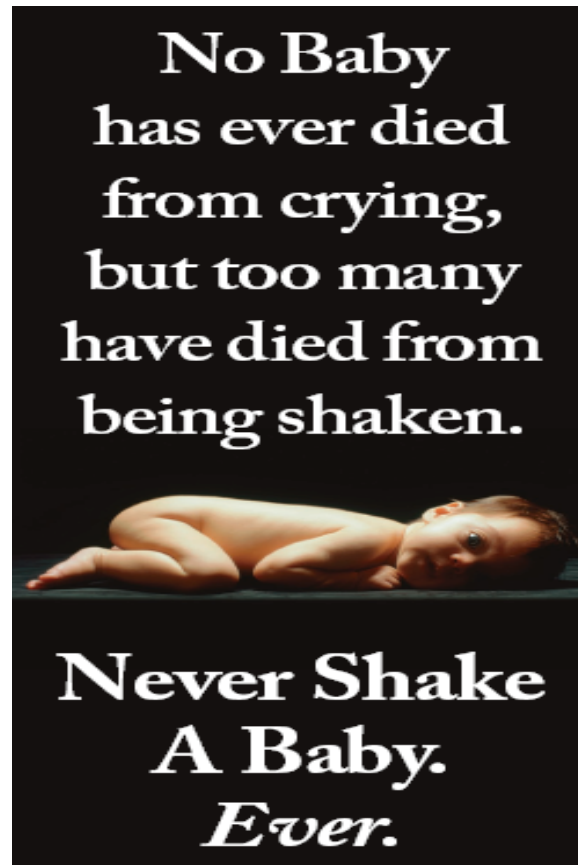


# Never Shake a Baby Arizona Annual Evaluation Report

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## Executive Summary

Prevent Child Abuse Arizona initiated the Never Shake a Baby Arizona program in northern Arizona at the Flagstaff Medical Center and in southern Arizona at the University Medical Center in Tucson in the fall of 2003. Never Shake A Baby Arizona has been in continuous operation since then, and has offered parent education to over 27,000 parents. Given the encouraging response to the program since its inception, the primary objective this year was to reach more parents of newborns with the life-saving education in birthing hospitals and home visiting programs throughout the state. This goal was fulfilled with the addition of five hospitals and through the training of home visitors in the Healthy Families, Health Start and Newborn Intensive Care Program.

In addition, staff of the hotlines at the Arizona Department of Health Services, Bureau of Women's and Children's Health, and at ChildHelp, the 24 hour crisis counselors were provided Never Shake A Baby Arizona materials. In 2007-2008, over 15,800 families were educated by hospital nurses; 626 by Neonatal Intensive Care in-home follow-up nurses, and 127 by Health Start home visitors, and over 6000 by Healthy Families home visitors.

In addition to program expansion to more hospitals and home visiting programs, the Never Shake A Baby Arizona Coordinator has also educated public health staff in Gila, Pima, and Yavapai counties about Never Shake A Baby Arizona. Participants may be Child Care Health Consultants, Immunization and Family Planning Clinic nurses, or WIC (Women, Infants and Children) Clinic counselors. Also participating in these community-based training sessions were foster care parents, recruiters/trainers of family home child care providers, behavioral health clinicians, nurses providing support coordination for persons with developmental disabilities, Court Appointed Special Advocates and early intervention specialists. The Coordinator presented multiple workshops to teen parents and child welfare and juvenile justice personnel. The ripple effect of these people teaching their clients about coping with crying and the dangers of shaking is not quantified in this report, but should not be underestimated.

Never Shake A Baby Arizona program consists of a 15-minute intervention in which parents of newborns receive education about infant crying as a normal

behavior, how to soothe crying infants and how to handle their own frustrations, since crying is the most frequent trigger for Shaken Baby Syndrome (SBS). Parents also learn about the dangers of shaking babies and methods to avoid shaking. Hospital personnel (primarily nurses) and family service providers are responsible for administering the program. The primary tasks are to solicit parents' participation in program activities that include watching a video, accepting written materials for reference at home, and reading and signing a Commitment Form where they develop a Plan for coping with crying at home and agree to share what they learn with other caregivers. The educators discuss the dangers of shaking babies and are asked to witness parents signing the Commitment Forms. The goal of Never Shake A Baby Arizona is to reduce incidence of SBS, also known as Abusive Head Trauma (AHT), and to reduce health care costs associated with this devastating type of child maltreatment in Arizona.

FY2007 data from Arizona Department of Health Services, Bureau of Women's and Children's Health indicate that the number of non-fatal hospitalizations due to abusive head injuries among Arizona infants and young children remained at 22, equal to the 2006 level. However, the number of confirmed deaths increased from 9 in 2006 to 11 in 2007 – nearly four times the number of deaths in 2004 (3) and 2005 (3). The majority of these deaths occurred in Maricopa County, where most births occur and where program penetration is lowest.

Initial hospital costs for non-fatal hospitalizations reduced slightly from 2006 (\$1,630,998) to 2007 (\$1,566,940). The average length of hospital stay remained the same at 11 days. The need to educate all parents on the consequences of abusive head injuries in babies and strategies to avoid shaking them remains vital.

## Introduction

Prevent Child Abuse Arizona contracted with LeCroy & Milligan Associates, Inc. in 2003 to conduct an evaluation of the Never Shake a Baby Arizona *pilot* program. The program was initially implemented in northern Arizona at the Flagstaff Medical Center (FMC) in Flagstaff and in southern Arizona at the University Medical Center (UMC) in Tucson in the fall of 2003, where it has been in continuous operation since. In 2006, Prevent Child Abuse contracted with Beth Sedlet to manage data collected via Commitment Forms submitted from hospitals and community programs.

This report is the fourth in a series of annual evaluation reports. The first report, *Never Shake a Baby Arizona FY2004 Annual Evaluation Report*, presented program implementation findings related to the start up of the pilot program and included recommendations for program improvement. The second and third annual reports, *Never Shake a Baby Arizona Annual Evaluation Reports FY2005 and FY2006*, included program implementation and intermediate outcome findings regarding the participants' recall of the main messages of the Never Shake A Baby Arizona program six months after completion. The evaluation findings in those reports indicated that the program was well-received by parents: **they found the program helpful and remembered its main messages about the dangers of shaking babies and methods to handle the stress related to babies crying for prolonged periods of time.**

This 2008 report provides data on program expansion, looking at the number of families in Arizona that received the Never Shake A Baby Arizona program statewide and by institution or organization, with current data on abusive head injuries among Arizona infants and young children from the Arizona Department of Health Services.

## Program Description

The Never Shake A Baby Arizona program consists of a 15-minute intervention that is conducted in hospitals, homes, and community-based organizations with parents of newborns. The premise of the program is that the time just after the baby's birth provides an optimal "teachable moment" wherein parents are receptive to information about the dangers of shaking babies and methods to avoid shaking when frustrated. It is believed that during moments of frustration and stress, particularly associated with babies who cry for prolonged periods of time, parents will recall what they learned from the program and implement strategies they wrote on the Commitment Form instead of shaking their child, such as calling a friend or relative for help, or letting the baby cry (but checking on the baby frequently).<sup>1</sup>

Peer reviewed research from the western New York program conducted by Dr. Mark Dias (2004) supports the basic program premise: "A coordinated, hospital-based, parent education program, targeting parents of all newborn infants, can reduce significantly the incidence of abusive head injuries among infants and children less than 36 months of age."<sup>2</sup>

The Never Shake A Baby Arizona Coordinator oversees statewide program implementation. The Coordinator is responsible for training hospital, home visiting and parent education staff on the need for the program and their critical role in educating new parents, proper implementation and data collection procedures, supplying them with program materials, and requesting that completed Commitment Forms are submitted to the data manager. In 2006, program materials were revised to include a multi-colored door hanger for parents to use at home that highlights tips for soothing a crying child and reducing parental frustration. The 24-hour ChildHelp crisis line telephone number is also provided. A sticker picturing Lily, a young child who was shaken, is available to reinforce both the Never Shake A Baby and Back-to-Sleep messages. The Commitment Form was revised to eliminate the detailed demographic data needed for evaluation of the pilot. Instead, in

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<sup>1</sup> For more information about Shaken Baby Syndrome and its prevention, go to [www.preventchildabuse.com/shaken.htm](http://www.preventchildabuse.com/shaken.htm), [www.nsbaz.org](http://www.nsbaz.org), or [www.dontshake.org](http://www.dontshake.org)

<sup>2</sup> Dias, M.S.; H. Silberstein; V. Li; K. Smith & K. deGuehery. (2004). *The Infant Shaken Impact Syndrome: A parent education campaign in upstate New York*. Women and Children's Hospital of Buffalo, New York.

addition to signing that they have received information about the dangers of shaking infants, parents are asked to write down their Plan to use when their baby cries inconsolably. This step encourages them to incorporate lessons learned from the video and nurse explanation, and to tell everyone who cares for their child.

In hospitals, clinical coordinators, clinical educators, and charge and floor nurses are responsible for administering the program. The nurses approach parents of newborns to solicit their participation in program activities that include watching a video, accepting written materials to take home, and reading and signing a Commitment Form with their Plan, agreeing to share what they learn with other caregivers. The nurses also discuss the dangers of shaking babies and are asked to witness parents signing the Commitment Forms. In home visits and community-based services, similar procedures are followed.

The program materials highlight the consequences of shaking babies and methods to avoid shaking. The video options available to participants include *Preventing Shaken Baby Syndrome* (produced by Phoenix Children's Hospital), *When Your Baby Cries*, which is targeted to Native Americans (produced by the University of Oklahoma Health Sciences Center), and *Portrait of a Promise*, used in the Banner Hospitals. Spanish-speaking versions of all videos are also available. For parents who speak neither English nor Spanish, UMC provides electronic translation equipment for watching the video. (Since 2006, multiple copies of only the *Preventing Shaken Baby Syndrome* video produced by Phoenix Children's Hospital have been provided free of charge.)

In non-hospital settings, similar training materials are used, somewhat modified for the audience. For instance, the procedure for collecting and submitting Commitment Forms is deleted from trainings for non-institutionalized settings and workshops.



## Abusive Head Injuries Among Arizona Infants and Young Children, 2004-2007

The information in this section was provided by Department of Health Services/Bureau of Women's and Children's Health (BWCH). The BWCH compiles annual data based on the abusive head injury fatalities identified in the Arizona Child Fatality Review Program annual reports and on the non-fatal hospitalizations and emergency department visits due to abusive head injuries (shaken infant or shaken impact syndrome). The cases are identified using methods from a study conducted by Dias et al. (2005).<sup>3</sup> Infants and children under the age of two with a code for shaken infant syndrome (995.55) in any of the diagnostic fields were included. Additionally, cases with a diagnostic code for skull fracture or intracranial injury (800-804.9), retinal hemorrhage (362.81), or intracranial hemorrhage (853.0, 853.1) with an external cause of injury code for known or suspected homicide/assault (E960-E968 and E980-E989) are included.

In the study by Dias and colleagues (2005), all suspected cases of abusive head injury were reviewed in detail by a multidisciplinary medical team to confirm the nature of the inflicted injuries. For this report on abusive head injury in Arizona during 2004-2007, the number of non-fatal hospitalizations represents *an estimate* because ADHS was unable to conduct an extensive review of medical records.

### **2004**

In 2004, there were 29 non-fatal hospitalizations. Sixty-two percent were males (n=18) and 38 percent were females (n=11). The children spent a total of 292 days in the hospital, and the mean length of stay was 10 days. The hospital charges totaled \$1,459,354, and AHCCCS/Medicaid was the expected payer for the majority of these hospitalizations (69 percent, n=20). Of the cases for which AHCCCS/Medicaid was the expected payer, the average cost per hospitalization was \$72,967. There were also two emergency department visits due to abusive head injuries. According to the 12th Annual Child Fatality Review Program Report, there were **three confirmed deaths** due to shaken infant syndrome in 2004.<sup>4</sup>

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<sup>3</sup> Dias MS, Smith K, deGuehery K, *et al.* Preventing Abusive Head Trauma among Infants and Young Children: A Hospital-Based, Parent Education Program. *Pediatrics*. 2005;115:e470-e477.

<sup>4</sup> Arizona Child Fatality Review Program: <http://www.azdhs.gov/phs/owch/cfr.htm>

## 2005

In 2005, there were 34 non-fatal hospitalizations. Sixty-two percent were males (n=21) and 38 percent were females (n=13). The children spent a total of 298 days in the hospital, and the mean length of stay was 8.8 days. The hospital charges totaled \$1,526,626, and AHCCCS/Medicaid was the expected payer for the majority of these hospitalizations (76 percent, n=26). Of the cases for which AHCCCS/Medicaid was the expected payer, the average cost per hospitalization was \$58,716. There were also six emergency department visits for abusive head injuries. According to the 13th Annual Child Fatality Review Program Report, there were **three confirmed deaths** due to shaken infant syndrome in 2005.<sup>5</sup>

## 2006

There were 22 non-fatal hospitalizations in 2006. Sixty-four percent were males (n=14) and 36 percent were females (n=8). The children stayed a total of 244 days in the hospital, and the mean length of stay was 11 days. The hospital charges totaled \$1,630,998, and AHCCCS/Medicaid was the expected payer for the majority of these hospitalizations (68 percent, n=15). Of the cases for which AHCCCS/Medicaid was the expected payer, the average cost per hospitalization was \$108,733. There were five emergency department visits for abusive head injuries. According to the Child Fatality Review program, there were **nine confirmed deaths** due to shaken infant syndrome in 2006: seven deaths occurred in Maricopa County; one death in Apache County, and one death in Gila County. There were no deaths reported in Pima and Coconino Counties where the program has been in effect since 2003.

## 2007

There were 22 non-fatal hospitalizations in 2007. Fifty-five percent were males (n=12) and 45 percent were females (n=10). The children stayed a total of 248 days in the hospital, and the mean length of stay was 11 days. The hospital charges totaled \$1,566,940, and AHCCCS/Medicaid was the expected payer for the majority of these hospitalizations (68 percent, n=15). Of the cases for which AHCCCS/Medicaid was the expected payer, the average cost per hospitalization was \$80,312. There were six emergency

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<sup>5</sup> Ibid.

department visits for abusive head injuries. According to the Child Fatality Review program, there were **eleven confirmed deaths** due to shaken infant syndrome in 2007. The 15<sup>th</sup> Annual Child Fatality Review Report will be available in December 2008.

The narrative above shows that the number of non-fatal hospitalizations went from 29 to 34 to 22 over the four-year period, with an appreciable decline in 2006, which remained level in 2007. Although the number of non-fatal incidents went down, the total hospital costs increased, with mean length of stay per year rising from 8.8 days in 2005 to 11 days in both 2006 and 2007. According to the ADHS data, the average hospitalization cost per case for 2005, for which the expected payer was AHCCCS/Medicaid, was \$58,716 per case. For 2006, the average hospitalization cost per case for which the expected payer was AHCCCS/Medicaid was \$108,733 per case. In 2007, AHCCCS/Medicaid was the expected payer for 68% of hospitalizations at an average cost per hospitalization of \$80,312. Clearly, despite the decline in incidents, the rising cost of hospitalization due to abusive head injuries among young children justifies the need for educating all parents of newborns and young infants about Shaken Baby Syndrome.

The non-fatal hospitalizations due to abusive head injuries were reported from eight to nine facilities during 2004-2007. Table 1 on the following page shows non-fatal hospitalizations due to abusive head injury by facility.

<b>Table 1. Non-Fatal Hospitalizations due to Abusive Head Injury by Facility, Arizona 2004-2007</b>								
<b>Facility</b>	<b>2004 (n=29)</b>		<b>2005 (n=34)</b>		<b>2006 (n=22)</b>		<b>2007 (n=22)</b>	
	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>
Banner Desert Medical Center	2	7%	6	18%	1	4%	-	-
Maricopa Medical Center	2	7%	4	12%	3	14%	4	18%
Phoenix Children's Hospital	12	41%	11	32%	10	45%	8	36%
St. Joseph's Hospital and Medical Center	5	17%	4	12%	4	18%	3	14%
Tucson Medical Center	2	7%	1	3%	-	-	2	9%
University Medical Center	6	21%	7	21%	3	14%	3	14%
Flagstaff Medical Center	-	-	1	3%	-	-	-	-
Banner Good Samaritan Medical Center	-	-	-	-	1	4%	-	-
Los Niños Hospital	-	-	-	-	-	-	2	9%

During 2004-2007, the majority of children hospitalized for abusive head injuries resided in Maricopa County. Table 2 on the next page shows non-fatal hospitalizations due to abusive head injuries by county of residence. From 2005 to 2006 and 2007, the incidents of abusive head injuries decreased in Coconino and Pima Counties, where the program has been in effect since 2003.

**Table 2. Non-Fatal Hospitalizations due to Abusive Head Injury by County of Residence, Arizona 2004-2007**

County of Residence	2004 (n=29)		2005 (n=34)		2006 (n=22)		2007 (n=22)	
	n	%	n	%	n	%	n	%
Apache	1	3%	3	9%	1	4%	1	5%
Cochise	2	7%	-	-	-	-	-	-
Coconino	1	3%	1	3%	-	-	-	-
Gila	-	-	-	-	1	4%	-	-
Graham	-	-	-	-	-	-	1	5%
Greenlee	-	-	-	-	-	-	-	-
La Paz	-	-	1	3%	-	-	-	-
Maricopa	16	55%	15	44%	14	64%	16	73%
Mohave	1	3%	1	3%	-	-	-	-
Navajo	-	-	-	-	-	-	-	-
Pima	6	21%	7	21%	3	14%	4	18%
Pinal	-	-	2	6%	2	9%	-	-
Santa Cruz	1	3%	1	3%	-	-	-	-
Yavapai	-	-	3	9%	1	4%	-	-
Yuma	1	3%	-	-	-	-	-	-

## Program Goals and Objectives

As demonstrated above, shaking babies can lead to serious injury or death. The emotional and financial toll on families can also be staggering. The continual care required often necessitates that one parent become a full-time caregiver. This can lead to loss of income and tensions in the family, especially among other siblings who may sometimes feel neglected. Tragically, a shaking can also cause the break-up of family relationships.

Although SBS is relatively rare compared to more common childhood diseases and conditions such as asthma or diabetes, the costs are high, and consequences can be, and often are, severe for children and families. The goal of implementing Never Shake A Baby Arizona, therefore, is to reduce SBS/AHT and reduce associated health care costs in Arizona. To that end, a primary objective is to expand the program to all birthing hospitals in Arizona as well as to appropriate home visiting programs and community-based organizations in order to educate and reinforce to *all* parents of newborns that crying is normal infant behavior, the dangers of shaking their

babies, methods to avoid shaking, and the importance of informing their babies' caregivers about infant crying and the dangers of shaking babies.

A logic model that summarizes the program's major resources, activities, objectives, and goals is presented in Table 3 on the following page.

**Table 3. Program Logic Model for Never Shake a Baby Arizona**

Please note: The **Outcomes** for ALL objectives are to **decrease the incidence of non-fatal and fatal cases** of Shaken Baby Syndrome in Arizona and **decrease associated health care costs** in Arizona.

<b>Resources</b>	<b>Activities</b>	<b>Objectives</b>
Never Shake A Baby Arizona Coordinator	Program implementation oversight	Train nurses, home visitors and community organization service providers on program implementation and data collection procedures
	Program development	Expand program to all Arizona hospitals; expand program to community-based organizations Develop web-based communication
Hospital nursing staff  Community-based providers	Discuss crying and the dangers of shaking babies with parents Provide parents written materials on methods to avoid shaking Show parents video on consequences of shaking/methods to avoid	Educate all parents of newborns and young infants on crying as normal infant development and the dangers of shaking babies and methods to avoid shaking
	Have parents sign commitment forms  Submit signed forms to evaluation team	Parents develop Plan to cope with crying and commit to sharing information with all their babies' caregivers Sign commitment form
NSBAz Data Manager	Count and verify commitment forms	Report numbers of parents receiving program Monitor program implementation and data collection; work with sites to correct issues
Funding	Administrative and supply costs	Sustain program

## **Expansion of the Program**

In 2007-08, Never Shake A Baby Arizona experienced unprecedented growth in the number of hospitals and community-based programs offering services to the parents of newborns and young infants. Table 4 on the next page presents the complete list of organizations currently providing services, and in what year and month the program was initiated. Seven hospitals and one community organization (Southwest Human Development) initiated program services in 2006-2007. In 2006, two statewide programs contracted by the Department of Economic Security [Healthy Families, a home visiting program targeting families at risk for child abuse and neglect] and the Department of Health Services [Newborn Intensive Care Program, a home visiting program for families of babies discharged from Newborn Intensive Care Units] began using Never Shake A Baby Arizona materials to educate parents in their care.) In 2007-2008, another two hospitals initiated the program and Health Start, the home visiting program contracted by the Department of Health Services, began teaching parents using Never Shake A Baby Arizona materials. Additionally, the ADHS hotlines in contact with pregnant/parenting adults were trained and began reinforcing the Never Shake A Baby Arizona message.



<b>Table 4. Hospitals and Organizations offering NSBAZ Education</b>		
<i>Organization Name</i>	<i>Organization Type</i>	<i>Month/Year of Program Initiation</i>
Flagstaff Medical Center (FMC)	Hospital	August 2003
University Medical Center (UMC Tucson)	Hospital	October 2003
Kingman Regional Medical Center (KRMC)	Hospital	November 2006
Phoenix Children's Hospital (PCH)	Hospital	February 2007
Western Arizona Regional Medical Center (WARMC)	Hospital	February 2007
Phoenix Baptist Hospital (PBH)	Hospital	March 2007
Maryvale Hospital Medical Center	Hospital	April 2007
Southwest Human Development (SWHD)	Newborn Intensive Care Program	May 2007
Tucson Medical Center (TMC)	Hospital	May 2007
Banner Desert Medical Center (BDMC)	Hospital	January 2008
Health Start (ADHS)	Family and children services provider	April 2008
Cobre Valley Community Hospital (CVCH)	Hospital	June 2008

### **Data Collection and Families Served**

Parents were asked to sign a Commitment Form saying they would ensure that they and any caregivers of their babies would use methods learned through the program to cope with crying babies. Parents also noted actions they could take for their own feelings to cope with their baby's crying and listed a person or persons they could call for help and support when upset by their babies' prolonged crying. By signing the forms, parents "committed" to sharing the information they learned with their babies' other caregivers. (An example of the Commitment Form is included in Appendix A.)

The signed forms were mailed on a monthly basis to Beth Sedlet, Never Shake A Baby Arizona Data Manager, along with a data cover sheet stating the number of births that month in the case of birthing hospitals, or the number of parents

eligible to receive the program in the case of community-based organizations. The numbers were then checked and entered into a database. Parent names are not recorded; Commitment Forms are shredded after each monthly report is completed.

In 2007-2008, more than 15,800 parents were educated prior to being discharged with a newborn. Table 5 below shows how many parents were offered Never Shake A Baby Arizona education by hospital.

<b>Table 5. Families Receiving Never Shake a Baby Program in Arizona FY 2007-2008</b>						
Facility	Number of Births in Hospitals and/or Number of Parenting Families in Organizations Served	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
UMC	2109	1729	82%	1685	80%	97%
FMC	1513	1229	81%	1227	81%	100%
BDMC	3227	2328	72%	2298	71%	99%
KRMC	752	591	79%	589	78%	100%
WARMC	361	275	76%	273	76%	99%
PCH	608	323	53%	323	53%	100%
Maryvale	3085	2390	77%	2390	77%	100%
TMC	6132	6131	100%	6130	100%	100%
SWHD	675	675	100%	626	93%	93%
CVCH	25	17	68%	17	68%	100%
ADHS	127	127	100.00%	117	92.13%	92%
<b>Total</b>	<b>18614</b>	<b>15815</b>	<b>85%</b>	<b>15675</b>	<b>84%</b>	<b>99%</b>

In 2007-2008, more than 800 families were offered Never Shake A Baby Arizona education during home visits by NICP or Health Start staff. Even more families were educated by Healthy Families home visitors. Tables 6 and 7 on the following page show Commitment Form data for Southwest Human Development (SWHD) in Maricopa County and Health Start (statewide).

	Number Families Eligible to Receive Program (Not a birthing hospital)	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	50	50	100%	50	100%	100%
Aug-07	55	55	100%	55	100%	100%
Sep-07	75	75	100%	75	100%	100%
Oct-07	84	84	100%	76	90%	90%
Nov-07	64	64	100%	60	94%	94%
Dec-07	48	48	100%	46	96%	96%
Jan-08	83	83	100%	79	95%	95%
Feb-08	60	60	100%	57	95%	95%
Mar-08	2	2	100%	1	50%	50%
Apr-08	3	3	100%	3	100%	100%
May-08	71	71	100%	59	83%	83%
Jun-08	81	81	100%	66	81%	81%
<b>Total</b>	<b>676</b>	<b>676</b>	<b>100%</b>	<b>627</b>	<b>93%</b>	<b>93%</b>

	Number Families Eligible to Receive Program (Not a birthing hospital)	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
April-June 08	127	127	100.00%	117	92.13%	92%
<b>Total</b>	<b>127</b>	<b>127</b>	<b>100.00%</b>	<b>117</b>	<b>92.13%</b>	<b>92%</b>

Statewide, the total number of families that have received Never Shake A Baby Arizona education since program inception is now over 26,000, with over 7,000 families receiving services between 2003 and 2005, over 6,200 families receiving services in 2006-07, and over 15,500 being educated in 2007-2008.

In Appendix B: Number of Families Served by Hospital or Home Visiting Program, the monthly figures for the number of families served by the hospital or program in 2007-2008 are presented in separate tables.

The cumulative efforts to educate Arizona parents is shown in Table 8 below, detailing parents offered the Never Shake A Baby Arizona program by year through the 2007-2008 reporting period.

<b>Table 8. Cumulative Program Data</b>				
<b>Year</b>	<b>Total number of births in participating hospitals</b>	<b>Number Families who Accepted Program</b>	<b>Number of Families Offered Program</b>	<b>Percentage of Births Offered Education</b>
FY 2005: May 2004-April 2005 (includes all data from inception of program in August 2003)	6355	4098	4431	70%
FY 2006: May 2005-April 2006	3956	2720	3007	76%
FY 2007: July 2006-June 2007	6269	3850	4002	64%
FY 2008: July 2007-June 2008	18614	15675	15815	85%
<b>Totals to date:</b>	<b>35194</b>	<b>26343</b>	<b>27255</b>	<b>77%</b>

## References

Arizona Department of Health Services. (2006, 2007, 2008). *Child Fatality Review Annual Reports: 13th through 15<sup>th</sup> Annual Reports*. Available at <http://www.azdhs.gov/phs/owch/cfr.htm>.

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## **Appendix A: Commitment Form Example**

## Never Shake A Baby Arizona - Commitment Form

You are your child's best advocate. We need you to prevent the shaking of your baby.

### Commitment Statement:

I have learned that crying is normal for babies, and shaking a baby can cause brain damage or death. I will make sure that anyone who watches my child knows about the dangers of shaking.

Please sign for yourself below:

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Mother's Signature \_\_\_\_\_ date \_\_\_\_\_

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Father's Signature \_\_\_\_\_ date \_\_\_\_\_

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Witness' Signature \_\_\_\_\_ date \_\_\_\_\_

My Plan in case my baby cries a lot:

- Take my baby for a walk or a ride in the car
- Put my baby in a safe place and let him/her cry
- Do what I like to relax myself \_\_\_\_\_
- Other \_\_\_\_\_

Whom I can call for help:

Name of doctor \_\_\_\_\_

Telephone number \_\_\_\_\_

Name of family member \_\_\_\_\_

Telephone number \_\_\_\_\_

Name of friend \_\_\_\_\_

Telephone number \_\_\_\_\_

(Please note: this statement is not part of the medical record. If found, please return to:  
NSBAZ, c/o Prevent Child Abuse Arizona, PO Box 432, Prescott, AZ 86302)

**Appendix B: Number of Families Served by Hospital  
or  
Home Visiting Program**



University Medical Center (Tucson) FY 2007-08						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	193	145	75%	143	74%	99%
Aug-07	210	145	69%	138	66%	95%
Sep-07	150	150	100%	150	100%	100%
Oct-07	214	160	75%	160	75%	100%
Nov-07	192	147	77%	143	74%	97%
Dec-07	177	134	76%	125	71%	93%
Jan-08	176	152	86%	149	85%	98%
Feb-08	160	124	78%	120	75%	97%
Mar-08	162	161	99%	152	94%	94%
Apr-08	168	135	80%	132	79%	98%
May-08	153	139	91%	136	89%	98%
Jun-08	154	137	89%	137	89%	100%
<b>Total</b>	<b>2109</b>	<b>1729</b>	<b>82%</b>	<b>1685</b>	<b>80%</b>	<b>97%</b>

Flagstaff Medical Center FY 2007-08						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	140	116	83%	116	83%	100%
Aug-07	137	118	86%	118	86%	100%
Sep-07	102	102	100%	101	99%	99%
Oct-07	120	100	83%	100	83%	100%
Nov-07	110	90	82%	90	82%	100%
Dec-07	137	109	80%	109	80%	100%
Jan-08	130	96	74%	95	73%	99%
Feb-08	113	96	85%	96	85%	100%
Mar-08	130	95	73%	95	73%	100%
Apr-08	110	88	80%	88	80%	100%
May-08	141	104	74%	104	74%	100%
Jun-08	143	115	80%	115	80%	100%
<b>Total</b>	<b>1513</b>	<b>1229</b>	<b>81%</b>	<b>1227</b>	<b>81%</b>	<b>100%</b>

<b>Banner Desert Medical Center (Mesa) FY 2007-08</b>						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jan-08	563	498	88%	493	88%	99%
Feb-08	504	405	80%	401	80%	99%
Mar-08	547	408	75%	404	74%	99%
Apr-08	547	358	65%	347	63%	97%
May-08	556	330	59%	329	59%	100%
Jun-08	510	329	65%	324	64%	98%
<b>Total</b>	<b>3227</b>	<b>2328</b>	<b>72%</b>	<b>2298</b>	<b>71%</b>	<b>99%</b>

<b>Kingman Regional Medical Center FY 2007-08</b>						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	51	46	90%	46	90%	100%
Aug-07	69	60	87%	60	87%	100%
Sep-07	64	51	80%	51	80%	100%
Oct-07	62	51	82%	51	82%	100%
Nov-07	67	54	81%	54	81%	100%
Dec-07	58	42	72%	41	71%	98%
Jan-08	62	45	73%	45	73%	100%
Feb-08	52	38	73%	37	71%	97%
Mar-08	73	60	82%	60	82%	100%
Apr-08	63	51	81%	51	81%	100%
May-08	68	51	75%	51	75%	100%
Jun-08	63	42	67%	42	67%	100%
<b>Total</b>	<b>752</b>	<b>591</b>	<b>78%</b>	<b>589</b>	<b>78%</b>	<b>100%</b>

Western Arizona Regional Medical Center FY 2007-08						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	30	18	60%	18	60%	100%
Aug-07	36	30	83%	30	83%	100%
Sep-07	31	24	77%	24	77%	100%
Oct-07	27	18	67%	18	67%	100%
Nov-07	27	20	74%	20	74%	100%
Dec-07	23	13	57%	13	57%	100%
Jan-08	25	25	100%	23	92%	92%
Feb-08	37	28	76%	28	76%	100%
Mar-08	34	24	71%	24	71%	100%
Apr-08	29	25	86%	25	86%	100%
May-08	32	23	72%	23	72%	100%
Jun-08	30	27	90%	27	90%	100%
<b>Total</b>	<b>361</b>	<b>275</b>	<b>76%</b>	<b>273</b>	<b>76%</b>	<b>99%</b>

Phoenix Children's Hospital FY 2007-08						
	Number Families Eligible to Receive Program (Not a birthing hospital)	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	32	32	100%	32	100%	100%
Jan-08 *	140	60	43%	60	43%	100%
Feb-08	142	62	44%	62	44%	100%
Mar-08	130	66	51%	66	51%	100%
Apr-08	109	48	44%	48	44%	100%
May-08 **	55	55	100%	55	100%	100%
<b>Total</b>	<b>608</b>	<b>323</b>	<b>53%</b>	<b>323</b>	<b>53%</b>	<b>100%</b>

\* No commitment forms were submitted between August 2007 and December 2007.

\*\* Partial report

Maryvale Hospital FY 2007-08						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	299	160	54%	160	54%	100%
Aug-07	301	217	72%	217	72%	100%
Sep-07	312	233	75%	233	75%	100%
Oct-07	305	213	70%	213	70%	100%
Nov-07	262	208	79%	208	79%	100%
Dec-07	262	195	74%	195	74%	100%
Jan-08	238	227	95%	227	95%	100%
Feb-08	236	190	81%	190	81%	100%
Mar-08	217	204	94%	204	94%	100%
Apr-08	228	204	89%	204	89%	100%
May-08	197	172	87%	172	87%	100%
Jun-08	228	167	73%	167	73%	100%
<b>Total</b>	<b>3085</b>	<b>2390</b>	<b>77%</b>	<b>2390</b>	<b>77%</b>	<b>100%</b>

Tucson Medical Center FY 2007-08						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	586	586	100%	586	100%	100%
Aug-07	614	614	100%	614	100%	100%
Sep-07	602	602	100%	602	100%	100%
Oct-07	618	618	100%	618	100%	100%
Nov-07	549	549	100%	549	100%	100%
Dec-07	540	540	100%	540	100%	100%
Jan-08	577	577	100%	577	100%	100%
Feb-08	534	534	100%	534	100%	100%
Mar-08	513	513	100%	513	100%	100%
Apr-08	481	481	100%	481	100%	100%
May-08	518	517	100%	516	100%	100%
Jun-08	not reported					
<b>Total</b>	<b>6132</b>	<b>6131</b>	<b>100%</b>	<b>6130</b>	<b>100%</b>	<b>100%</b>

Cobre Valley Community Hospital (Globe) FY 2007-08						
	Number of births	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
June-08	25	17	68.00%	17	68.00%	100.00%
<b>Total</b>	<b>25</b>	<b>17</b>	<b>68.00%</b>	<b>17</b>	<b>68.00%</b>	<b>100.00%</b>

<b>Southwest Human Development FY 2007-08</b>						
	Number Families Eligible to Receive Program (Not a birthing hospital)	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
Jul-07	50	50	100%	50	100%	100%
Aug-07	55	55	100%	55	100%	100%
Sep-07	75	75	100%	75	100%	100%
Oct-07	84	84	100%	76	90%	90%
Nov-07	64	64	100%	60	94%	94%
Dec-07	48	48	100%	46	96%	96%
Jan-08	83	83	100%	79	95%	95%
Feb-08	60	60	100%	57	95%	95%
Mar-08	2	2	100%	1	50%	50%
Apr-08	3	3	100%	3	100%	100%
May-08	71	71	100%	59	83%	83%
Jun-08	81	81	100%	66	81%	81%
<b>Total</b>	<b>676</b>	<b>676</b>	<b>100%</b>	<b>627</b>	<b>93%</b>	<b>93%</b>

<b>Health Start FY 2007-08</b>						
	Number Families Eligible to Receive Program (Not a birthing hospital)	Number of Families Offered Program	Percentage of Families Offered Program	Number of Families Accepting Program	Percentage of Families Accepting Program	Percentage of Families Offered Program Who Accepted Program
April-June 08	127	127	100.00%	117	92.13%	92%
<b>Total</b>	<b>127</b>	<b>127</b>	<b>100.00%</b>	<b>117</b>	<b>92.13%</b>	<b>92%</b>