

Dear SMARTRISK Learning Series Participant,

I would like to take this opportunity to welcome you to ” **Infant Crying and Shaken Baby Syndrome: The Evidence Base for Implementing the “PURPLE” Prevention Program,**” session of the SMARTRISK Learning Series.

**What’s in this package:**

This package contains all the information and resources you will need to participate in this session of the SMARTRISK Learning Series.

**1. Instructions for Dialing into the Teleconference on Tuesday, May 6<sup>th</sup>.**

Everything you need to know to get connected and to participate in the Question and Answer discussion at the end of the session.

**2. Session Outline**

Session overview and learning objectives.

**3. Resource Materials**

Articles to support the materials that will be presented during the teleconference, and to kick-start your own further exploration of the topic area following the session.

**4. Post-Teleconference Information**

Including the SMARTRISK Learning Series Discussion Forum, replay option and feedback form.

Thank you for participating in this session.

We look forward to learning together!

The Ontario Injury Prevention Resource Centre is operated by SMARTRISK,  
with support from the Ontario Public Health Association and the  
Government of Ontario.

## SMARTRISK Learning Series

### 1. Instructions for dialing into the teleconference

**Date:** Tuesday May 6<sup>th</sup> 2008  
**Starting Time:** **2:00 pm – 3:00 pm (EST)**  
**Duration:** 60 minutes (45 minutes lecture style, 15 minutes question and answer)

#### Instructions for connecting to the teleconference:

- At approximately 2:45 pm (EST) on the day of the teleconference, assemble participants. If participating as a group use a speakerphone (otherwise a regular handset phone will be fine) to dial the following toll free number:

**1 800-952-4972 or 416-620-3447**

**\* Please use the “416” number if you are in Toronto and area**

- The operator will ask you for the name of the teleconference you would like to join, which is: **The SMARTRISK Learning Series**
- The operator will then ask you to provide your name, the name of the organization you are calling from and the number of participants in your group.
- The operator will ask you to stand-by. When the call is starting, the speaker will be introduced and the call will proceed.
- For the lecture portion of the call, the call will be in non-interactive mode for participants. This means that if you sneeze, cough or talk at your end, no one else will be able to hear it.
- During the question and answer portion of the call, the operator will come on and provide further instructions for you to ask a question.
- At the end of the call, you terminate the session simply by hanging up.
- If you are unable to dial in to the above number, please contact Bell at 1-866-877-8170.
- To reach the Ontario Injury Prevention Resource Centre, please call 416-977-7350.

## SMARTRISK Learning Series

### 2. Session Outline

**Guest Faculty:** Dr. Ronald G. Barr

Professor of Pediatrics, University of British Columbia Faculty of Medicine; Director, Centre for Community Child Health Research, Child and Family Research Institute, BC Children's Hospital and University of British Columbia; Director, Experience-based Brain and Biological Development Program, Canadian Institute for Advanced Research.

**Session Title: Infant Crying and Shaken Baby Syndrome: The Evidence Base for Implementing the "PURPLE" Prevention Program**

#### **Brief Overview of Presentation:**

The teleconference will focus on providing the evidence base behind the primary community educational program called the *Period of PURPLE Crying*, designed to prevent shaken baby syndrome and infant physical abuse, especially under 1 year of age. It will briefly review (1) the seriousness of shaken baby syndrome (abusive head trauma); (2) the evidence for the normality of early increased crying in infancy; (3) the relationship between increased crying and shaken baby syndrome; (4) the components of the PURPLE programme; (5) the conceptual frame behind the PURPLE program; (6) preliminary results from an RCT to assess its ability to change knowledge and behaviors relevant to SBS prevention; and (7) the elements of implementation throughout a jurisdiction.

#### **Learning Objectives:**

1. To provide participants with a good sense of the empirical evidence base for preventing shaken baby syndrome (abusive head trauma);
2. To understand the conceptual framework behind community-based educational prevention of SBS;
3. To be aware of the preconditions for an appropriate community-based prevention program;
4. To introduce the Period of PURPLE Crying prevention program and its components;
5. To discuss the goals and challenges of implementation of this program on a jurisdiction-wide (provincial) basis.

### 3. Resource Materials

- National Center on Shaken Baby Syndrome website: [www.dontshake.org](http://www.dontshake.org)
- Prevent SBS British Columbia: [www.dontshake.ca](http://www.dontshake.ca)
- Provincial Coordinator: Jocelyn Conway

Email: [jconway@cw.bc.ca](mailto:jconway@cw.bc.ca)

604-875-2000 ext 5100

### 4. Post-Teleconference Information

#### Learning Series on the Ontario Injury Prevention Resource Centre Forum

The Resource Centre has created a [Discussion Board Forum](#) for injury prevention practitioners. Within the Forum, the SMARTRISK Learning Series has its own section, a space dedicated to further discussion of Learning Series topics, including the prevention of Shaken Baby Syndrome. Learning Series participants are invited to visit the Forum to post questions and access additional resources. This is a great place to share information, have your questions answered by the Guest Faculty and to network with practitioners from across the province.

More information will be sent to participants after the teleconference but please visit the Forum and check out the different topic areas. Go to <http://www.oninjuryresources.ca/forum/>

#### Replay:

If you would like to listen to the presentation again or if you are unable to participate at the specified time, a recording of the teleconference will be available on the Ontario Injury Prevention Resource Centre website – <http://www.oninjuryresources.ca/>. The recording will be available approximately one week following the live teleconference. For more information on this service, please contact Nadja Gale at [learning@oninjuryresources.ca](mailto:learning@oninjuryresources.ca).

Please share this information with your colleagues and community partners.

**Feedback:**

Participants are invited to provide feedback on their experience participating in the Learning Series and using its various features. It will only take five minutes to complete the survey.

Thank you to all participants who have already completed the survey. Please feel free to complete the survey again after participating in a new session.

The online feedback form is currently available in the [Discussion Board Forum](#) – then click on the SMARTRISK Learning Series.

Thank you and enjoy!