



## 2017-2018 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.

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### Jill Moore Retires

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Jill Moore, Past Chair of the National Center on Shaken Baby Syndrome Governing Board retired at the end of the fiscal year. Jill became a member of the board during the NCSBS's inception. She has been an integral part of the mission of the organization since.

Under her leadership, the NCSBS greatly expanded the impact they had on prevention and education.

Jill's insight and passion will be greatly missed, it was an honor to have her involved for so many years. We wish Jill all the best of luck during her next adventures life may bring.

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### NCSBS Partners with Mary Maxim

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The NCSBS has the privilege of partnering with Mary Maxim Yarn and Craft Retailer for the 2018 *CLICK for Babies* Campaign. *CLICK for Babies*, a *Period of PURPLE Crying* awareness campaign, has continued to grow across North America for the eighth year. The caps created by volunteers from around the world serve as a gentle reminder for new parents to view the *Period of PURPLE Crying* materials.

Mary Maxim Yarn and Crafts created a knitting and a crocheting *CLICK for Babies* kit. These kits include exclusive patterns, yarn and needles. A portion of the sales of the kits directly support the *CLICK for Babies* Campaign across the country. The NCSBS is so pleased to have the support from Mary Maxim as they help us spread the important message.

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## The Period of PURPLE Crying Re-Designed

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As the NCSBS prepares for the release of the *Period of PURPLE Crying* mobile app 2.0, the printed materials have been completely redesigned. These changes were made based on feedback received during parent focus groups and nurse surveys that were conducted to evaluate the effectiveness and usefulness of the *Period of PURPLE Crying* program materials. The newly designed booklet now features the app access code much more prominently as well as detailed instructions on how to access the mobile across a variety of platforms. Additionally, the booklet highlights an all new images and text layout. The new mobile app will be available in August 2018 and will include all new extremely helpful tools like a newsfeed, baby tracker and shorter topic specific video clips.



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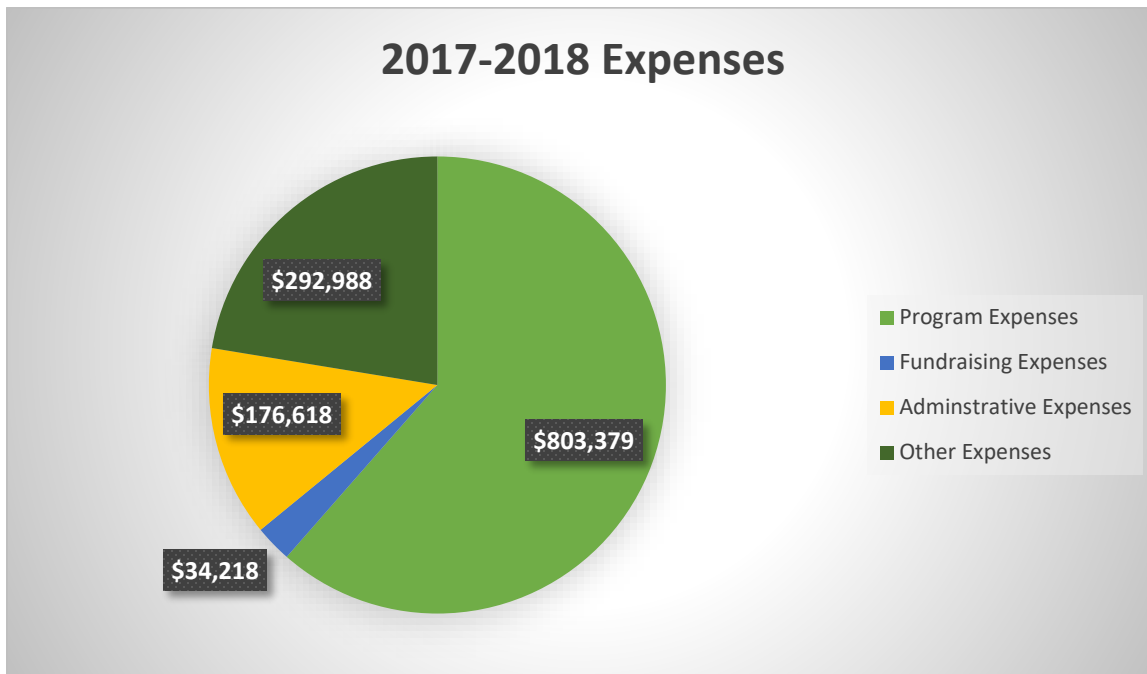
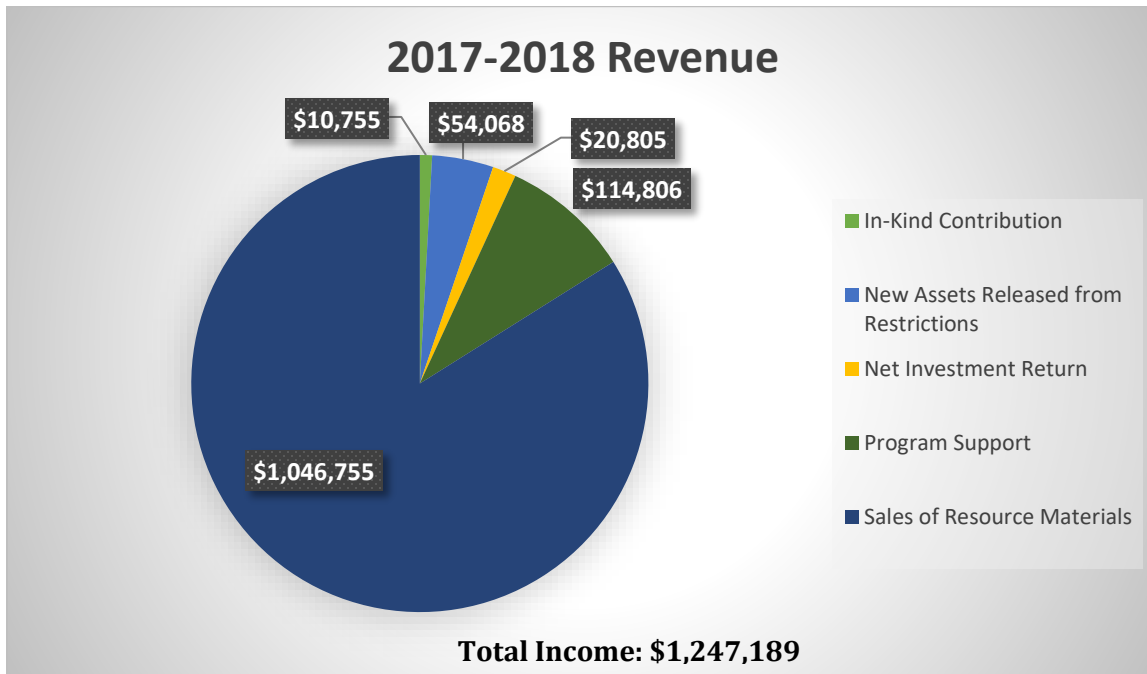
## Lecture Series Launched

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Shaken Baby Syndrome/Abusive Head Trauma (SBS/AHT) cases have grabbed media attention for decades and continue to ignite fierce debates surrounding the science behind SBS/AHT. The National Center on Shaken Baby Syndrome launched a new lecture series across North America to promote sound SBS/AHT medical science. The lecture series is providing a platform for leading experts throughout the country to educate lawyers, judges and medical professionals on the scientific basis and best practices for SBS/AHT evaluation, treatment and investigation.

Thanks to a generous seed grant from Dr. Harry & Dr. Lucy (Rorke) Knowles, the lecture series will help the NCSBS promote sound, evidence-based SBS/AHT science to those in the field who work on these cases each day.

Financial Overview



NCSBS Staff

Ryan Steinbeigle, Executive Director  
Brian Lopez, Marketing Director  
Julie Noble, International Program Director, *Period of PURPLE Crying* Program

Danielle Vázquez, Development Director  
Nichole Graham, Marketing Specialist  
Marisa McPeck-Stringham, Information & Research Specialist  
Lisa Peirce, Financial Controller  
Paul Sargent, Assistant Controller  
Jared Adney, International Program Coordinator, *Period of PURPLE Crying* Program

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NCSBS Governing Board

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**Executive Committee:**

Lori Frasier, MD, Chair  
Division Chief, Child Abuse Pediatrics  
Penn State Hershey  
Center for the Protection of Children  
(Hershey, PA, USA)

David W. Lloyd, JD, Vice Chair  
Retired Former Director, Family Advocacy  
Program,  
Office of Secretary of Defense  
(Silver Springs, MD, USA)

Chantel Chase, Secretary/Treasurer  
Zions Bank Corporation  
Vice President & Manager  
(Salt Lake City, UT, USA)

**Members:**

Nan Streeter, MS, RN  
Utah Maternal and Child Health Bureau  
Former Deputy Division Director  
(Salt Lake City, UT, USA)

Bryce Froerer, JD  
Froerer and Miles PC  
(Ogden, UT, USA)

Kelly Cappos, BSN, RN, CBIS  
Penn State Hershey  
Penn State Health Physical Medicine &  
Rehabilitation  
(Hershey, PA, USA)

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International Advisory Board Members

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**Chair:**

Robert Block, MD  
Past President - American Academy of  
Pediatrics  
Department of Pediatrics  
Oklahoma University- Tulsa Schusterman  
Center  
(Tulsa, OK, USA)

**Members:**

Alex V. Levin, MD, MHSc, FRCSC  
Chief, Pediatric Ophthalmology and Ocular  
Genetics, Wills Eye Hospital  
(Philadelphia, PA, USA)

Randell Alexander, MD  
Division of Child Protection and Forensic  
Pediatrics  
University of Florida- Jacksonville  
(Jacksonville, UT, USA)

Marilyn Barr, Founder of NCSBS, BIS, SSW,  
Retired Founder of National Center on  
Shaken Baby Syndrome (Vancouver, BC,  
Canada)

Ronald G. Barr, MDCM, FRCPC  
Developmental Neurosciences and Child  
Health, Child and Family Research Institute,  
BC Children's Hospital and University of  
British Columbia Faculty of Medicine Retired  
(Vancouver, BC, Canada)

Rachel Berger, MD, MPH  
Children's Hospital of Pittsburgh of UPMC  
(Pittsburgh, PA, USA)

Mary Case, MD  
Professor of Pathology, St. Louis University  
Health Sciences Center  
(St. Louis, MO, USA)

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Thomas J. Fallon, JD  
Assistant Attorney General,  
Wisconsin Department of Justice  
(Madison, WI, USA)

Jöelle Moreno, JD  
Florida International University  
(Miami, FL, USA)

Carole Jenny, MD, MBA, FAAP  
Professor of Pediatrics, University of  
Washington Medical School  
(Seattle, WA, USA)

John Leventhal, MD  
Department of Pediatrics Yale School of  
Medicine  
(New Haven, CT, USA)