



TEXAS HOSPITAL ASSOCIATION



Dear Chief Nursing Officer:

To promote greater awareness of a disturbing health problem, the Texas Hospital Association is distributing the enclosed educational DVD about the effects of shaken baby syndrome. Produced by the Shaken Baby Alliance in partnership with the State Bar of Texas Committee on Child Abuse and Neglect, the video educates viewers about the serious brain injuries that may occur when a frustrated caregiver shakes a child, usually to stop the baby's crying. Shaken baby syndrome is considered a serious form of child abuse and often causes serious health consequences and even death.

"When Babies Cry" is the Shaken Baby Alliance's newest DVD. This powerful 11-minute presentation is packed with information for professionals, child care providers and parents. It features families of shaken baby victims as well as a medical expert. Easy-to-understand medical information and heart-touching stories are woven together in this compelling educational tool.

The Shaken Baby Alliance and the State Bar of Texas Committee on Child Abuse and Neglect has donated one copy to each Texas Hospital Association member hospital. **Please share this DVD with appropriate members of your staff, including educators and nurses who work with the parents of newborns.** If you wish to obtain additional copies to use in staff or new parent education, DVDs may be ordered from the Alliance's Web site at www.shakenbaby.com. The DVD sells for \$25.00.

Hopefully, this DVD will be a valuable tool for your facility and raise awareness about a serious health issue and the resources available through the Shaken Baby Alliance. If you need additional information, please contact THA's Elizabeth Sjoberg at 512-465-1539.

Sincerely,

Elizabeth Sjoberg

Texas Hospital Association

Shelli McVey Rosamond

Texas Organization of Nurse Executives
Executive Director