



2021-2022 Annual Report

Mission Statement

The National Center on Shaken Baby Syndrome is committed to prevent shaken baby syndrome and promote the well-being of infants generally through the development and implementation of programs, policy and research; and to support and educate families, caregivers and professionals.

Vision Statement

To eradicate shaken baby syndrome and improve the overall care of infants.

Belief Statement

Believe all babies can be kept safe from harm... we do.

Welcome New Executive Director



The National Center on Shaken Baby Syndrome is excited to introduce Danielle Vázquez as the new Executive Director of the Center. Danielle started her professional career with a Bachelor of Social Work with an emphasis on Psychology from Weber State University. She knew she always wanted to make an impact on the lives of children so started with the Boys & Girls Clubs. After three years, she had the opportunity to make a national impact and moved to the NCSBS.

Danielle has been with the organization for over fourteen years and has dedicated her career to the protection of infants and the education of professionals that serve families of infants. Danielle started her career at the NCSBS as the Marketing Specialist supporting the development and distribution of prevention education across the world. After a few years in this position, she took on the role of Development Director and saw individual giving increase by 200% during her tenure. Most recently she held the position of *Period of PURPLE Crying* Program Director that allowed her to work closely with organizations like the Department of Defense and state health departments as well as present prevention education to numerous national conferences. Simultaneously to these positions, she served as Conference Director, overseeing eight international conferences in four different countries.

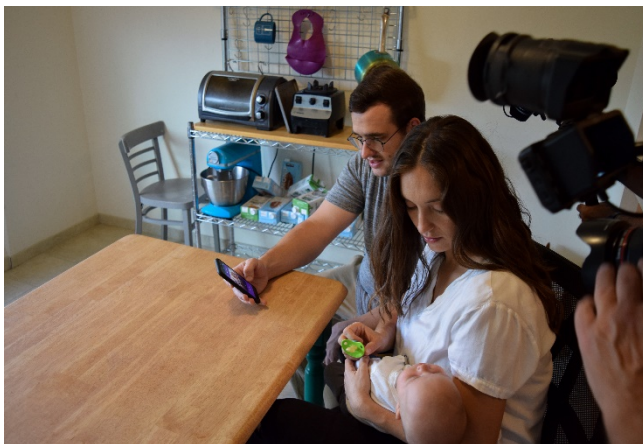
Danielle has a true passion for the mission and vision of the National Center on Shaken Baby Syndrome, and we are truly honored to have her now lead the organization.

NCSBS & Relief Crafters of America

The National Center on Shaken Baby Syndrome (NCSBS) has partnered with the Relief Crafters of America (RCoA) for the past two years to help increase awareness of the *Period of PURPLE Crying*. RCoA is a volunteer-run group with over 53,000 members that serves to identify humans or animals in need and then donate their handcrafted products to the groups in need to provide support. RCoA started donating baby booties and caps to the NCSBS's Dose 3 awareness campaign, *CLICK for Babies*, in April of 2020. Over the past two years they have donated over 3,000 knitted and crocheted caps and booties to the campaign. The booties and caps that are donated are then sent to providers across North America to deliver to newborn families along with the *Period of PURPLE Crying* program.



The Period of PURPLE Crying Film Reshoot



The *Period of PURPLE Crying* film was first produced in 2003. Although the initial film was designed to look current and withstand time, it was officially time to update the film with new footage, new content, and to better represent the current culture. The new film features all-new interviews with families discussing frustration with infant crying, families impacted by shaken baby syndrome, and well-known pediatrician, Dr. Wendy Sue Swanson, teaching parents about this normal developmental period. The video also features

a more diverse representation of families. It includes new Safe Sleep segments focusing on proper positions, co-sleeping vs. bed-sharing, and how to manage infant sleeping problems.

safe Sleep, Infant Safety, Self-Care

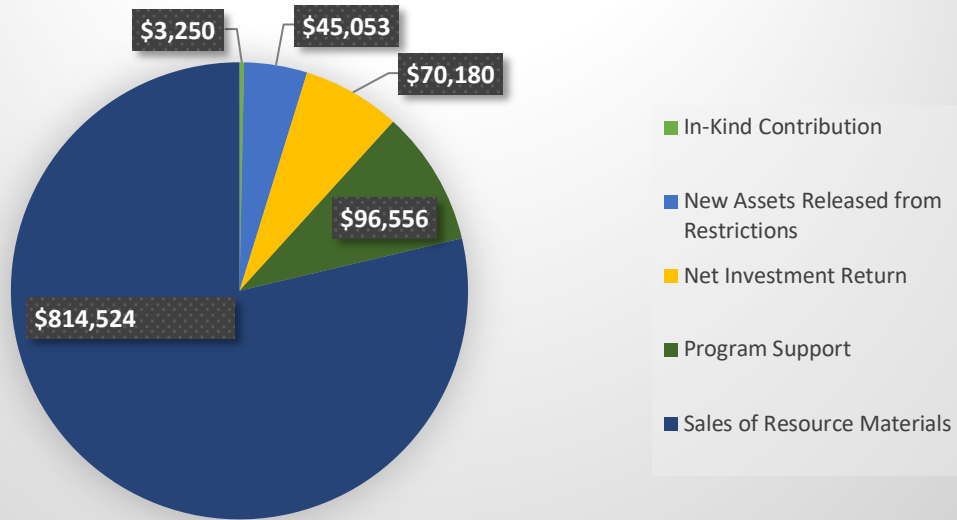
Safe sleep is another critical topic that is discussed with families with newborns. It is necessary for families to receive education on both topics as most cases of SBS/AHT and SUIDS occur before a baby turns 6 months of age. Unsafe sleep environments are the leading cause of SUIDS. Providing prevention awareness education to parents and caregivers during these first interactions can have a huge impact on protecting infants from preventable leading causes of infant deaths. Incorporating safe sleep education into the *Period of PURPLE Crying* film allows for a complete message and may make it easier for partners to discuss both topics. The message that the *Period of PURPLE Crying* hopes to teach parents is that when the crying becomes frustrating, to put the baby in a safe place and take a minute to calm themselves. Any time they put the infant down, the infant should be put into a safe environment. Further teaching parents about a safe sleeping environment completes the message and leaves little room for confusion. Now, parents can find critical safe sleep information in the *Period of PURPLE Crying* video and app.

The *Period of PURPLE Crying* program materials are widely used for SBS/AHT prevention, but also could become a “one-stop” shop on infant safety and development topics. The inclusion of the infant safety and self-care sections on the *Period of PURPLE Crying* app ensures that all families no matter their socioeconomic background have immediate access to education and resources. The infant safety section delves into topics of baby-proofing the home, immunization recommendations, car safety, and the dangers of shaking a baby. Also included is the new self-care section that discusses positive parenting, healthy relationships, and mental health. There are many factors that contribute to infant abuse and infant deaths, and further addressing topics such as these may further our aim of keeping babies safe.



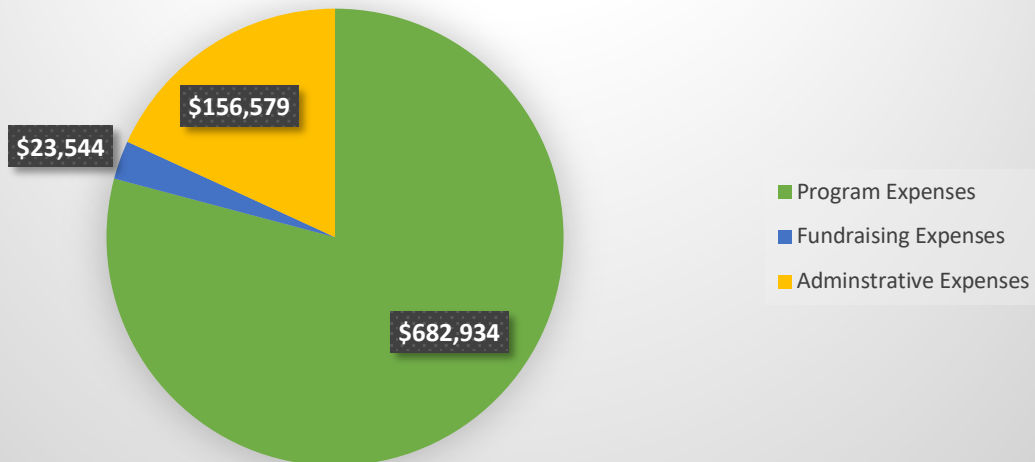
Financial Overview

2020-2021 Revenue



Total Income: \$1,029,563

2020-2021 Expenses



Total Year End Assets: \$ 818,619

Partner Highlight: Minnesota Dept of Health

A local partnership in Minnesota with the Minnesota Department of Health (MDH) Family Home Visiting has expanded to include the MDH Infant Mortality Team. This new partnership has coordinated a large-scale webinar with over 300 participants from professional fields serving families with newborns. In conjunction, a large social media awareness campaign was hosted by MDH in June 2022 to bring awareness of the *Period of PURPLE Crying* to families with newborns across Minnesota.

Increase in Childcare Provider Training

The NCSBS provides a course specific for childcare providers on SBS/AHT, safe sleep, and recognizing and reporting child abuse. All three of these are federally mandated for childcare providers in the United States. The Childcare Providers Intro to SBS/AHT course is currently provided in two methods: online training, and live online training via web conference. The online training course was taken by nearly 1,000 childcare providers throughout the country. In the past year, the NCSBS also adapted this online training to a live webinar format that is taught to providers twice annually. This format had more than 100 childcare providers in attendance. In addition to individual childcare providers, we have partnered with organizations like the Georgia Department of Early Care and Learning, IdahoSTARS, and Auburn University's Harris Early Learning Center to provide this important education to the childcare providers they serve.

NCSBS Staff

Danielle Vázquez, Executive Director
Brian Lopez, Marketing Director
Trachelle Hilton-King, Development Director
Paul Sargent, Financial Controller
Gabiella Riche, Prevention Development Manager *Period of PURPLE Crying*
Shantel Wakley, *PURPLE* Program Manager *Period of PURPLE Crying*
Morgan Wilson, Information and Research Specialist
Erika Petersen, Fulfillment and Inventory Coordinator

NCSBS Governing Board

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Family Advocacy Program
Office of Secretary of Defense
(Silver Springs, MD, USA)

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Zions Bank Corporation
Vice President & Manager
(Salt Lake City, UT, USA)

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Penn State Hershey
Center for the Protection of Children
(Hershey, PA, USA)

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Froerer and Miles PC
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Penn State Hershey
Penn State Health Physical Medicine &
Rehabilitation
(Hershey, PA, USA)

Emily Bodily
(Ogden, UT, USA)

Meg Walker, RN, MSN
Family Maltreatment Prevention
(San Antonio, TX, USA)