



# Three Year Review

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April, 2006

## **The British Columbia Shaken Baby Syndrome Prevention Program**

Program Director, Marilyn Barr

2003 - 2005

B.C. Children's Hospital  
4480 Oak Street, Room K1-209  
Vancouver, B.C. V6H 3V4

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## Introduction

Shaken baby syndrome (SBS) is a form of child abuse that occurs when an infant or young child is violently shaken. Depending on the severity of the shaking, this can result in severe brain damage and even death. BC Children's Hospital treats several children per year identified as shaking victims. Although these cases are relatively few, the high mortality rate (25%), as well as the associated costs of surviving a serious case of shaking is recognized as a substantial problem within child health care. The incidence rate of SBS in Canada is at present difficult to assess; a comprehensive surveillance system gathering data from various sources is not yet in place. However, King, MacKay and Sirnick found that there were 364 reported cases between 1988 and 1998 in 11 Canadian pediatric and large centre hospitals.<sup>1</sup>

Shaken baby syndrome is primarily associated with children under the age of six months. The most common trigger described by perpetrators of SBS is inconsolable crying. Critical to the preventability of shaking episodes is to understand the underlying dynamic connecting crying with shaking. Parents and caregivers can become frustrated when they are unable to get their child to stop crying. If this crying is inconsolable and the parent or caretaker has a low anger threshold, there may be the real possibility of harm to the child. Given this scenario, there is both the need and the opportunity for an early intervention program for SBS that simultaneously addresses: (a) the recognition that the frustrating properties of crying are normal; (b) that inconsolable crying may occur even with optimal care giving; (c) the recognition of crying as a trigger for shaking; and (d) the prevention of shaking and infant abuse.



In order to explore the potential program and its associated benefits, BC Children's Hospital formed a steering committee to examine the need for a provincial based program as well as to provide leadership in the implementation of that program. Over the last three years the progress of the steering committee has been substantial. With the completion of an environmental scan in 2003, evidence was collected that acknowledged the need for a dedicated program for SBS. Marilyn Barr was chosen to direct this program based on her many years experience in the child abuse prevention field and her role as the Founder and Executive Director of the National Center on Shaken Baby Syndrome in Utah, U.S.A.

The steering committee played a key role in oversight of the activities that followed. The Chairwoman of the steering committee, as well as being the advisor and supervisor for Marilyn Barr, is Karen Breau, then Director of Social Work for Children's and Women's Health Centre of B.C.

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King, J.W., MacKay, M., & Sirnick, A. (2003). Shaken baby syndrome in Canada: Clinical characteristics and outcomes of hospital cases. *Canadian Medical Association Journal*, 168(2), 155-159.

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## ***Steering Committee Members***

### **Chairwoman**

**Karen Breau** Director, Professional Services (2002 - current)

### **Members:**

**Sharon Toohey** President, BC Children's Hospital and Sunny Hill Health Centre for Children (2002 - current)

**Dr. Bob Armstrong** Head of Pediatrics, BC Children's Hospital (2002 - current)

**Dr. Jean Hlady** Director, Child and Family Clinic (2002 - current)

**Dr. Ian Pike** Director, BC Injury Research and Prevention Unit (2005 - current)

**Barb Hestin** Director, Women's Health and Family Practice (2002 - 2005)

**Dr. Mariana Brussoni** Past Assoc. Director, BC Injury Research and Prevention Unit (2002 - 2005)

**Lidia Kemeny** Director, Child Health Awareness (2002 - current)

**Clara Robbins** Ministry of Children and Family Development (2006 - current)

### **Staff:**

**Marilyn Barr** Director, BC SBS Prevention Program

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## ***Shaken Baby Syndrome Prevention, Programs, and Research 2003 - 2005***

- **2003:** Conducted an environmental scan which demonstrated the need and provided direction
- **2003 - 2004:** Ongoing work to prepare various community stake holders for a major shaken baby syndrome prevention program and to gain acceptance for a large clinical trial
- **2004:** Focus groups held to evaluate new educational materials for the prevention program
- **2005 - ongoing:** Clinical research to evaluate the effectiveness of the materials before major implementation takes place
- **2005 - ongoing:** Establish a BC Surveillance system to determine incidence of SBS cases

## Environmental Scan

An environmental scan was conducted by Marilyn Barr during the months of February through June, 2003. The main purpose of this province wide project was to: (a) determine what provincial programs and educational materials currently existed in regard to child abuse and specifically SBS prevention; (b) determine the community readiness for an SBS prevention strategy and who the stakeholders should be; (c) provide community education about the extent of the problem and the possible solutions; (d) determine what an appropriate prevention program and research study should include; and (e) provide recommendations for a program that would educate parents and train professionals.

This evaluation was conducted by surveying professionals from multiple disciplines including: physicians; nurses; mental health, social work and child welfare personnel; law enforcement; parents and community members; coroners; and personnel within the Ministries of Health and Children and Family Development. Standardized questions were developed and distributed to these individuals through three modes of delivery: (a) mail-out survey, 96 were mailed with a 40% response rate; (b) presentations with group interviews of 100 subjects total; and (c) sixty-two subject interviews in groups of one or two. A comprehensive evaluation of the results was provided along with four recommendations.

The main outcomes of the evaluation showed that 73% of those surveyed thought SBS was a serious problem and 100% reported that an SBS prevention program was needed. The evaluation indicated that, although there were pockets of prevention measures in B.C., they were for the most part sporadic, incomplete, and none were based on empirical evidence. More specific recommendations regarding what components an SBS prevention program should include follow:

1. Educate parents and other caregivers about the normal characteristics of infant crying so that they are less likely to become stressed and frustrated with infant care;
2. Increase the knowledge of the dangers of shaking infants;
3. Conduct research to determine if the program is effective;
4. Provide training opportunities in B.C. for professionals working with SBS cases and those working with families that address investigation, diagnosis, treatment, family support, and prevention strategies to stop shaken baby syndrome.

The report also noted that, notwithstanding the inherent challenges faced by community-wide prevention programs, there were three identified challenges that would need to be overcome in order to effectively provide an intervention program in B.C.: (1) the need to establish an accurate system that will provide SBS incidence data; (2) the inclusion of B.C.'s ethnic populations in the education program including translation of the program into various languages; and (3) establishing and institutionalizing the necessary resources to adequately support the prevention program. These challenges are presently being , and will continue to be, addressed as the program advances.

*“Parents need this education on SBS, but all parents really need education about crying.”*

*“The Period of PURPLE Crying just makes sense.”*

Comments from environmental scan interviews.

## ***Environmental Scan, continued***

The steering committee responded to these recommendations by requesting that Marilyn Barr offer more training opportunities on SBS, establish collaborative networks within B.C., and develop a program that would meet the need for prevention and address the specified challenges. Discussion began regarding the testing of an SBS prevention program based on the research of Ronald Barr, MDCM, FRCPC, Canada Research Chair and Director of the Centre for Community Child Health Research, and designed by the National Center on Shaken Baby Syndrome in the United States. The *Period of PURPLE Crying* SBS prevention program was designed to educate caregivers about the properties of normal infant crying and its ability to frustrate parents and also to inform them about the dangers of shaking. The program materials were redesigned and produced based on extensive focus group testing in B.C. The ability to evaluate the program became a reality when the Ministry of Children and Family Development awarded a grant for the research project in 2004. Dr. Ronald Barr, as principal investigator and Marilyn Barr as co-investigator, developed the protocol for the Period of PURPLE Crying Program research study in order to evaluate these materials before general distribution.

During the process of evaluating various study protocols, the investigators decided that B.C.'s unique program of baby home visits by community and public health nurses might be the best method of delivering the educational materials to parents. Marilyn Barr spent the rest of 2003 and 2004 working towards this collaboration by consulting and coordinating with nurse managers province wide. This work was accomplished through many conference calls and by promoting the materials in an article published in the BC Reproductive Care Program's newsletter "Perspectives." In addition, she presented and offered an exhibit for the 2004 Conference for Public Health Nurse Managers that helped smooth the way for health nurse involvement in the project.

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"Research is needed in the areas of general knowledge of the injury caused by shaking a baby; psycho-social aspects of Shaken Baby Syndrome ...and the long-term consequences for survivors. Shaken Baby Syndrome prevention programs must also be evaluated to determine their effectiveness."

Joint Statement on Shaken Baby Syndrome,  
Health Canada 2001



## Period of PURPLE Crying Program Focus Groups

The first phase of the *Period of PURPLE Crying* program research project was to determine whether the existing educational materials developed by the National Center on Shaken Baby Syndrome in the United States were suitable for a Canadian audience. A series of seven parent focus groups were conducted in the greater Vancouver area, and one in Duncan with First Nations parents and educators. Their purpose was to evaluate and recommend revisions or adaptations to the materials provided for analysis which were: a 12 minute film, a 6 page booklet, a bib, and a refrigerator magnet.

Samsara Communications was hired to facilitate the focus group presentations, to train project personnel to appropriately handle the comments from participants, and to elicit feedback from participants. The dimensions of the message examined included: clarity and importance; retention; ease of understanding; and whether the message was meaningful and helpful.



Sixty focus group members were recruited from public and community health units in the following areas: Vancouver, Tri-Cities, Surrey, Richmond, Chilliwack, and Ts'ewulhntun Health Centre in Duncan. The participants were mothers between the ages of 15 and 42 with a baby less than six months of age. The majority were married (78%) and had one child (83%). There was a good cross section of participants from both a multicultural and socioeconomic standpoint. The groups were conducted over a two month period and the resulting tape-recorded sessions were transcribed and analyzed by MTM Research. Marilyn Barr and Nicole Catherine attended all, and in some cases led the parent focus groups, while Ashleigh Salter was the note taker.

The resulting report demonstrated both the positive and negative aspects of the materials. While all the materials were effective at conveying the main messages, the following decisions were made. Visual changes were made to the booklet by removing a graph depicting crying averages of infants, adjusting the cartoon graphics to look more realistic, and adding pictures of multicultural families directly from the film. Informational revisions to the content of the booklet increased its length by five pages, but provided needed focus on topics such as; ideas parents can use to comfort their crying baby, vital action steps to take when the crying is frustrating, and the importance of making wise choices regarding child care with straightforward ways to help explain the *Period of PURPLE Crying* to others. The refrigerator magnet and bib were removed from the package based on feedback from the parents.

The 12 minute film was also shown to professionals in the health care field who advised on the removal of several items displayed in the background that did not conform with current Canadian standards such as baby bottles, formula, and bumper pads and toys in the cribs.

The focus group process provided meaningful suggestions for adaptations to the materials and evidence that the *Period of PURPLE Crying* program will be effective in conveying its main messages and will be well received by a Canadian audience.

*"Putting a name on it (PURPLE) is helpful..."*

*"I think what is good is that if someone is experiencing a colicky baby and they read PURPLE ... then they will remember ... I'm not going crazy, I'm not doing something wrong."*

*"The message for me was that you can make it through...It is important as a parent to not feel guilty that you can't always calm your baby."*

Comments from focus group participants

## Period of PURPLE Crying Program Research Study

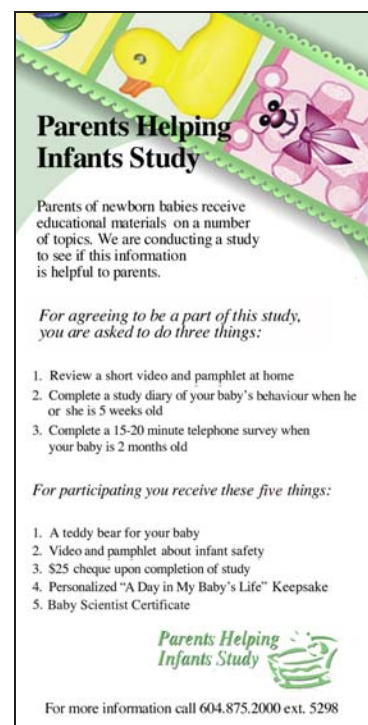
In order to validate the efficacy of the English version of the updated *Period of PURPLE Crying* educational materials, a large clinical trial (1,000 subjects) began in 2005. The research was funded by the Ministry of Children and Family Development. The overall project is directed by Marilyn Barr and the research is being conducted under the direction of the Centre for Community Child Health Research, Ronald Barr, Director. Coordinators for the project are Jocelyn Conway and Nicole Catherine.

The hypothesis of the Parents Helping Infants Study is that the intervention materials can be effective in reducing the abuse and shaking of infants through changes in knowledge, attitudes and behaviours about early infant crying, especially inconsolable crying. The participants are randomly assigned (500 each) to an intervention arm where they receive the *Period of PURPLE Crying* materials or to a control arm where they receive other information about infant safety. The instruments used to measure the subject's potential change are: (a) A Baby's Day Diary that mothers fill out over four consecutive days when their baby is 5 weeks old that notes both infant and parent behaviors, and (b) a twenty minute telephone survey when their baby is 2 months old. Unique to this project is that the materials will be delivered to subjects by public health nurses at their initial home visit which reflects the anticipated distribution of the materials after this program of testing is complete. What follows is a synopsis of the study's progress.

**Study Procedures:** Mothers are recruited to the project at several local hospitals, either by a research assistant or a community health or discharge nurse. The study package is delivered to the mother by her public/community health nurse who encourages her to watch the video and read the brochure (just as they would with the other materials they give out), and who also shows her how to fill out the four day Baby's Day Diary. Participants have several follow up phone calls from our staff during the two months they are in the study and receive the following incentives for participating: film and brochure, \$25 cheque, small teddy bear, Baby Scientist Certificate, and A Day in My Baby's Life Keepsake.

**Hospital Participation:** Recruitment started in May, 2005 at both BC Women's Hospital and Surrey Memorial Hospital. In July, the study started an expansion phase to increase the recruitment numbers. Over the next six months the following hospital maternity wards joined the study: Lions Gate, Langley Memorial, Burnaby, and Royal Columbian. The project has been received very well in all of the hospitals and support from management and administrative staff has been instrumental in its success.

**Health Unit Participation:** As mentioned previously, the agreement of health unit participation was critical to the study. Therefore, over a period of six months, training was provided



**Introductory Brochure**

## Period of PURPLE Crying Program Research Study, continued

### MANY THANKS TO OUR PARTICIPATING HEALTH UNITS

#### Vancouver Community:

- Evergreen
- North
- Pacific Spirit
- Raven Song
- Three Bridges

#### North Shore/Garibaldi:

- Central
- Parkgate
- West

#### Fraser North:

- Burnaby
- New Westminster
- Port Coquitlam
- Tri-Cities

#### Fraser South:

- Cloverdale
- Guildford
- Ladner
- Langley
- Newton
- North Delta
- North Surrey

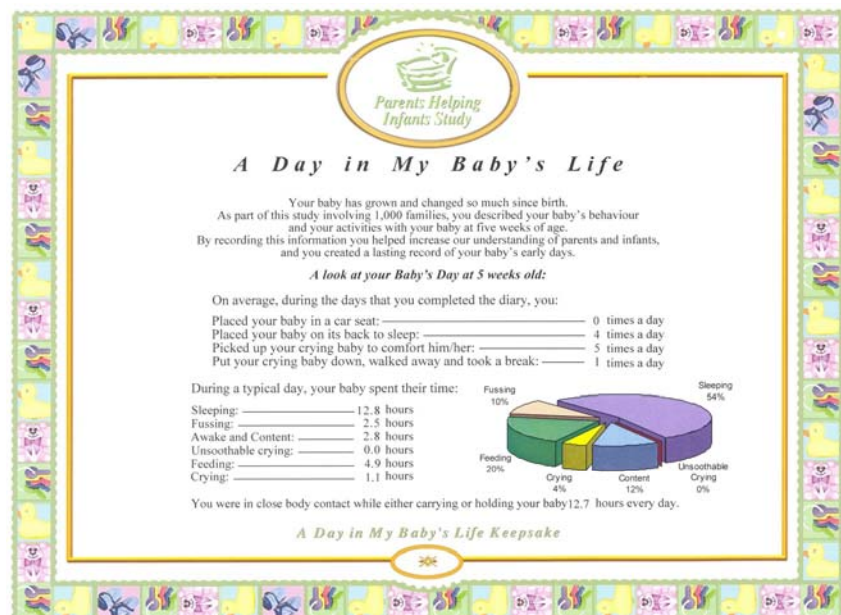
to all participating health units by the community program coordinator, Jocelyn Conway. Usually two training sessions per health unit was needed to reach all of the approximately 262 health nurses and training sessions ranged from 1 to 1.5 hours. The project is providing remuneration to the health units for the nurses' time in delivering the package at \$30/hour for 4 home visits. Some of the health units have allocated these monies toward nurse education funds. Overall, the nurses are enthusiastic about their contribution as they are not often involved in evidence based research that supports their own programs by validating community health materials. The nurses themselves have not yet viewed the intervention materials and are eager to do so at the study's end.

**Project Status April 2006:** The study is presently running at full capacity with an average recruitment of 30 to 40 participants per week. There are two full-time and several part-time research assistants assigned to the study. A telephone survey unit at the University of Western Ontario was hired to perform the survey procedure. Over 1,060 mothers have been approached to take part in the study and almost 700 have been recruited to date. Of these, 350 subjects have completed the study procedures. The rate of mothers completing the Baby's Day Diary is 68% and the rate of mothers completing the survey is 80%. Overall, mothers complete at least one of the tasks 83% of the time, so we anticipate that we will need to recruit 1,200 mothers in order to reach our goal of 1,000 participants completing at least one of the tasks.

**Summary:** The Parents Helping Infants Study recruitment/active phase should be completed by winter, 2006. The data will be analyzed and preliminary results may be available by early spring, 2007.

### A Day in My Baby's Life Keepsake

Information taken directly from mothers input on Baby's Day Diary, summarized and sent to her.



## **Other Program Activities: 2003 - 2005**

### **Articles and Publications**

- The Period of PURPLE Crying is Coming to British Columbia. Barr, M. *Perspectives: A publication of the British Columbia Reproductive Care Program*. Winter, 2003. pp 11-14.
- Teamworks, Children's and Women's Health Centre of British Columbia publication.
- Preventing Shaken Baby Syndrome: We All Have a Role to Play. Barr, M. *Roots of Empathy Link*, Vol 2(2), Spring, 2003.
- Age-related Incidence of Media-reported Shaken Baby Syndrome Cases: Convergent Evidence for Crying as a Trigger. Lee, C., Barr, R.G., Catherine, N., & Wicks, A. Poster presentation for the Child and Family Research Institute Summer Student Research Program, 2004. Poster presented at Fifth Conference on Shaken Baby Syndrome, September 12-15, 2004, Montreal, Quebec.
- Shaken Baby Syndrome: A 1998 - 2002 Retrospective Review of Infant Deaths in British Columbia. Ko, J., Catherine, N., Lam, J., & Barr, R.G. Poster presentation for the Child and Family Research Institute Summer Student Research Program, 2004.
- Shaken Baby Syndrome Investigator's Guide: A Guide for Royal Canadian Mounted Police. Produced by the National Center on Shaken Baby Syndrome, Nov 2004.
- Suggested Causes of and Responses to Infant Crying or Colic in Popular Parenting Magazines: Qualitative Study. Ko, J., Dearing, K., Catherine, N., & Barr, R.G. Poster presentation for the Child and Family Research Institute Summer Student Research Program, 2005.
- B.C. Coroner's Incidence Study, 2005. In progress.

### **Presentations**

- B.C. Child Protection Teams, Marilyn Barr 2003, Nicole Catherine 2004, and Dr. Ronald Barr 2005.
- B.C. Social Work Conference, Marilyn Barr 2003
- Red Cross Educational Classes, Marilyn Barr, 2003 and 2004.
- Minister of State for Early Childhood Development Advisory Committee, Marilyn Barr, 2003, 2004, and 2005.
- Nursing Supervisors Meetings, Marilyn Barr, 2003 and 2004.
- B.C. Injury Prevention Conference, Marilyn Barr 2004, and Marilyn Barr and Dr. Ronald Barr 2006.
- Provincial Health Services Authority Board Meeting, Marilyn Barr and Dr. Ronald Barr 2004.
- B.C. Conference for Public Health Nurse Managers, Marilyn Barr 2004.

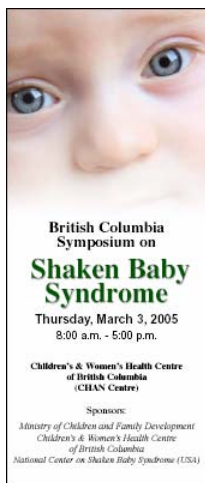
### **Translation Projects**

Funding has been granted by the Community Cares Foundation to translate the Period of PURPLE Crying materials into Traditional Chinese and Cantonese. The Rick Hansen Man in Motion Foundation also granted funding to translate the materials into Punjabi. The Provincial Language Service based at Children's and Women's Health Centre of British Columbia was chosen to provide the translation services. It is anticipated that these, along with several other translations, will provide this important information to a large portion of B.C.'s ethnic community.

## Other Program Activities, continued

### Conferences

The first opportunity to support SBS training for B.C. professionals was the Fifth North American Conference on Shaken Baby Syndrome in Montreal, Quebec in September, 2004. This conference was partially supported by the Children's & Women's Health Centre of British Columbia. There were 525 participants from Canada and the United States at the conference, and 25 of these registrants were from B.C.



On March 3, 2005, a B.C. Symposium on Shaken Baby Syndrome was held at the CHAN Centre at Children's and Women's Health Centre of British Columbia. This one day symposium provided an excellent array of both local and international expert speakers. Over 230 registrants from diverse disciplines attended. Presentations included information on pathology, symptoms, hospital incidence rates, infant crying patterns and parental response, case investigation and proceedings, media usage, database information, and prevention programs. Participant evaluations rated the speakers as very knowledgeable and effective, and the presentations as meeting or exceeding their expectations regarding gained skills and knowledge about SBS. The media covered the event and funds were raised to support future program endeavors.

*"Very worthwhile, hope you will make SBS symposiums a regular event."*

*"Mother of the crying baby was especially moving."*

Comments on symposium evaluation forms

### Other Grants Secured

For a program to succeed, intermediate and long term funding is necessary. Support for this program has come from several agencies. In addition to the research grant, the Ministry of Children and Family Development and Children's and Women's Health Centre of British Columbia are the most significant contributors to the SBS prevention efforts. Additionally, the Foresters have been instrumental in providing intermediate to long term funding for the program. The Foresters non-labour grant was secured via the Children's Miracle Network through the BC Children's Hospital Foundation and was specifically earmarked for child abuse prevention. The Ministry of Children and Family Development, in addition to program and research support, was also a contributor of the 2005 BC Symposium on SBS in order to train Ministry personnel. They are also the co-sponsors of the 2006 BC Symposium on SBS in conjunction with the Fraser Health Authority.

### B.C. Coroner's Incidence Study

Meetings between Chief Coroner, Ken Stuart and Marilyn Barr were held in 2003 to explore the possibility of examining provincial coroner records and starting a recording system to measure the B.C. incidence rate of SBS. An agreement was reached and the B.C. Coroner's Incidence Study data collection began soon after. Some of the information has been presented as a poster project, and the full article is in the writing process. Preliminary findings brought to light the difficulty of assessing the incidence rate without a clear provincial surveillance procedure. This prompted the formation of a steering committee for this process that is described in the Future Plans and Directions section of this report.

## ***Partners in the Prevention of Shaken Baby Syndrome***



### **Primary Partners**

- Children's and Women's Health Centre of British Columbia
- Ministry of Children and Family Development
- Centre for Community Child Health Research, Child and Family Research Institute

### **Health Care and Health Care Research**

- B.C. and Canadian Pediatric Society
- Canadian Red Cross
- Child and Family Research Institute
- Fraser Health Authority
- Provincial Health Services Authority
- U.B.C. Human Early Learning Partnership (HELP)
- Vancouver Coastal Health Authority

### **Community Partners**

- B.C. Coroners Office
- The Community Cares Foundation
- The Forester's
- National Center on Shaken Baby Syndrome
- The Rick Hansen Man in Motion Foundation
- Royal Canadian Mounted Police
- Vancouver Police Department



### **Hospitals and Health Centres**

- BC Children's Hospital Foundation
- Children's Hospital of Eastern Ontario
- Hospital for Sick Children, Toronto, ON
- Montreal Children's Hospital, Montreal, QC
- Maternity services and family birthing units:
  - B.C. Women's Hospital
  - Burnaby Hospital
  - Langley Memorial Hospital
  - Lions Gate Hospital
  - Royal Columbian Hospital
  - Surrey Memorial Hospital

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## ***B.C. SBS Prevention Program Personnel***

Marilyn Barr, Director

Jocelyn Conway, Provincial Coordinator

Administrative Support: Ashleigh Salter, 2003 - 2005, Mia Woerler, 2006

Information Specialist, Claire Yambao, 2006

### ***Research Personnel***

Dr. Ronald G. Barr, MDCM, FRCPC, Canada Research Chair and Director, Centre for Community Child Health Research, Professor of Pediatrics, University of British Columbia

Nicole Catherine, Research Manager, Centre for Community Child Health Research

Research Assistants: Jessica Lam, Cynthia Lee, and Brianne Grant

## ***Future Plans and Directions: 2006 - 2008***

### ***Second B.C. Symposium on Shaken Baby Syndrome, May 19, 2006***



The second SBS symposium will be a similar version of last year's successful event. It will be held on site at the CHAN Centre on the grounds of Children's and Women's Health Centre of British Columbia, and again has sponsorship from the Ministry of Children and Family Development as well as a new co-sponsor, the Fraser Health Authority. The Canadian speakers include Dr. Alex Levin, a world renowned expert, who will speak on the ophthalmologic issues of SBS and Dr. Ron Barr who will address the research, prevention, and surveillance progress made in the last year by the collaboration of the Centre of Community Child Health Research and the B.C. SBS Prevention Program. Dr. Robert Reece will speak on the most important research articles on shaken baby syndrome, and Dr. Carole Jenny will inform registrants about the pathology and biomechanics of inflicted head injury. Registration forms are being distributed and interest is expected to be strong.

### ***Painting the Province PURPLE***

After the data from the Parents Helping Infants Study is analyzed and if the results support the hypotheses, it is expected that the Period of PURPLE Crying program will be implemented province wide. It is anticipated that this will involve considerable support from provincial leaders in health care, and there may be several modes of delivery. This campaign will undoubtedly give much needed emphasis to the problem and will garner media exposure. The program will continue to acquire funding to translate the materials into several more languages so that as many parents as possible receive this valuable information in their language of choice.

### ***SBS Incidence Surveillance***

A shaken baby syndrome incidence surveillance steering committee has been established by the B.C. Injury Research and Prevention Unit of the Centre for Community Child Health Research at BC Children's Hospital. Marilyn Barr is presently on the leadership committee. This study will bring together professionals from all relevant areas necessary to form a coherent and inclusive measure for shaken baby syndrome across the province. This will enhance the knowledge gained from the three year Canadian Pediatric Surveillance Program that is presently investigating suspected cases of shaken baby syndrome across Canada. The incidence of SBS in B.C. is critical to the next phase of the Period PURPLE Crying SBS Prevention Program in order to determine if the implementation of the intervention helps to reduce SBS. This rate should be attained prior to a provincial campaign in order to measure any incidence reduction.

## ***Future Plans and Directions, continued***

### ***Canadian Shaken Baby Prevention Centre***

In anticipation of the greater recognition of this issue when the Period of PURPLE Crying SBS Prevention Program is implemented, it is proposed that an information centre be created that collects and makes available to interested parties Canadian based information regarding SBS. The areas covered would be: scientific research papers, current and past prevention programs, case studies through newspaper accounts and court cases, parent support services, and SBS prevention resources and training packages. There may be resources available or acquired that will support the addition of staff and a 1-800 line for contact. The website domain of "dontshake.ca" has been registered in anticipation of a Canadian website to disseminate information from the proposed Canadian Shaken Baby Prevention Centre.

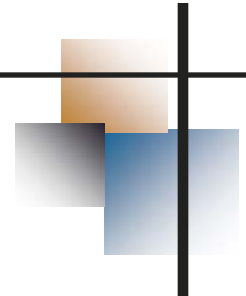
### ***Shaken Baby Syndrome Training and Advocacy***

In the course of establishing the Parents Helping Infants Study across the Lower Mainland, almost 500 maternity, public, and community health nurses were made aware that there was a new prevention program being evaluated for SBS. It is expected that after the initial unveiling of the Period of PURPLE Crying SBS Prevention Program, there will be extensive training on SBS and advocacy for prevention around the province. The B.C. SBS program has access to specific training packages geared towards different segments of society. The Dads 101 program has been shown to be highly effective in prisons and with military personnel. There are also age specific education materials for school based programs that may enhance or be partnered with other school based initiatives such as the Roots of Empathy program. In 2006, a meeting will be held to consider the idea of a collaboration with the Fraser Health Authority, the Fraser Valley Brain Injury Association, and the B.C. SBS Prevention Program to establish a "community model" for comprehensive SBS training and prevention efforts. Training and consultation for this process will be provided by B.C. SBS Prevention Program staff.

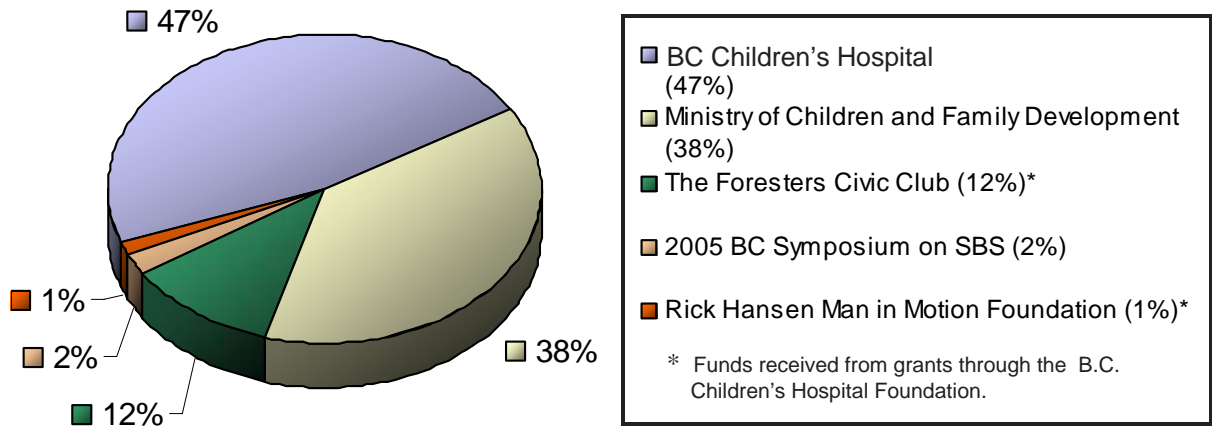
### ***International Conference on Shaken Baby Syndrome, October, 2008***

The B.C. SBS Prevention Program will likely co-host this large international conference in Vancouver, B.C. along with the National Center on Shaken Baby Syndrome (Ogden, Utah). This three day event would provide the most current and comprehensive training to date for B.C.'s professionals and caregivers. There would be over 100 presenters and four conference streams for registrants to choose from: medical, research and prevention, legal, and social and family. It is expected that up to 600 - 700 registrants from around the world would attend.

# Financial Review



## 2003 - 2005 FY Revenue Sources



Supporters for the research of the prevention program included the UBC Human Early Learning Partnership and the Community Cares Foundation. These grants were awarded to the Centre for Community Child Health Research and earmarked for the BC SBS Prevention Program and research.

***We sincerely appreciate the continued support and generosity of our partners and granting agencies.***

## 2003 - 2005 FY Program Expenses

