

PREVENTING INFLICTED INFANT HEAD TRAUMA

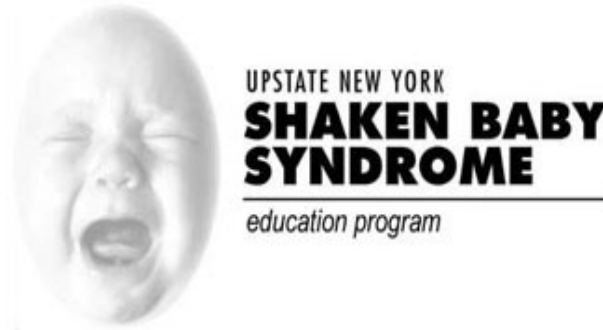
Best Start Resource Centre

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**Dr. Richard Volpe
Professor and Projects Director
Life Span Adaptation Projects
University of Toronto**

45 Walmer Road, Toronto, Ontario, Canada
Email: richard.volpe@utoronto.ca



Incidence of abusive head injuries after 6 years:

- Decreased by **47%** (from 41.5 cases per 100,000 live births to 22.5), *p*. 0.0168.
- Similar changes in incidence were not evident in comparison regions that did not have an SBS education program. (Dias, et. al. 2005)

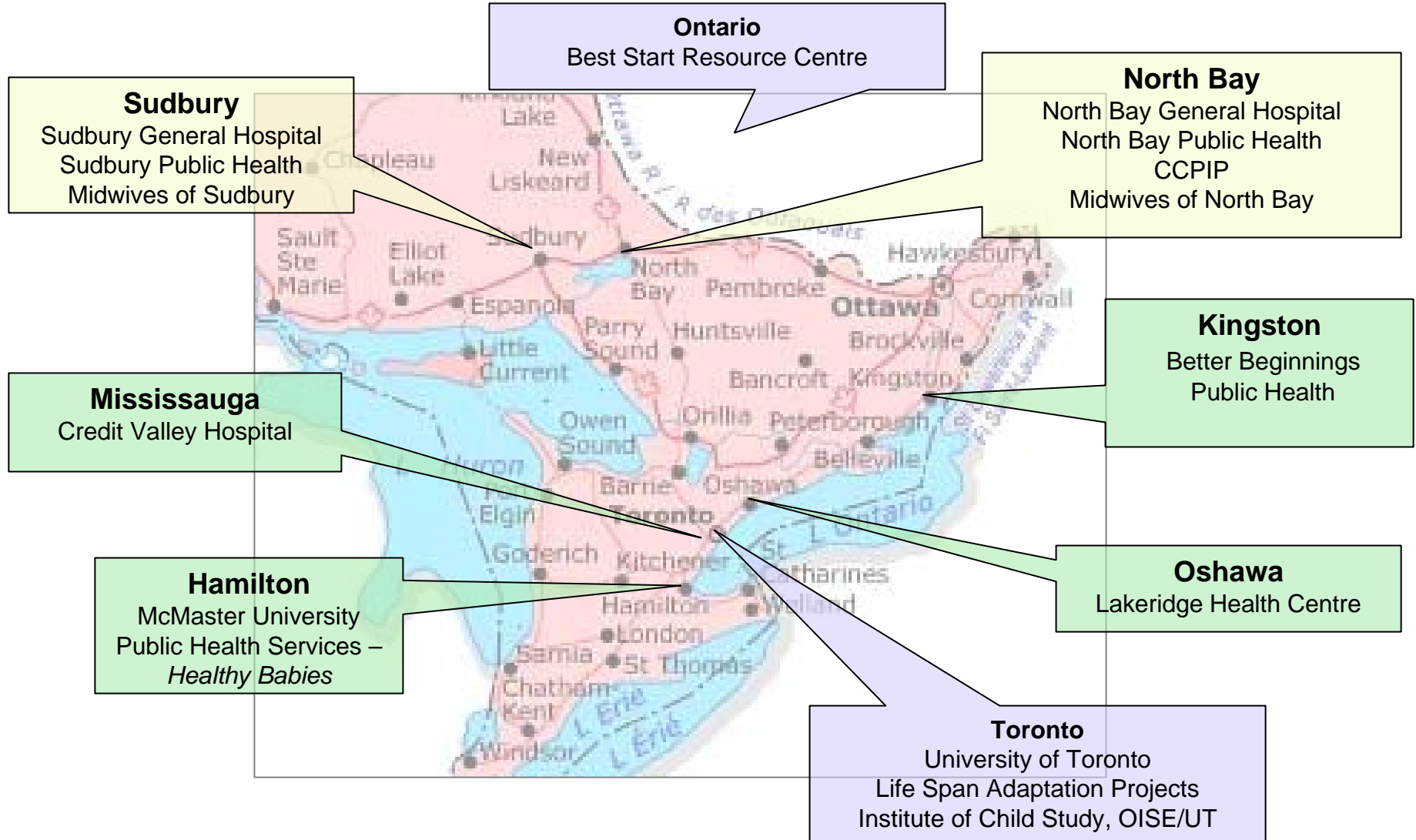
ONF SBS PREVENTION PROGRAM



Ontario Implementation



- Comprehensive hospital and community based SBS Education Program launches began in June 2006 and new sites continued to launch through to April 2007.
 - Hospital-Based Sites:
 - North Bay General Hospital (June 2006)
 - Sudbury Regional Hospital (July 2006)
 - Credit Valley Hospital (September 2006)
 - Lakeridge Hospital Corporation (October 2006)
 - Community-Based Sites:
 - North Bay Midwives (June 2006)
 - Sudbury Midwives (July 2006)
 - Kingston Better Beginnings (October 2006)
 - Hamilton Public Health (April 2007)



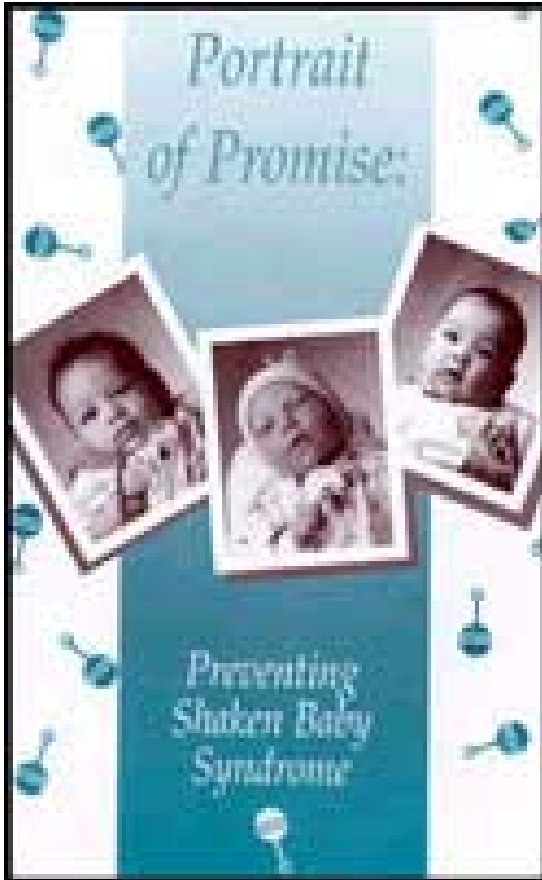
Hospital- Based Participation in Education Program¹

¹ based on data from three sites



- To date >7100 live births during the study period:
 - ~ 87% of the families have been offered SBS education
 - ~ 73% resulted in a signed consent form
- Of the ~6200 families offered SBS education
 - 84% mothers, 69% fathers/figures signed
- Of the ~ 5200 signed a consent forms
 - 100% mothers, 82% fathers/figures signed

ONF SBS Implementation



- All sites began full implementation of education program at launch (i.e. supplied all educational materials: video, crying card, posters, plus additional site specific material).
- Post-launch, most sites have achieved full implementation (education, consent forms, data tracking).

Community-Based Participation in Education Program



- To date >1000¹ live births during the study period.
 - Estimate that approximately 60% of the families have been offered SBS education
 - ~ 50%² resulted in a signed consent form.
 - ¹ extrapolated based on data from three sites
 - ² extrapolated based on data from two sites
- Of the families offered SBS education³
 - 68% mothers, 27% fathers/figures signed
 - ³ based on data from two sites
- Of the signed a consent forms⁴
 - 100% mothers, 40% fathers/figures signed
 - ⁴ based on data from three sites

SBS Awareness & Attitudes



- **Hospital-based sites¹:** ¹ based on data from three sites
 - 96% found the SBS information to be helpful.
 - 97% aware that shaking a baby can be dangerous.
 - 99% recommend information for all new parents.
 - 67% willing to participate in the follow-up.
- **Community-based sites¹:** ¹ based on data from two sites
 - 96% found the SBS information to be helpful.
 - 94.5% aware that shaking a baby can be dangerous.
 - 99% recommend information for all new parents.
 - 90% willing to participate in the follow-up.

Goal: SUSTAINABILITY & SCALE

