



preventing abusive head trauma **all babies cry**

Abusive Head Trauma (Shaken Baby Syndrome) is the name for injuries to an infant's brain caused by vigorous shaking and/or blunt impact to the head. This kind of shaking most often happens as a result of a caregiver's overwhelming frustration in response to a baby's incessant crying.

Each year, approximately 1,200 to 1,400 young children nationwide are seriously injured because an adult caregiver vigorously shook them. The effects of Abusive Head Trauma are devastating for the victims and their families. Approximately 25 percent of these young children die while many more live with severe lifetime disabilities.

What is All Babies Cry?

An evidence-based, multi-media intervention, *All Babies Cry: Tried and True Tips for Comforting Your Newborn and Yourself* empowers new parents with practical demonstrations of infant soothing and clear strategies for managing normal stress in parenting.

All Babies Cry builds on previous maltreatment prevention efforts by promoting the "Strengthening Families" Protective Factors, creating messaging from formative research with parents, expectant parents and perpetrators, and by focusing on fathers, who appear in 70% of all media infant care and soothing demonstrations.

continued on reverse





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The Children's Trust is such a reliable, impressive organization. The Matty Eappen Foundation has chosen to support Children's Trust initiatives because of exactly that - we trust that they are going to be doing the right thing with our grants.”

Debbie Eappen, MD, founder of the Matty Eappen Foundation

program components

All Babies Cry is a multiple-dose intervention designed to be introduced to parents as part of bedside education during maternity stays. All materials are in English and Spanish.

1. 11-minute video program for hospital closed-circuit TV systems
2. media for families to access at home or on mobile platforms
3. 14-page booklet with checklists and activities
4. customizable website for online video streaming
5. customizable support materials
6. monthly reporting of number of video views per site

why it works

What makes *All Babies Cry* a unique and effective prevention tool?

- positive, visual messaging promoting the “Strengthening Families” Protective Factors and strategies
- evidence-based intervention to prevent child abuse in the first year of life
- fathers-only and mothers-only focus groups influenced program content and style
- emphasis on identifying and mitigating parental stress during infancy
- separate and distinct media for hospitals to install on closed circuit systems and for parents to view at home
- visual style incorporating certain elements of “reality tv” creates an on-screen community of real parents by documenting the first six months of their infants’ lives
- digital content delivered in segments and sequenced according to viewers’ preference
- fathers depicted on-screen as equal primary caregivers who demonstrate most infant care and stress management strategies
- contributing content experts and reviewers came from the fields of: parent education; infant behavior and development; fatherhood; pediatrics; maternity nursing; public health; injury prevention; child abuse and neglect; domestic violence; cultural competency and more.

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