



# Never Shake a Baby Arizona Program

## Key Evaluation Findings Oct. 2006

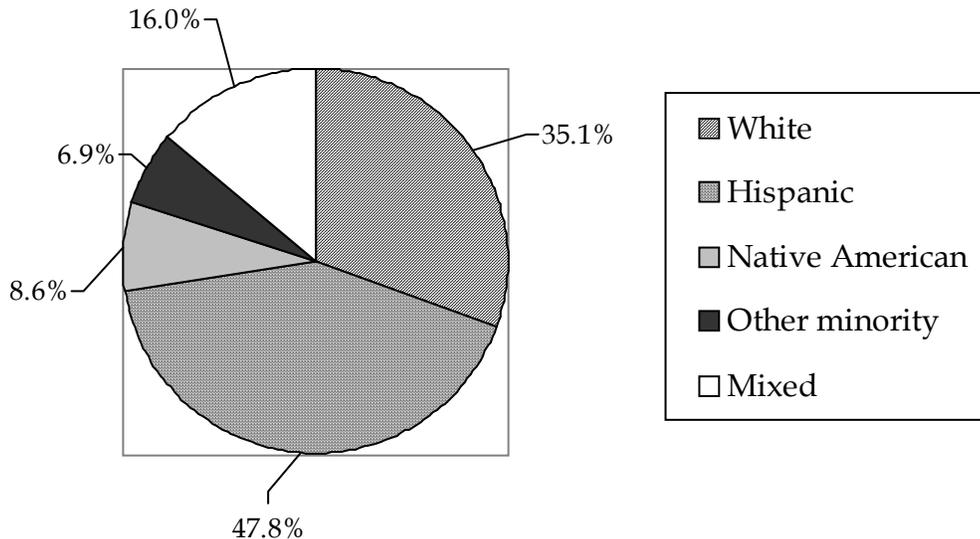
### Participant Profiles

*The program has served a highly diverse population of parents, with minorities representing the majority of participants.*

There have been nearly 7,200 mothers in the program since it began in late 2003. Their demographic profile is as follows<sup>a</sup>:

- Average age was 26
- Most had at least a high school education (71%)
- Most were covered by AHCCCS insurance (67%)
- They had, on average, two children
- Just over half (55%) were married; 22% were single, but living with the father of the baby

### Mothers' Ethnicity



<sup>a</sup> White participants tended to be older, more highly educated, and covered by private insurance than Hispanic, Native American, or other minority participants

## Participant Response to the Program

<i>Participants found the program helpful and informative.</i>	Of 1,300 comments written by participants on the commitment forms, approximately 90% indicated that the program was helpful
<b>6-month Follow-up Survey Findings:</b> (conducted in FY2005; n=370)	
<i>Respondents remembered the program.</i>	Nearly all (>90%) survey respondents remembered the program, signing the commitment form, and watching a video; most (89%) also remembered a nurse speaking about the dangers of shaking babies
<i>The main program messages remembered most varied by ethnicity.</i>	White respondents most often remembered that there are alternative methods to shaking; Hispanic respondents most often remembered that you should never shake your baby
<i>Hispanic respondents reported having shared the information with other caregivers more often than did White respondents.</i>	91% of Hispanic respondents reported having shared information, compared to 77% of White respondents

## Program Implementation

<i>Nearly 7,500 birth parents (72% of all births) were offered the program since Fall 2003.</i>	<ul style="list-style-type: none"> <li>▪ In FY2006, 76% of parents were offered the program [83% of parents were offered the program in New York (1998)]</li> <li>▪ Management and nurse support/training impact rates at which program is offered</li> </ul>
<i>Nearly all of the parents offered the program participated.</i>	96% of parents offered the program participated – 90% of those signed a commitment form.
<i>The video was shown at differential rates depending on the hospital and mothers' ethnicity, age, and education.</i>	<ul style="list-style-type: none"> <li>▪ Less educated mothers were shown video more often</li> <li>▪ Younger mothers were shown video more often</li> <li>▪ Hispanic mothers were shown video more often</li> <li>▪ UMC showed video more often than FMC</li> </ul>
<i>The quality of program implementation decreases when management and nurse support and training decrease.</i>	FMC and UMC showed declines in the percentage of parents who were offered the program when management and/or nurse support waned.