



National Center on
Shaken Baby Syndrome

Annual Report

Fiscal Year 2022-2023

Mission Statement

The National Center on Shaken Baby Syndrome commits to prevent shaken baby syndrome/abusive head trauma and promote the well-being of infants through supporting and educating families, caregivers, and professionals.

Vision Statement

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

Belief Statement

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

Executive Director Message

Danielle Vázquez, Executive Director

As we reflect on the past year, I am filled with gratitude for the incredible strides we have made in our mission to prevent shaken baby syndrome/abusive head trauma (SBS/AHT). It is with great pleasure that I present to you our annual report for Fiscal Year 2022.



This past year has been marked by significant achievements, all made possible through the dedication and hard work of our staff, board members, donors, foundations, and partners. Together, we have expanded our prevention efforts, reaching more families and communities than ever before. Through educational programs, outreach initiatives, and advocacy efforts, we have heightened awareness about the dangers of SBS/AHT, empowering individuals with the knowledge and resources needed to protect our most vulnerable members.

Our success would not have been possible without the tireless commitment of our staff, whose passion and expertise drive our organization forward each day. Their unwavering dedication to our cause is truly inspiring, and I am honored to work alongside such devoted individuals.

I would also like to express my deepest gratitude to our board members for their guidance, wisdom, and unwavering support. Their leadership has been instrumental in shaping our strategic direction and ensuring our continued growth and impact.

To our donors, foundations, and partners, thank you for your generosity and partnership. Your support enables us to carry out our vital work, making a tangible difference in the lives of countless families across North America. Together, we are improving the overall care of infants.

As we look ahead to the coming year, I am filled with optimism and determination. There is still much work to be done, but with your continued support, I am confident that we will continue to make meaningful progress in preventing shaken baby syndrome/abusive head trauma.

Thank you for your unwavering commitment to our cause. Together, we are saving lives and protecting the most precious gift of all: our children.

With gratitude,

Danielle Vázquez, Executive Director
National Center on Shaken Baby Syndrome
dvazquez@dontshake.org

Annual Report

FY 2022-2023

New Governing Board Member

We want to welcome Margaret (Meg) Walker, RN, MSN to the NCSBS Governing Board of Directors. Meg has worked in family maltreatment prevention for the last 27 years, first as a nurse home visitor, then as Nursing and Program Director of an international maternal child home visiting program. She is responsible for policy development, research, consultation, staff resourcing, and training.

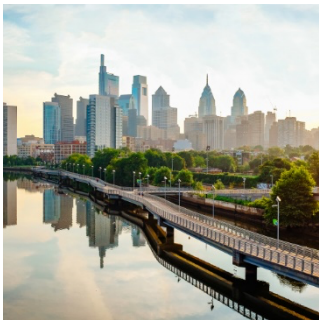


Meg began her nursing career in inpatient obstetrics. She moved on to community health (home visitation and women, infants, and children's programs), and later taught maternal child and community health nursing at a state university.

Meg's professional focus has been on health promotion and prevention, especially for infants, children, and families. As an advocate for the well-being of infants, children and their families, Meg will guide us as we develop, update, and implement SBS.AHT prevention programs throughout the world.

Welcome, Meg!

Eighteenth International Conference on Shaken Baby Syndrome / Abusive Head Trauma



The Eighteenth International Conference on Shaken Baby Syndrome/Abusive Head Trauma was held on October 23, 24, 25, 2022 at the Loews Philadelphia Hotel. We were thrilled to host our first in-person conference since the pandemic. It was extremely well-attended. More than 400 attendees participated in over 60 sessions focusing on family/victim support, investigative techniques, legal and trial experiences, prevention programs from around the world, the latest research from experts in the fields, and shared experiences from families and survivors.

Highlights of this 3-day event included:

- o Dr. Mary Case received the Lifetime Achievement Award, presented by Dr. Lucy Roarke-Adams. Dr. Case has dedicated her career as a forensic pathologist speaking for child victims of abuse and as an expert witness for shaken baby syndrome/abusive head trauma.
- o Dr. Randall Alexander, Dr. Lori Frasier, Tom Fallon (JD), and Joelle Moreno (JD) facilitated our "Ask the Experts" panel.
- o "A Survivor's Story" film premiered. This documentary features SBS/AHT survivor Josh Sorrels and was filmed by Christopher Baier.

- o Sameer Sabir presented "Justice for Rhema," a powerful and moving discussion on the loss of his daughter to this devastating form of abuse and the judicial process that victimized his family further.

We are indebted to the willing experts who presented at this conference, sharing their experiences, research, and knowledge. Our nineteenth conference will be held in Salt Lake City, Utah, on September 15, 16 & 17, 2024.

Donor Appreciation: Family Support Symposium

We are so thankful for the generosity of the **Miner Foundation** and the **Matty Eappen Foundation** for their incredible donation that allowed us to offer our first ever Family Support Symposium free of charge to families affected by shaken baby syndrome/abusive head trauma. This full day virtual event took place on May 17, 2023. Our incredible speaker lineup included:

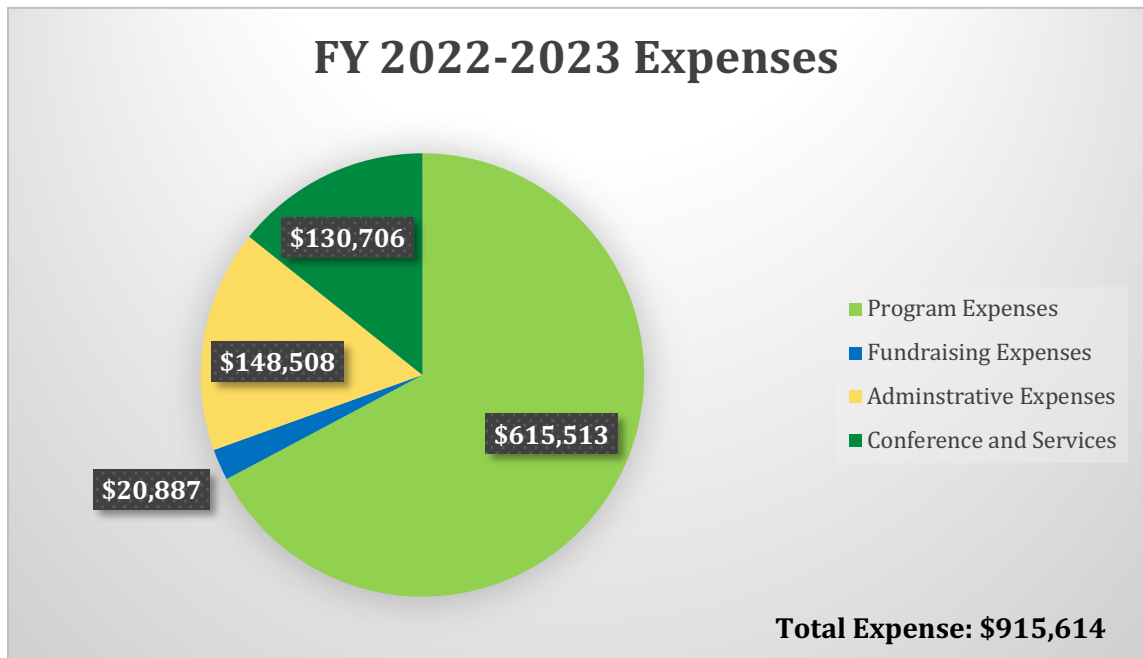
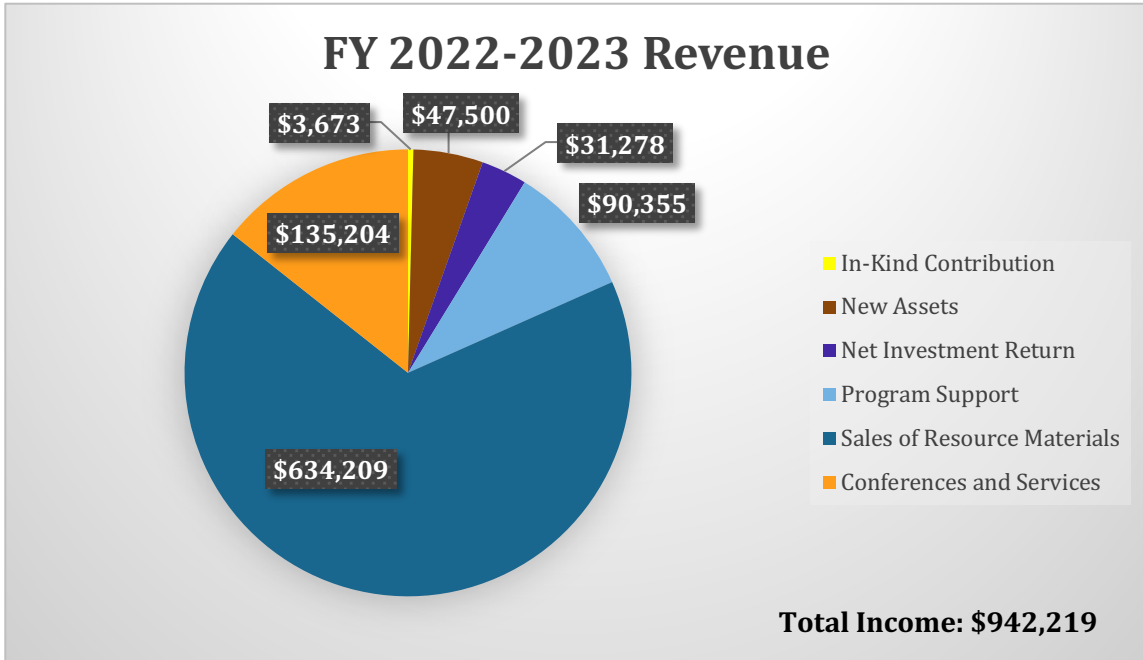
- o Peg Kinsell of SPAN Advocacy, who spoke on special education and IEPs.
- o Sameer Sabir of the Rhema Fund spoke on becoming an advocate for change.
- o Calleen Kenney of the Utah Parent Center led a discussion on SSI and Medicaid.
- o Vicki Jay of the National Alliance for Children's Grief presented on sibling support, grief, and loss.
- o Emma Hemness of Hemness Faller Elder Law, presented on guardianship, trusts, and wills.
- o Our information specialist, Morgan Wilson, talked about resources for families and survivors.

Over 100 people attended, including families and caretakers, social workers who support families affected by SBS/AHT, and home visitors. Our profound thanks for the generous support of the Miner Foundation and Matty Eappen Foundation!

Period of PURPLE Crying Updates

The *Period of PURPLE Crying* is the National Center on Shaken Baby Syndrome's Shaken Baby Syndrome/Abusive Head Trauma (SBS/AHT) prevention program. This year the amount of program materials ordered increased by 18% which in turn means more families were given this critical information after the birth of their newborn baby. Along with increasing the number of families served within FY 2022, the *Period of PURPLE Crying* team had several opportunities to spread this important SBS/AHT prevention information with professionals all over the world at conferences. A poster about the impact educating parents about shaken baby syndrome and safe sleep can have on prevention was presented at the National Association of Neonatal Nurses. Additionally, the team provided oral presentations ranging from 15 mins-1 hour discussing the importance of delivering meaningful and effective SBS/AHT prevention education at the following conferences: The Association of Maternal & Child Health Programs, Canadian Public Health Association, American Professional Society on the Abuse of Children, and the Association of Women's Health, Obstetric and Neonatal Nurses. During Child Abuse Prevention month, the *PURPLE* team was invited to attend the "Stepping up for Children" event held by Prevent Child Abuse North Dakota. The ability to attend conferences and events throughout this year has not only helped increase visibility of the NCSBS, but also increased the implementation of the *Period of PURPLE Crying* program.

Financial Overview



Change in Net Assets: \$26,605

Marketing and Social Media Update

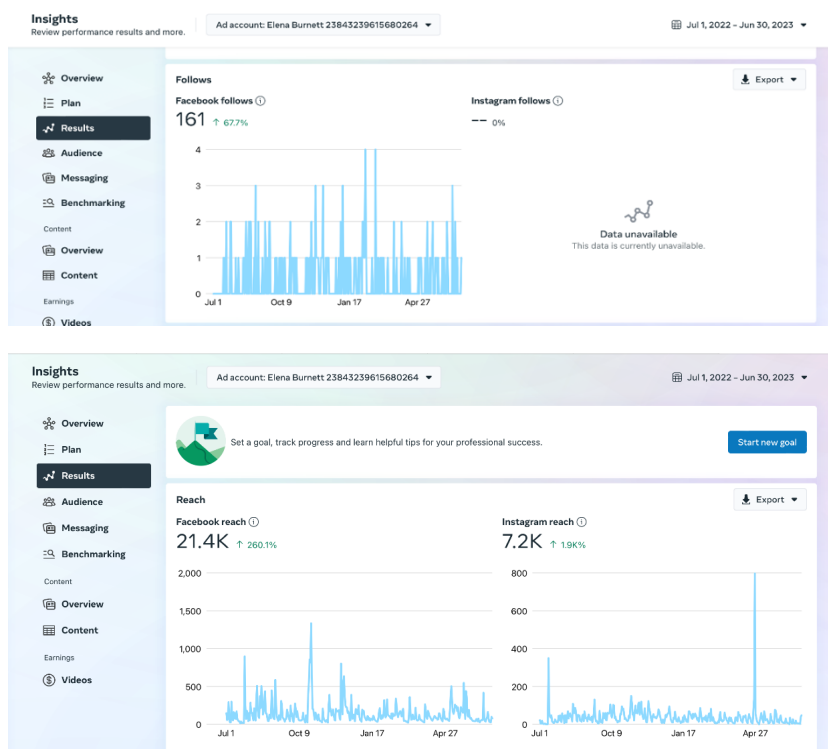


The National Center on Shaken Baby Syndrome (NCSBS) has a podcast series called *Attention on Prevention*. This engaging podcast series delves into crucial topics surrounding shaken baby syndrome/abusive head trauma. It features insightful discussions with experts, survivors, and advocates. We have had the privilege of interviewing world renowned experts such as Safe Sleep expert, Dr. Rachel Moon and medical geneticist Dr. Natasha Shur. This podcast offers in-depth, meaningful conversations focused on aspects surrounding SBS/AHT. In April 2023, our podcast launched a 6 part series during Child Abuse Prevention Month, including discussion on how doctors evaluate and diagnose abuse in infants, how a mother navigates the trauma of SBS/AHT, investigating and litigating SBS/AHT cases, and much more. This offered insight to the public on how SBS/AHT affects lives, and the process families and professionals must go through when a baby has been shaken.

Additionally, we have greatly increased our social presence. Our social media platforms spotlight informative podcasts, extend heartfelt thanks to our dedicated *Period of PURPLE Crying* partners across various states, promote upcoming events, delve into groundbreaking new studies, and offer invaluable tips and resources for families. Through social media, we are fostering collaboration, and empowering communities to prevent SBS/AHT.

The metrics offered through the different social media platforms have demonstrated an increase in the number of followers, engagement rates, and reach across all platforms. Compared to prior years, our Facebook reach increased by 260% and our Instagram reach by 1.9k%. These metrics reflect the growing interest in child abuse prevention and, more specifically, the prevention and awareness of SBS/AHT.

Analytics for Facebook and Instagram reach as well as Facebook follows from July 1, 2022, to June 30, 2023:



NCSBS Staff

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

NCSBS Governing Board

Executive Members:

David Lloyd, JD
Board Chair
5 Whitestone Court
Silver Spring, MD 20901
(240) 432-2029
dwillcan115@gmail.com

Bryce M. Froerer, JD
Vice/Upcoming Chair
2661 Washington Blvd., Ste 201
Ogden, UT 84401
Office (801) 621-2690
bmfroerer@froererandmiles.com

Lori Frasier, MD
Past Chair
156 Bittersweet Dr.
Hershey, PA 17033
Mobile (801) 718-6014
lorldf@gmail.com

Chantel S. Chase, AAS, BIS
Treasurer/Secretary
7860 South Bingham Junction Blvd.
Midvale, UT 84047
Office (801) 844-7569
Chantel.Chase@zionsbancorp.com

Members:

Margaret Walker
2503 Rim Oak
San Antonio, TX 78232
(210) 279-2913
Walkerfamily80@sbcglobal.net

Kelly Cappos, BSN, RN, CBIS
915 Sunny Hill Lane
Harrisburg, PA 17111
(717) 979-0876
Kcappos@outlook.com

Emily Bodily
1305 N Main St
Willard, UT 84340
Mobile (801) 920-6750
MleBodily@gmail.com

Nan Streeter, MS
Retired
Thornton, CA 95686
Mobile (385) 229-9171
nanstreeter@hotmail.com