

PREVENTING SHAKEN BABY SYNDROME

EDUCATION MATERIALS

The hospital-based SBS education program proposed by SB 825 is patterned after a successful New York State program that has cut SBS cases in half. In the program adapted for California, new parents watch a 20-minute video, then take home a nursery door hanger and a pledge certificate (the video is already available in eight languages and the printed materials in three, with plans for additional languages).

My Pledge

to _____

I promise to love and care for you, using the skills I've learned to protect you from harm.

You are innocent and trusting, so I will tell everyone who cares for you to treat you gently, to never yell, hit or shake you in anger, and to always put you "back to sleep." If I lose my patience when you cry, I'll take a "time-out" until I calm down. I will hold you close and keep you

love, _____

When I Cry

- Please check my diaper.
- See if I'm hungry or uncomfortable.
- Make sure I don't have a fever (if I do, call a doctor).
- Swaddle me in a soft blanket and cuddle me.
- Take me for a ride in a stroller or car.
- Place me in a bouncy chair or gentle infant swing.
- Play soft music, sing or hum quietly.
- Give me a soothing bath.

If my crying makes you mad, put me in the crib or another safe place and leave the room. Take a 10-minute break to calm down. **Never shake me — it can kill or cripple me for life.**

It only takes a minute
to keep your baby safe

24-hour parent support 1-888-281-3000