

- Fall/Winter
- Newsletter
- 2008

Injury Prevention News

St. Joseph's Health Care takes aim at Shaken Baby Syndrome

St. Joseph's smallest; most vulnerable patients are the focus of an innovative program aimed at reducing the incidence of shaken baby syndrome (in the London region.

Beginning October 14, all nurses in the Neonatal Intensive Care Unit (NICU) and mother/baby unit will be trained in *The Period of PURPLE Crying®* program with education of parents set to begin November 4. All parents who give birth at St. Joseph's Hospital or whose infants are transferred to the NICU from the region will learn about the normal patterns of early infant crying, the frustration of inconsolable crying, and strategies for coping. Most important, the program, created by the National Center on Shaken Baby Syndrome based in B.C., teaches parents that it's never okay to shake or hurt their baby.

Children's Hospital at London Health Sciences Centre,

through funding by the Children's Health Foundation, secured the rights to bring the PURPLE program to London. The program was rolled out at LHSC in April while St. Joseph's launched it in November for parents. At St. Joseph's, a unique population of infants makes education of parents particularly critical.

"Preterm infants may be at higher risk of physical abuse after hospital discharge due to the added stress faced by parents caring for these infants," says Advanced Practice Nurse Ranjan Nimkar, lead for the program in the NICU. "SBS prevention is very important for us to implement."

With about 3,300 infants born at St. Joseph's each year, about 60 infants transferred annually to the NICU from the region, and the vast area served by the NICU as a level III tertiary facility, the program at St. Joseph's will reach a large percentage of new parents throughout Southwestern Ontario.

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As a first-time mom of premature twins, Heather Prescott of Woodstock is expecting some rocky moments when she brings her newborns home from St. Joseph's Health Care, London. But she's feeling better equipped to handle them, thanks to a new education program that teaches parents about infant crying.

Carbon Monoxide takes the life of an Injury Prevention Advocate and her family

I'm sure that you have all heard of the tragic carbon monoxide poisoning deaths of a family in Woodstock. Constable Laurie Hawkins was an enthusiastic and very popular community relations officer. Her passion and belief in injury prevention makes this all so much more difficult. We could always depend on Laurie to come up with ideas and she worked hard with the Team to put them in to action. As you know, her presentation at the Not By Accident conference was well received.

Laurie would have been the first to say, how can we get the message out there? Attached is a link to information on the proper use of carbon monoxide detectors. Please distribute this to your contacts. I know Laurie would want further deaths to be prevented.
http://www.cmhc-schl.gc.ca/en/co/maho/yohoyo/he/inaiqu/inaiqu_002.cfm

Thank you to Lorna Boratto, Public Health Nurse, Oxford County Public Health & Emergency Services for providing this information.

OTHER INJURY PREVENTION NEWS:

There have been quite a few new legislative proposals this fall/winter season, which does affect our IMPACT presentations. For everyone's knowledge here is a simplified breakdown of the proposed changes.

Proposed changes to Ontario's Graduated Licensing System would mean it would take a new driver up to 36 months to get a license. Also, Zero blood alcohol concentration level for all drivers 21 years of age or younger, tighter restrictions on the number of young passengers teen drivers can carry.

Ontario is also proposing a ban on the use of hand-held devices to talk, text or email while driving. Police would be able to charge drivers who use a hand-held cell phone, send email or text messages or other hand-held devices. Drivers could face fines of up to \$500.

For more information please visit - The Ministry of Transportation website.

INJURY PREVENTION CONFERENCES

Injury Prevention was a key component of many recent conferences in the Southwestern Ontario region. On October 9th, 2008 Not By Accident hosted their annual conference,

Knowledge...Acting with Confidence. This was a very successful endeavor. Over 65 public health workers, Hospital staff, and other IP practitioners attended the day long event.

OCCID hosted its Countermeasures Conference, Nov 3rd. **New Approaches, New Era** was selected as the theme for this year's conference in recognition of the many legislative changes that have occurred across Ontario and Canada. Bills 203 (provincially) and C-2 (federally) mean significant changes to the way we arrest, convict and reinstate impaired drivers.

The Ontario Injury Prevention Conference took place in Toronto Nov 17-18th. Many informative presenters reminded us about the importance of collaboration in injury prevention, how we can use existing tools, and programs to prevent injuries.