

Crying Baby Plan: Abusive Head Trauma Prevention

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Memorial Health System



Memorial Hospital for Children

Evidence Based Practice

- To meet need for rapid increase of abusive head trauma (AHT) cases in 2009.
- Dr. Mark Dias, MD, F.A.A.P. of Penn State Hershey Medical Center
 - Research published in ***Journal of Pediatrics*** and by the Joint Commission.



Dr. Mark Dias and Team



Research

You can educate some people out of shaking, hitting or throwing children!



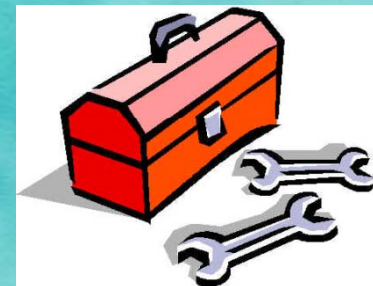
Basic Essentials of Program

- Bedside, stand-alone education for all new families before discharge.
- Video viewing and education by Nurse or Social Worker.
- Certificate signed by viewers and filed in baby's file.
- Brochures and magnets with support information supplied.



Education

- Babies cry a lot.
- It can be very frustrating so have a plan in place for when you are overwhelmed.
- Otherwise you may **severely damage** or **kill** your child.
- If you need help there are resources for you.



Innovative and Unique Team included from initiation...

- Crimes Against Children
- District Attorney's Office
- Dept. of Human Services
- Social Workers
- Nursing
- Neurosurgeons
- Emergency Medicine
- Marketing
- Nursing Education



Rapid Response

- 250 Nurses educated in 2 weeks.
- Support of administration to work quickly.
- Silos within health system and in the community broken.
- All worked together for a ***common purpose.***



One Year Promising Results

- AHT cases in educated population decreased by **63%**.
- Decrease in AHT deaths overall by **71%**.
- Numbers are small, very promising, *but not conclusive.*
- Cases reviewed and tracked in trauma base.



Also Unique...

- Extra diligent for those at greater risk including children with special needs.
- Educate all parents of admitted patients under 4 years old.
- Case reviews of all pediatric traumas for 3 years prior to capture local trends.



Unique Partnering



- Community respite care facility, KPC Respite Center, available 24/7 to aid families in crisis.
- Partnering with Health Dept's SIDs Risk Reduction program using "crib as a safe place" as common ground to reach audience with both messages.



Also...

- Communication between Perinatal units and Peds ICU created new partnership to decrease AHT.
- Rapid response process with communication and measurable outcomes opened up areas to greater possibilities.



Video Newly Released



<http://www.youtube.com/watch?v=vY0HdBx44yc>

**Shaken Baby Syndrome Prevention
(English) - Memorial Hospital for
Children**

Next...

- Continued process evaluation and outcome evaluation.
- Partner with other facilities in Children's Hospital catchment.
- Follow new research to tweak process as indicated.



Thanks

- Dr. Mark Dias and staff at Penn State Hershey Medical Center
- All the participants in Colorado Springs who have helped make this possible.

