



## 2023-2024 Annual Report

### **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.

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### *Executive Director Message*

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As I reflect on this past year, I am both humbled and inspired by the progress we've achieved in our mission to prevent shaken baby syndrome/abusive head trauma (SBS/AHT) and to promote the wellbeing of infants through supporting and educating families, caregivers and professionals. It is my honor to share our annual report for Fiscal Year 2023-2024.



This year has been marked by extraordinary milestones, each one made possible by the dedication, resilience, and vision of our staff, board members, donors, foundations, and community partners. Together, we have reached unprecedented numbers of families, caregivers, and professionals with life-saving information, essential support, and vital resources. Our prevention programs have extended to new communities, our partnerships have deepened, and our advocacy has strengthened to safeguard the health and safety of our youngest and most vulnerable.

I am endlessly grateful for the commitment of our staff, whose passion drives our organization forward every day. Their unwavering dedication is a daily reminder of the power of teamwork in achieving real and lasting change. It is a privilege to work alongside such devoted individuals, whose expertise and compassion make our mission possible.

To our board members, thank you for your guidance, strategic insight, and commitment to our mission. Your leadership continues to shape our path forward, helping us respond to emerging needs and amplify our impact.

To our generous donors, foundations, and community partners, your support is invaluable. It allows us to innovate, expand, and evolve, ensuring that we meet families wherever they are and provide them with the tools they need to keep their babies safe. We are immensely grateful for your trust in our work.

As we look toward the year ahead, I am filled with optimism. There is much work left to be done, but with this dedicated community, I am confident we will continue to make meaningful strides in preventing SBS/AHT and improving the lives of families across North America.

Thank you for supporting us in this critical mission. Together, we are building a safer future for all children.

With deepest gratitude,

Danielle Vazquez  
Executive Director  
[dvazquez@dontshake.org](mailto:dvazquez@dontshake.org)

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### *New Governing Board Member*

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We want to welcome Ashley Shreeve, BS to the NCSBS Governing Board of Directors. She is the Senior Vice President of Human Resources & Training at Goldenwest Federal Credit Union. She has 23 years of experience in the financial industry, 14 of those years with Goldenwest.



Ashley directs all human resource functions including employee benefits and compensation, recruiting and retention, wellness strategies, workforce planning and development, employee relations, employment law compliance, and all training initiatives.

She holds a Bachelor of Science degree in Business Management, is certified as a HRCI Senior Human Resource Professional (SPHR) and is a Society for Human Resource Management Senior Certified Professional (SHRM-SCP). She is a member of the National SHRM association, the Northern Utah Human Resource Association (NUHRA), and the Northern Utah Human Resource Executive Roundtable.

In her free time she volunteers in the local community, working with youth, as well as with families suffering from chemical addiction. She resides in South Ogden, Utah with her husband, Brad. We are grateful to have you!

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### *Annual Giving Campaign*

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Last year, our annual giving campaign centered around the issue of how new parents feel: recognizing the stress, exhaustion, and feelings of isolation that often accompany becoming a new (or repeat) parent. Our campaign included statements about how these are normal, but we emphasized they can build into frustration when caring for an inconsolable crying baby.

Throughout the campaign, we transformed our social media banners to create a cohesive and recognizable brand identity, reinforcing our messaging. We created a series of static posts that were shared periodically, which emphasized the rollercoaster of emotions parents have with a newborn. Each post was crafted to resonate with our audience, and we included statements from parents who have felt like this before and how they coped with those feelings. Our email marketing efforts

complemented this strategy, discussing the importance of our mission and how our prevention efforts help these new parents cope with their emotions.

We raised \$10,000 during this giving campaign!

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### Friendsraising Event

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The NCSBS hosted our first ever Friendsraising Event at Davis Conference Center on April 30, 2024.



Over 100 people attended. This luncheon event was designed to raise awareness, highlight the *Period of PURPLE* Crying prevention program, and to raise funds to support the work we do.

Speakers included our Executive Director, Danielle Vazquez, board president Bryce Froerer, board member Emily Bodily, Deedra Nelson (New Parent Support Program Nurse) of Hill Air Force Base, and JoAnn Otten.

We raised over \$3,500 at this event. Event sponsors included: Froerer and Miles, Golden West Credit Union, Wadman Foundation, Third Sun, and Neutek.

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### Corporate/Foundation Thanks & Highlights

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We are so thankful for the generosity of the **Lawrence T. and Janet T. Dee Foundation**, **United Way of Northern Utah**, and **Walmart** for their incredible and ongoing support. They supported the following programs:

- Public awareness campaign on the dangers of shaking a baby.
- Volunteer-led prevention outreach program.
- Virtual family support symposium scheduled for March 2025.

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### The *Period of PURPLE* Crying update

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The *Period of PURPLE Crying* is the world's largest evidence-based abusive head trauma (AHT) prevention program. This year delivery of this program to newborn families was made possible by over 800 participating locations and thousands of professionals. With dedicated long-term partners and increasing new partners, we were able to ensure more families were given this critical information with the birth of their newborn baby.

Multiple pilot sites have launched over the US this year with groups utilizing this program while also working towards seeing its effectiveness. In partnership with the Prevent Child Abuse Florida - Ounce of Prevention *PURPLE* will be supplied to families in 6 of the biggest counties in the state. There will also be a study component to see the program's effectiveness in their communities within the state of Florida. Other studies conducted by health workers, DNP's and other professionals were also launched this year.

Some recent research published in December 2023, showed *PURPLE* was associated with a 30% reduction in infant physical abuse in children under two years of age. Not only does the *PURPLE* program have multiple studies showing its effectiveness, but it is also recognized as a

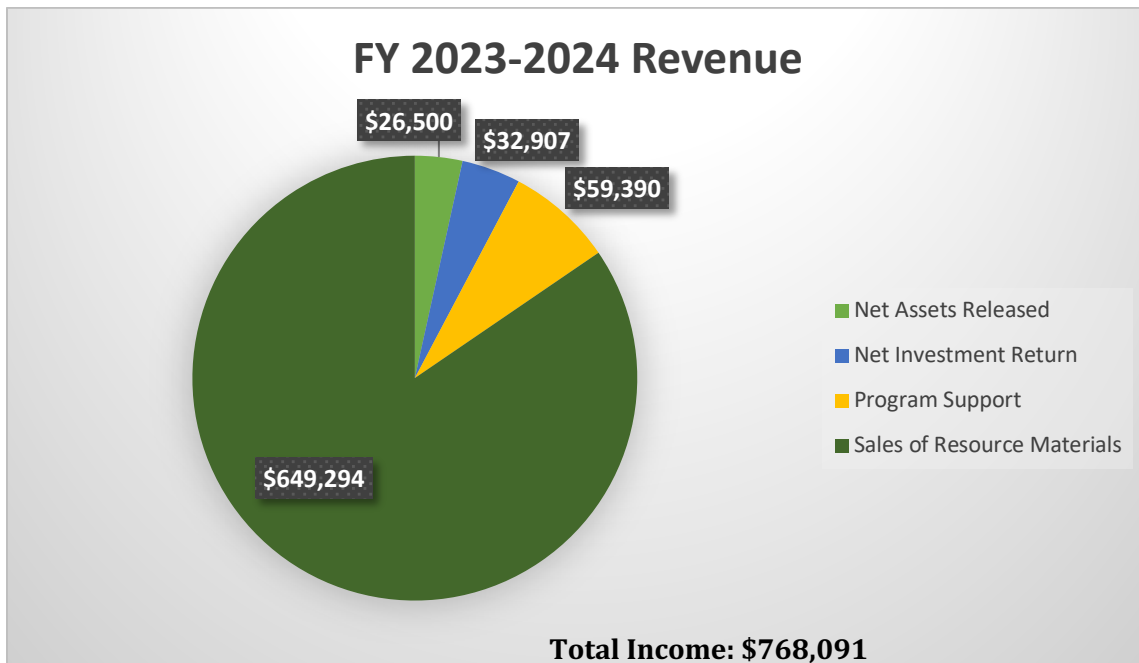
sound program by various reputable organizations. The California Evidence-Based Clearinghouse for Child Welfare is a nationally recognized database driven to advance the effective implementation of evidence-based practices for children and families and is designed to prevent abuse and neglect from occurring. It supplies information on resources for child welfare professionals, *PURPLE* is currently the only AHT prevention program within the database that has research supporting its effectiveness at reducing cases. This year it has a scientific rating of promising research evidence.

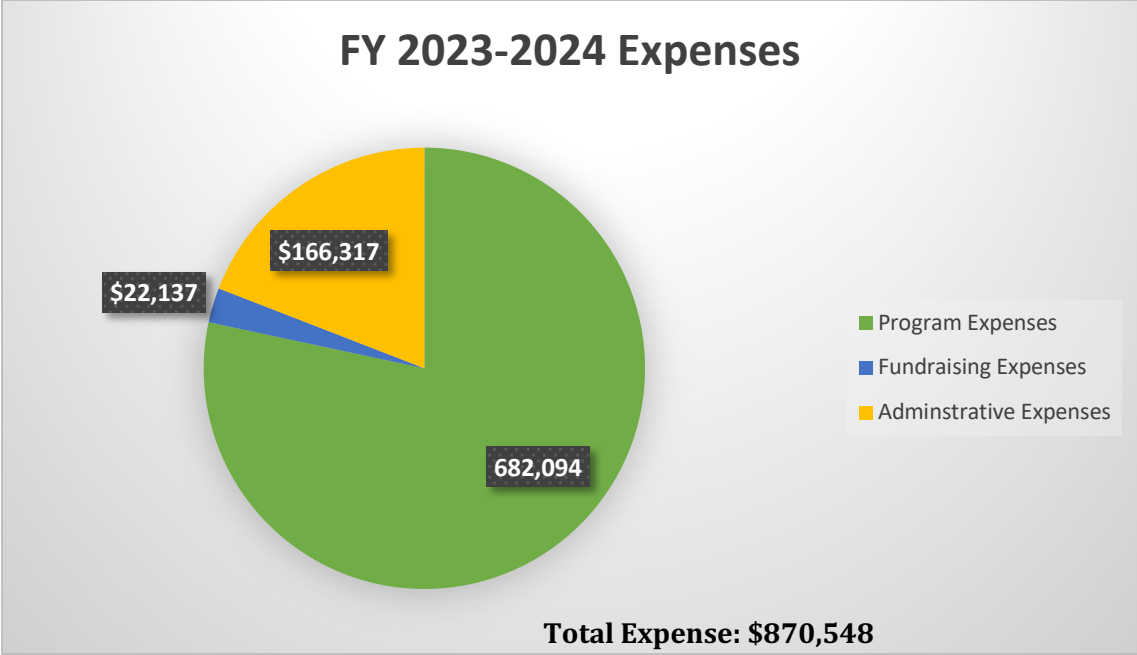
The *Period of PURPLE Crying* team has had various opportunities to spread awareness of this important AHT prevention program at virtual and in-person conferences, events, and meetings. Including the Utah Public Health Association conference, the CityMatCH conference in Seattle, WA, the Florida Inaugural Prevention Convention, and an annual conference for the Family Advocacy Nurses in the Air Force. The opportunities to meet with various forms of providers and professionals really helped broaden the scope of implementation and awareness of the *Period of PURPLE Crying* program which we can only hope will help increase delivery of this program for years to come. Hosting several webinars for various forms of professionals ranging from health department workers, prevention boards, and nurses acted to reach different communities we cannot reach in person. The awareness and visibility of the *Period of PURPLE Crying* program continues to increase each year with the help of dedicated staff and loyal implementing organizations.

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### Financial Overview

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**Net Assets, End of Year: \$405,142**

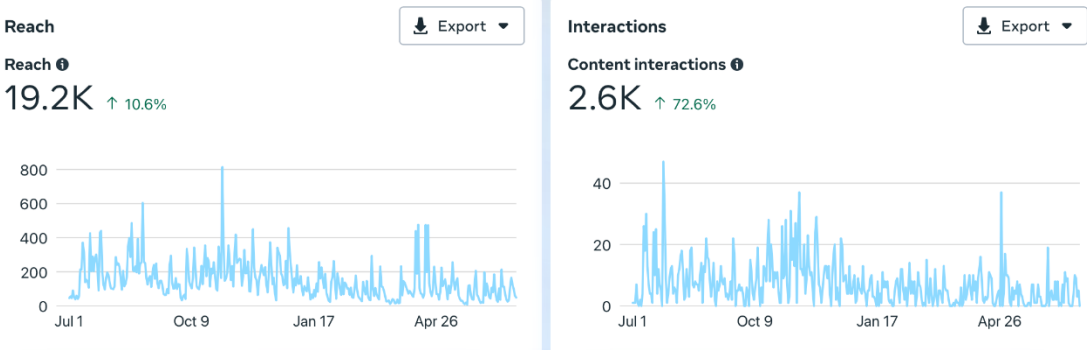
**Change in Net Assets: (\$123,957)**

### Marketing and Social Media Update



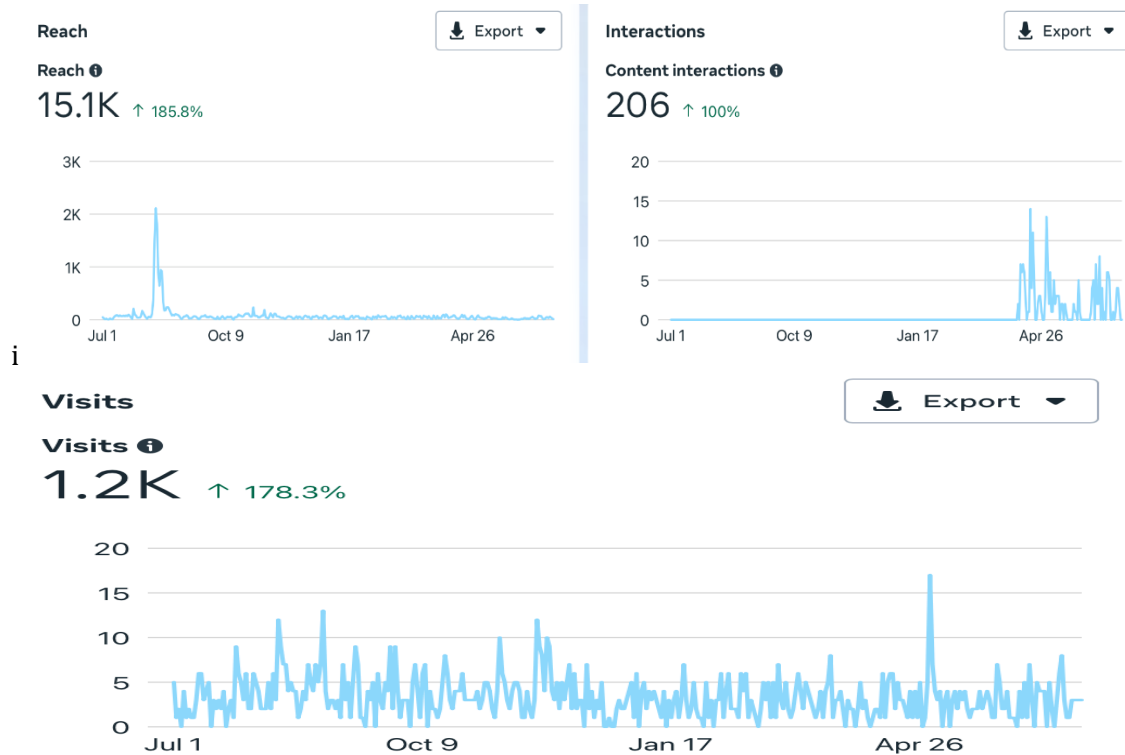
Social media is extremely important for non-profits as it enhances visibility, engagement, and fundraising potential. By leveraging platforms like Facebook and Instagram, the (NCSBS) reaches a broader audience, raising awareness and providing education about the prevention of shaken baby syndrome/abusive head trauma.

During this fiscal year, our Facebook page had an increased reach of 19,200 people, marking a 10.6% increase and a rise of interactions to 206, a 100% increase. We also saw a remarkable growth in content interactions, reaching 2,600, a 72% increase.



On Instagram, we had a total engagement reach of 15,100, an increase of 185.8% from last year. Our contact interactions also nearly doubled. Page visits surged to 1,200, which is a significant

178.3% increase.



In our ongoing efforts to expand our digital presence, we explored the social media platform Threads. While we did not see the level of engagement we had hoped for, the experience provided valuable insight into our audience’s preferences and behaviors. The NCSBS remains committed to optimizing our outreach strategies and is now focusing on platforms that align more closely with our mission and needs.

As a part of our outreach strategies, we are excited to announce that we will be launching TikTok soon! This initiative aims to engage a younger audience and share our mission in creative and impactful ways. By using TikTok’s unique platform, we hope to engage the new generation of parents and inform them about the dangers of SBS/AHT, safe sleep information, and resources on how to keep their baby safe from harm.

————— *NCSBS Staff* —————

- Danielle Vázquez, Executive Director
- Brian Lopez, Marketing Director
- Trachelle Hilton-King, Development Director
- Shantel Wakley, *PURPLE* Program Director
- Paul Sargent, Financial Controller
- Erika Petersen, Fulfillment and Inventory Coordinator
- Elena Burnett, Marketing Specialist
- Shane Baker, Program Prevention Coordinator
- Rachel Golightly, Information and Research Specialist

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NCSBS Governing Board

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