

2010 April 27

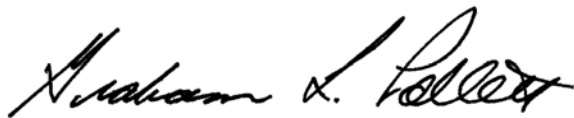
To: Board of Health Chairs

At its April 15th, 2010 meeting, the Middlesex-London Board of Health considered **Report No. 050-10 re Shaken Baby Syndrome “Period of Purple Crying” Media Campaign** and requested that a copy of the report be forwarded to all Public Health Units in Ontario to heighten the awareness of Shaken Baby Syndrome and to support a provincial movement to reduce the incidence of Shaken Baby Syndrome.

The objective of this Media Campaign is to reinforce the PURPLE message among parents of newborns, to raise awareness of key PURPLE messages among future parents, friends and family members, to drive current, expectant and future parents, as well as friends and family to the PURPLE Website for additional information about the Period of PURPLE Crying.

If you require additional information, please contact Ms. Bonnie Wooten, Manager, Family Health Services, HBHC East Team at (519) 663-5317, ext. 2248.

Yours sincerely,



Graham L. Pollett, MD, MHSc, FRCPC
Secretary-Treasurer
Middlesex-London Board of Health

encl.



TO: Chair and Members of the Board of Health

FROM: Graham L. Pollett, MD, FRCPC
Medical Officer of Health

DATE: 2010 April 15

**SHAKEN BABY SYNDROME
“PERIOD OF PURPLE CRYING”
MEDIA CAMPAIGN**

Recommendation

It is recommended that Report No. 050-10 re Shaken Baby Syndrome, “Period of Purple Crying” Media Campaign be forwarded for information to all Public Health Units in Ontario to heighten awareness of Shaken Baby Syndrome and to support a provincial movement to reduce the incidence of Shaken Baby Syndrome.

Background

Shaken Baby Syndrome (SBS) also known as the Period of Purple Crying is a form of violent abuse. It is the leading cause of traumatic infant death in North America. Up to 30 % of abused infants die from their injuries. Half of the remaining infants experience blindness and various global neurological impairments, including seizures, spasticity, paralysis, and developmental delays. In Canada, King et al, (2003) found that 85% of inflicted infant head trauma survivors required long-term care. Total costs of comprehensive medical care for a single shaken infant can exceed one million dollars.

Middlesex-London Health Unit Engagement

In 2008, a Family Health Services Healthy Babies Healthy Children (FHS, HBHC) Public Health Nurse, and Manager partnered with London Health Sciences Centre, Trauma Program in the planning of a Regional Shaken Baby Syndrome Forum. This Forum was aimed at bringing community and regional partners together to promote Shaken Baby Syndrome, the Period of Purple Crying as a prevention education program, and to advocate for the inclusion of SBS prevention in policies across various sectors in Ontario. In addition, it was decided that the Health Unit, Family Health Services would commit to implementing the various components of this education and awareness program.

In January of 2009, the Health Unit entered into a Memorandum of Understanding with the National Centre on Shaken Baby Syndrome. Part of the agreement called for this Health Unit to implement the program “Period of Purple Crying”. As part of the implementation, staff educate, enhance and reinforce the work completed by maternity nurses at local hospitals. In addition, they distribute and review with families a video on SBS and provide an information booklet to every family of a new infant.

Media Campaign

The National Centre recommends the delivery of the program using a Triple Dose Strategy. Dose one occurs in the hospital to both mothers and fathers, following the birth of their baby. Dose two, by Public Health Nurse Home Visitors, pediatricians, family doctors and public health clinics who can reinforce the message by talking to parents about the concepts taught in The Period of Purple Crying program. Dose three involves a public education and media campaign. Public education materials for a media campaign were developed and focus group tested by the National Centre on Shaken Baby Syndrome. The Health Unit is a contributor/sponsor in the media campaign and has been working in collaboration with London Health Sciences Centre, Trauma Program on this initiative.

The objective of the media campaign is to reinforce the PURPLE message among parents of newborns, to raise awareness of key PURPLE messages among future parents, friends, and family members, to drive current, expectant and future parents, as well as friends and family to the PURPLE Website for additional information about the Period of PURPLE Crying. The campaign will run for the month of April 2010. As part of scheduled locations, ads will appear on backs of buses, billboards, transit shelters, posters, radio public service announcements and interviews, Rainbow and Western movie theatres advertisements.

Evaluation of Media Campaign

A RRFSS module was developed on behalf of the Health Unit in partnership with the London Health Sciences Centre. With the planned module, the general public's awareness of the Period of PURPLE Crying will be evaluated. The request form was sent to all RRFSS partnership Health Units with an invitation to join the Module Development (MD) group to further develop the new module. Representatives from Huron and Waterloo accepted the invitation and joined the MD group. The campaign will run in April 2010 and RRFSS will collect evaluation data beginning early May to the end of August 2010.

Next Steps

The Health Unit will receive the raw data from the survey module in August and an analysis of the data will be completed and information disseminated. Future planning will be based on evaluation results as staff continue to take steps towards eliminating the shaking of babies in this community and across the province.

This report was prepared by Ms. Bonnie Wooten, Manager, Family Health Services HBHC East Team.

Graham L. Pollett, MD, FRCPC
Medical Officer of Health

<p>This report addresses the following requirement(s) of the Ontario Public Health Standards: Family Health Services, Child Health.</p>
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