeding in and around the brain, retinal hemorrhages and bone fractures. Approximately 25% of those with a clinical diagnosis of Shaken Baby Syndrome will die. Of those infants and children that survive, the majority will suffer lifelong neurological damage.²

Excessive crying is often cited as the trigger that causes overwhelmed and/or exhausted caregivers to harm their babies,³ and in many cases, parents do not seek immediate medical attention for their child. Research has shown that up to 50% of diagnosed shaken baby cases have evidence of prior shaking or abuse.⁴

Crying, even excessive crying such as colic, can be a part of a healthy baby's development. For this reason, prevention education that prepares parents for crying, teaches parents ways to soothe their baby and provides parents with strategies for coping with an inconsolable child is critical. While there are program models and educational materials that address shaken baby syndrome, not all are prevention focused, evidence-based or affordable in regards to statewide implementation.

The Oklahoma Department of Human Services reports that during State Fiscal Year 2010, there were 47 Abusive Head Trauma allegations made to Child Protective Services. A total of 26 of these incidents were confirmed. During State Fiscal Year 2011, there were 66 Abusive Head Trauma allegations made of which 33 were confirmed.

TASK FORCE BACKGROUND

The Shaken Baby Prevention Education Initiative was created by Oklahoma law⁵ and became effective July 1, 2010. This Initiative created the Shaken Baby Prevention Education Initiative Task Force. The purpose of the task force is two-fold:

- 1) to identify evidence-based models for reducing the incidence of abusive head trauma in infants in Oklahoma in the area of infant injury and death; and
- 2) to develop a plan for implementing a model or models statewide to improve outcomes in Oklahoma.

To accomplish its purposes, the Task Force is to obtain the voluntary participation of providers and other relevant stakeholders in its efforts to develop, coordinate, and recommend best practice models to reduce abusive trauma in infants. No funding was provided for the Task

¹ <http://www.excellence-earlychildhood.ca/theme.asp?id=15&lang+EN>

² Ibid.

³ S. James-Roberts I, Alvarez M, Csipke E, Abramsky T, Goodwin J, Sorgenfrei E,. Infant Crying and Sleeping in London, Copenhagen and When Parents Adopt a "Proximal" Form of Care. Pediatrics 2006; 117(6):c1146-e1155.

⁴ <http://www.excellence-earlychildhood.ca/theme.asp?id=15&lang+EN>

⁵ Title 63 O.S. 1-232.2

Force's efforts. As dictated by the Act, Task Force members were not reimbursed for their time or travel expenses. Staff from the Oklahoma State Department of Health (OSDH), Maternal and Child Health Service and the Family Support and Prevention Service, provided administrative support.

TASK FORCE MEMBERS

The following individuals were named/appointed as members of the Task Force:

The State Commissioner of Health or designee

Commissioner Terry L. Cline, Ph.D.

Oklahoma State Department of Health

The Director of the Department of Human Services or designee

Director Howard Hendrick

Designee: Kelli Litsch

The Director of the Oklahoma University Health Sciences Center Office of Perinatal Continuing Education

Barbara O'Brien, R.N., M.S., Program Director

OUHSC Office of Perinatal Quality Improvement

Oklahoma Hospital Association – Governor Appointment

LaWanna Halstead, Vice President/Quality & Clinical Initiatives

Association of Women's Health, Neonatal and Obstetrical Nurses – Speaker of the House Appointment

Gayle Cudé, Ph.D., Oklahoma Section Chair

Executive Director or designee of a nonprofit organization that provides services funded by the Child Abuse Prevention Fund in the State Health Department – Speaker of the House Appointment

Desiree Doherty, Executive Director

The Parent Child Center of Tulsa

Executive Director or designee of a nonprofit statewide child advocacy organization – Speaker of the House Appointment

Linda A. Terrell, M.H.R, Executive Director

Oklahoma Institute for Child Advocacy

Designee: Bonnie Bellah

Neonatologist submitted by the Child Death Review Board – Senate President Pro Tempore Appointment

Krishnamurthy C. Sekar, M.D.

OU Children’s Physicians

Pediatrician submitted by the Oklahoma State Medical Association – Senate President Pro Tempore Appointment

Not Appointed

Obstetrician/Gynecologist submitted by the American College of Obstetrician and Gynecologist – Senate President Pro Tempore Appointment

Chad Michael Smith, M.D.

OU College of Medicine

Executive Director or designee of a state association representing federally qualified health centers – Speaker of the House Appointment

Greta J. Stewart, MPH, CAE, Executive Director

Oklahoma Primary Care Association

Administrator of the Oklahoma Child Death Review Board – seat added by the Task Force

Lisa Rhoades⁶

Oklahoma Commission on Children and Youth

TASK FORCE ACTIVITIES

Member orientation: Members of the Task Force have been oriented about their duties as prescribed by statute. Copies of the statute have been distributed as well as a membership list. This information is also included on the OSDH Family Support and Prevention Service website.

Additional Member Added to the Task Force: As provided for in statute, the majority of Task Force members voted to add a seat for a representative from the Oklahoma Child Death Review Board.

Chair Elected: Linda Terrell, Executive Director of the Oklahoma Institute for Child Advocacy, was elected Chair of the Task Force.

Period of Purple Crying: Jim Marks, Chair of the OSDH *Preparing for Lifetime* campaign,⁷ Subcommittee on Injury Prevention (Subcommittee), educated the Task Force about the health

⁶ As allowed by the Act, the Administrator of the Oklahoma Child Death Review Board was added to the Task Force by a majority vote of the Task Force members at the October 15, 2010 meeting.

⁷ *Preparing for a Lifetime* is a broad, multi-agency/partner effort led by the Maternal and Child Service of the Oklahoma State Department of Health in response to Oklahoma’s low national ranking related to infant mortality (46th). Numerous workgroups continue to focus on strategies such as promoting safe sleeping practices and breastfeeding as well as reducing the likelihood of prenatal infections, postpartum depression, secondhand smoke exposure and infant injuries in order to prevent infant deaths.

department's efforts to reduce infant mortality. The Subcommittee had been exploring evidence-based programs to reduce the incidents of abusive head trauma in young children (often called Shaken Baby Syndrome). The Subcommittee had determined that the *Period of Purple Crying (Purple)* was the most cost effective, evidence-based program available.

Purple combines a 10-minute DVD and an 11-page educational booklet with reinforcement from trained hospital staff to teach parents about infant crying and ways to soothe their baby. The *Purple* DVD and booklet are to be shown in the hospital prior to a new mother being discharged after the delivery of her child. The *Purple* DVD and booklet are then sent home with the mother so that she can share the information with others.

The Subcommittee recommended to the Task Force that *Purple* be implemented in Oklahoma for the following reasons:

- There is a body of science supporting its effectiveness.⁸
- The model normalizes crying and is therefore relevant for all parents – not just those deemed “at-risk” for committing abuse.
- The materials utilize men, women and individuals of varying races and/or ethnicities.
- The materials are available in multiple languages and the dvd is closed captioned.
- There is free online training for those professionals (nurses, social workers, etc.) that will be sharing the materials with parents.
- The DVD/booklet set is affordable - \$2.00 each.
- *Purple* provides additional information for parents at their website: www.PURPLEcrying.info.
- *Purple* had already been implemented in varying degrees in several Tulsa⁹ and Oklahoma¹⁰ County hospitals.

The Task Force members viewed the *Purple* DVD and encouraged the Subcommittee to move forward with their plans. The Subcommittee utilized one-time, federal funds to purchase 60,000 *Purple* sets. The amount would allow all birthing hospitals to provide a set to every mother for at least one year.¹¹ The OSDH Maternal and Child Health Service contracted with the Oklahoma University Health Sciences Center, Office of Perinatal Quality Improvement (OPQI) to promote the *Purple* Program to the hospitals. In addition, OPQI was to coordinate the online training between the National Shaken Baby Center and the local hospitals.

The following hospitals with obstetrics care have signed agreements to voluntarily implement *Purple*, have completed online training and have received their shipment of *Purple* sets:

⁸ <http://www.dontshake.org/sbs.php?topNavID+4&subNavID=32&navID=170>; *Scientific Research on the Program*

⁹ The Parent Child Center of Tulsa utilized private funds to purchase *Purple* sets and to hire a part-time social worker to provide the *Purple* education to mothers in some Tulsa hospitals.

¹⁰ The OU Trauma Department partnered with OSDH and utilized federal funds to provide *Purple* sets to OKC area hospitals. However, this supply only lasted for one year.

¹¹ Approximately 55,000 babies are born in Oklahoma each year.

Hospital	City/Town	# of English DVDs Distributed	# of Spanish DVDs Distributed
Valley View Regional Hospital	Ada	600	50
Mercy Memorial	Ardmore	983	125
Jane Phillips Medical Center	Bartlesville	811	100
Grady Memorial Hospital	Chickasha	307	0
INTEGRIS Clinton Regional Hospital	Clinton	227	0
Cushing Regional Hospital	Cushing	352	0
Medical Center of Southeastern OK	Durant	1086	0
INTEGRIS Grove General Hospital	Grove	310	20
Memorial Hospital of Texas County	Guymon	184	100
Kingfisher Regional Hospital	Kingfisher	105	0
Comanche County Memorial Hospital	Lawton	1317	0
Muskogee Regional	Muskogee	716	50
Norman Regional Healthplex	Norman	1104	215
INTEGRIS Baptist	Oklahoma City	600	50
OU Medical Center	Oklahoma City	2446	1845
St. Anthony Hospital	Oklahoma City	1239	120
Bailey Medical Center	Owasso	300	50
Pauls Valley General Hospital	Pauls Valley	85	0
Stillwater Medical Center	Stillwater	962	250
Memorial Hospital of Stilwell	Stilwell	76	0
Choctaw Nation Health Services Authority	Talihina	492	0
Hillcrest Medical Center	Tulsa	3666	0
Oklahoma State University Medical Center	Tulsa	827	300
St. John Medical Center	Tulsa	1882	0
South Crest Hospital	Tulsa	2162	0
TOTAL DVDS SHIPPED AS OF 11/1/11		22,839	3,275

Currently, almost half of the hospitals with obstetric services have agreed to implement *Purple*. The OPQI continues to communicate with Oklahoma hospitals regarding the availability of the program to them at no cost. The OPQI also facilitates the administration of the program for participating hospitals.

Statewide Home Visitation Directory: In addition to the *Purple* sets, the Oklahoma Home Visitation Leadership Advisory Coalition had developed a Home Visiting Directory which could be distributed to hospitals along with the *Purple* materials. This directory would aid hospital staff in making referrals on behalf of mothers to local home visiting programs. These home visiting programs could provide additional education on a myriad of topics related to parenting, connect families to needed resources and provide support to new parents.

Keep Your Cool Commercial: The Oklahoma State Department of Health had an opportunity to purchase television and radio commercials from the West Virginia Children's Trust Fund for less than \$3,000 (English and Spanish versions included). The "Keep Your Cool" commercial was designed to reach men and make them aware of the dangers of shaking a young child. Task Force members reviewed the commercial and agreed it would be useful to air during April, National Child Abuse Prevention Month. One-time federal funds were utilized to purchase the commercials and they aired during the months of April, May and June of 2011.

Child Abuse Prevention Day at the Capitol: Task Force members were encouraged to participate in the Child Abuse Prevention Day at the Capitol activities held on April 12, 2011. Task Force members were particularly interested in the Shaken Baby Syndrome Prevention Press Conference held that day in the Governor's Conference Room. Linda Terrell, Task Force Chairperson, served as the hostess for the press conference. The press conference included notable speakers, and the *Period of Purple Crying* Program and "Keep Your Cool" commercials were highlighted.

TASK FORCE FUTURE RECOMMENDATIONS

Period of Purple Crying Implementation and Evaluation: **The Task Force recommends that efforts continue to be made to expand participation of Purple within Oklahoma obstetric hospitals.** The OPQI will continue its efforts to increase the number of participating hospitals and to administer/facilitate the program within participating hospitals.

The Task Force also recommends that an evaluation plan be developed and presented prior to the end of State Fiscal Year 2012. With the assistance of OSDH evaluators, an evaluation plan will be developed and presented at a Task Force meeting prior to June 30, 2012.

Home Visiting Lesson Plan: **The Task Force recommends that *Purple* be distributed and utilized in home visiting programs to increase the number of families provided prevention education related to abusive head trauma.** The National Center on Shaken Baby Syndrome supports the distribution of *Purple* outside of the hospital setting as a means to reengage families and reinforce the prevention message. Such a distribution plan may also capture

families that did not receive *Purple* education while in the hospital. In response to this recommendation, a shaken baby prevention lesson plan is being developed. This lesson plan will incorporate *Purple*, suggest other activities and be easily adapted by the various home visiting programs across Oklahoma. The lesson plan will be shared with Task Force members prior to June 30, 2012.

Non-traditional Promotion: In order to reach young adults and teens about the importance of preventing Abusive Head Trauma in infants and young children, the Task Force recommends the non-traditional forms of communication such as social media, texting and digital imaging (jumbo-trons, billboards) be explored. OSDH Staff will explore such options during State Fiscal Year 2013.

CONTACT INFORMATION

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