

Goal: Reduce the incidence of shaken baby syndrome/abusive head trauma

PROCESS

OUTCOME

INPUTS

Critical

- Human Resources
 - NCSBS staff
 - Partners
 - Time
- Financial Resources
 - System/Entity
 - Foundation/Corporation
 - State
 - Federal
- Materials
 - PURPLE Materials
 - Websites
 - Mobile Application
 - Training for Implementation

Helpful

- Human Resources
 - Oversight/Leadership team
 - Media
- Financial Resources
 - Individual Giving
- Materials
 - Patient Education Portal
 - DVD player/TV
 - Discharge Tablet
 - Supplementary Resources

ACTIVITIES

Partners participate in the implementation training

DOSE 1

- Partners provide educational component to parents immediately following delivery of new baby
 - Booklet demonstration/ discussion
 - Watch *PURPLE* video
 - Distribute booklet package to families
 - Distribute caps/booties if participating in *CLICK for Babies* Awareness Campaign

DOSE 2

- Provider reinforces program messages if education and materials were received previously, if not provider returns to Dose 1 model

DOSE 3

- Volunteers knit caps/booties for *CLICK*
- Parents and partners share information across media platforms
- Partners engage community media platforms

- Create partnerships with organizations that serve families with newborns
- Fulfill orders for materials and provides technical assistance
- Host webinars/conferences/ campaigns to support partners
- Develop supplementary materials for support in program delivery

OUTPUTS

80% of providers within organization are trained

25% of parents download the app/view the DVD at home

All parents with newborns receive education and materials to share with others caring for their baby

All parents with newborns receive reinforcement messages at follow-up

Public awareness campaigns conducted

CLICK for Babies campaigns developed

State/Region level partnerships created

Partners engage in webinars and conferences

OUTCOMES

Short-Term

- Parents/caregivers understand the normalcy of early increased infant crying
- Parents/caregivers understand the dangers of shaking a baby/child
- Parents/caregivers can take steps to manage their frustration with infant crying
- Parents/caregivers learn principles that may help reduce infant crying
- Parents use the App/DVD package at home and share with other caregivers of their baby
- Increase partner knowledge of SBS/AHT and prevention strategies

Intermediate

- Communities engage in prevention efforts
- System/Agency collaborate and share similar messaging
- Providers recognize importance and need for education about prevention
- Policy changes

Long-Term

- Reduction of AHT
- Cultural shift in recognizing normalcy of early increased infant crying

Contextual Factors

- Culture around parenting/discipline with crying
- Societal impacts on parental stress
- Competing/Supporting initiatives
- Hospitals moving away from prevention
- Validity of SBS as a controversy
- Staff turnover

Assumptions

- Partners perceive SBS/AHT as an injury that can and should be prevented
- Partnering staff are motivated to complete training and participate in educating parents
- Parents are receptive to educational component
- Long-term funding is available to partners to financially support the program
- Partners can implement program model effectively