

National Center on Shaken Baby Syndrome

The National Center on Shaken Baby Syndrome (NCSBS) is a 501(C)3 non-profit in Farmington, Utah that works to prevent shaken baby syndrome/abusive head trauma (SBS/AHT) and promote the well-being and safety of all infants. SBS/AHT is a devastating form of abuse caused by violently shaking an infant/young child with or without impact.

20-30%

of **VICTIMS** of SBS/AHT will die from their **INJURIES**



2/3

will **SUFFER** paralysis, brain damage and blindness



#1

cause of mortality due to
PHYSICAL ABUSE

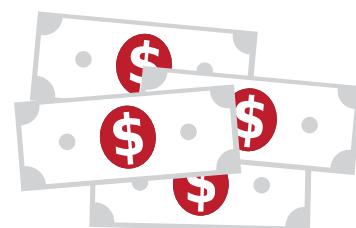


1,300

reported cases of SBS/AHT in the U.S. **EACH YEAR**

50%

of victims are under
6 MONTHS of age



\$7.2 MM

estimated economic **COST** for a single SBS/AHT **DEATH**

CRYING

is the number one trigger for shaking. It is important for all caregivers to have an understanding that inconsolable crying is a normal stage of infant development.

- Babies begin this normal period of crying at approximately two weeks of age. The crying peaks in month two and then less in months three to five.
- Healthy babies can look like they are pain, even when they are not.
- Soothing may work some of the time, but may not stop the crying all of the time.
- The crying can come and go with no explanation.

THE NCSBS

works with over 600,000 families and professionals annually to provide education about infant crying and the dangers of shaking. We serve 50,000 families in Utah each year.

- The *Period of PURPLE Crying* ® program teaches parents of new babies about normal infant crying, ways to soothe a crying baby and how to cope with the frustration of caring for a crying baby.
- The new School-Based online training module available in Fall 2023, teaches students about normal infant crying, calming techniques and the consequences of shaking an infant.
- The Child Care Providers online training module provides SBS/AHT and safe sleep education to in-home childcare providers and employees of child care facilities.
- In partnership with the NCSBS, all Department of Defense families receive crucial SBS/AHT and safe sleep education.

Believe all babies can
be safe from harm...

WE DO.

