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the 3-year-old child (who was also upset) in another room. The man began shaking her over and over again for approximately 10–30 seconds. Within that short amount of time, the 3-year-old suffered permanent serious injury including severe mental and physical disability.

Innumerable programs have been launched throughout the country via both public and private organizations to inform and educate the public on the hazards of shaking babies. These programs have been successful, with surveys conducted over the last 10 years showing that over 80 percent of adults report some familiarity with SBS (Dias et al., 2005). Although public awareness is an important first step, it is equally important to equip caregivers with appropriate methods to deal with their frustration and respond to inconsolable infants (B. Russell, 2010). Intervention studies designed to educate about appropriate response methods have been created, such as the Period of Purple Crying program, which helps parents understand and cope with the stress of normal infant crying. The program has a parent education component that includes a 10-minute DVD and 11-page booklet that addresses the risks of shaking a baby and reasons for early infant crying (Barr et al., 2009). In one evaluation study, 4,200 parents participated in a randomized control trial of the program and results indicated that the program not only enhanced mothers' knowledge about infant crying, but mothers who participated in the program were more likely to leave a situation where an infant was crying inconsolably compared to a control group of mothers (Barr et al., 2009). In another study, parents of newborns read a one-page leaflet on SBS and viewed an 11-minute video addressing the dangers of shaking an infant before leaving the hospital with their child. Findings indicated that following implementation of the program, abusive head injuries declined 47–75 percent with no decline in neighboring states during the same time period (Altman et al., 2011; Dias et al., 2005).

Despite the successful outcomes of these programs, prevention efforts must continue. Future research should examine broader audiences as well as how materials might be modified to address parental age, level of literacy, and various risk factors (Ornstein & Ward, 2012). The goal of future prevention efforts is not only to maintain the gains already achieved but to further increase awareness and understanding about SBS and the irreparable damage often associated with this form of child maltreatment.