

Anoo Kartika Mammen is the Prevent Shaken Baby Syndrome BC Regional Trainer assigned to Vancouver Coastal, Vancouver Island and Northern Health Authorities. Anoo has always had a strong interest in maternal and infant wellness and health promotion -- this is reflected in her graduate work, her previous work experiences as well as her volunteer commitments with women's and children's charities. Anoo's interest in working toward the prevention of shaken baby syndrome fulfills her personal mandate of directly implementing health research findings to educate and raise awareness.

Claire Yambao is the Prevent Shaken Baby Syndrome BC Regional Trainer for Fraser and Interior Health Authorities. Claire received her B.A. in Psychology from the University of Victoria in 2004. She previously worked as a research assistant for the Neuropsychology Department at the University of Victoria and provided client-centered care at a mood disorders clinic. In 2006, she began working as a research assistant for the Centre for Community Child Health Research, recruiting participants in the clinical trial of The Period of PURPLE Crying program materials. She developed a strong interest in the prevention of shaken baby syndrome and transferred to Prevent SBS British Columbia when her duties for the above study were completed.

The Period of PURPLE Crying© -- A Shaken Baby Syndrome Prevention Initiative

Anoo Kartika Mammen, Claire Yambao

Prevent Shaken Baby Syndrome BC, a program of BC Children's Hospital, commenced implementation of the Period of PURPLE Crying© in December 2007. Two Regional Trainers travel throughout the province to provide training to maternity nurses, midwives and public health nurses and to implement the program in hospitals and health units. The program follows the 3 Dose protocol as recommended by the National Center on Shaken Baby Syndrome. Parents are provided with education and are given their own copy of the materials at maternity services in hospitals or from their midwives. Public health nurses in the community reinforce the message.

This presentation will highlight the successes and challenges experienced by the team in Year One of their implementation plan. Support for this program is provided by the BC Ministry of Children and Family Development and BC Ministry of Health, Child Health BC, and the BC Perinatal Health Program.