Learning from Serious Case reviews

‘Shaken baby syndrome’
24 of every 100,000 babies affected each year = approximately 5 cases in Hampshire
Common themes:
– Families vulnerabilities known to multiple agencies
– Unidentified adults
– Mental health issues and substance misuse
– Domestic violence
– Communication between professionals
– Assessing parenting capacity and sharing this information

1 in 9 mothers may have shaken their babies and up to 2 in 9 have felt like doing so

The Prevention Campaign

Based on the findings from Dr Smith’s Winston Churchill Memorial Trust Travel Fellowship:
• Secondary School – Single education session on coping with a crying baby
• Antenatal / Birth – hospital based education – Film and leaflet which reinforces the message to caregivers
• Health visitor to reinforce message at antenatal contact from 28 weeks
• <10 days – home/clinic reinforce the message – check parents have the leaflet
• HV New Birth Visit – reinforce the message – combine with safe sleeping advice
• 6/8 week check – reinforce the message - GP to complete perinatal template and reinforce the message
• 6-8 HV perinatal contact – Health visitor to reinforce the message
• <6 months – All professionals including social workers reiterate the message to parents/caregivers – when visiting home/undertaking assessments

The pilot

The template has been piloted at 3 practices in South East Hampshire and Fareham & Gosport CCGs over 3 months.
Prior to using the template all GPs were given training in using it as well as training to enable them to deliver the ICON message. Posters were put up in GP waiting rooms and leaflets were given to patients to share with other care givers during the appointments.

Feedback from GPs

• Prior to using the template 90% of GPs were not routinely asking about coping with crying at the 6 week check.
• 90% of GPs felt using the template had changed their practice.
• 100% of GPs found the ICON message and training helped them to discuss coping with crying - ‘it helped me discuss it in a clear, concise way that mum seemed to respond to’.

Feedback from Patients

• Prior to the consultation only 14% of patients had been asked how they were coping with their infants crying
• 100% of patients found the questions they were asked useful.
• 70% would change their behaviour in relation to their baby’s crying following receiving the ICON message – ‘I will take a step back if I feel stressed’, ‘speak to someone if I’m struggling’
• 100% feel confident to share the ICON message with other caregivers (eg partner, family member, friend, babysitter).

Following the success of the multagency pilot the ICON campaign is being launched throughout the health and education pathway across Hampshire in September 2018.

References:
2. Dias et al (2005) Preventing Abusive Head Trauma Infants and Young Children: a hospital based prevention program
Pediatrics 115: 470 – 477