



COMMUNITY SERVICES AGENCY

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NEWS RELEASE

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Shaken Baby Syndrome Prevention Program Rollout Campaign Modesto Centre Plaza October 24, 2007, 11 a.m. to 1 p.m.

Stanislaus County, CA - The Child Abuse Prevention Council of Stanislaus County, in coordination with local birthing hospitals, is pleased to announce the rollout of a countywide Shaken Baby Syndrome Prevention Program, an effort that is intended to prevent the needless permanent medical, and sometimes fatal, conditions caused by the violent shaking of children. Effective November 1, 2007, local hospitals will provide new parents with educational materials on the dangers of shaking their babies and the prevention techniques that parents can use to avoid this devastating form of child abuse. Program funding comes from a three year grant awarded by the Stanislaus County Children and Families Commission.

The public is invited to learn more by attending the Shaken Baby Syndrome Prevention Program rollout campaign event on October 24, 2007, from 11 a.m. to 1 p.m., at the Modesto Centre Plaza's outside venue, Tenth Street Plaza. Speakers include Supervisor Dick Monteith, Dr. Angela Rosas, a child abuse specialist and pediatrician with the Children's Specialists Medical Group of Sacramento, and Mr. Scott Juceam, an advocate of shaken baby syndrome prevention. Mr. Juceam created the Hannah Rose Foundation in memory of his daughter who died from shaken baby syndrome at the hands of a caregiver.

"Shaken Baby Syndrome is a serious concern in our community and nationwide," stated Jan Viss, Assistant Director of Child and Family Services for the Stanislaus County Community Services Agency. "We are thankful for the commitment of our local hospitals to educate new parents."

The local Child Abuse Prevention Council (CAPC) saw a need for shaken baby syndrome prevention based on an unusually high number of shaken baby syndrome incidents that occurred in Stanislaus County during a recent six month period. The CAPC sought the advice of experts in Sacramento County, which implemented a shaken baby syndrome prevention program based on a successful New York state model. The CAPC adapted the New York model, based on the research of Dr. Mark Dias, as the basis for the prevention program, obtained funding from the Children and Families Commission, worked with the local birthing hospitals to provide onsite education to parents before they take their newborns home, and arranged for the training of hospital staff.

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The result is a local hospital-based program that will eventually educate all new parents of the more than 8,000 children born in Stanislaus County each year on how to prevent shaken baby syndrome. The simple solution is to never shake your child, but a parent can be overwhelmed by newborn responsibilities and may not know how to deal effectively with a crying infant, the usual trigger for shaken baby violence.

The program will instruct parents that shaking an infant or child is never okay. Parents will receive information about normal child development, including the role of infant crying, and the dangers of shaking a child and the ways to avoid that conduct. It is important that parents of all income levels and ethnic groups understand that the violent shaking of an infant or child can result in medically serious conditions, such as irreversible brain damage, and even death.

For additional information, please visit the National Center on Shaken Baby Syndrome web site at <http://www.dontshake.com/>.

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