DEPARTMENT OF SOCIAL SERVICES
744 P Street, Sacramento, California 95814

September 15, 2004

ALL COUNTY INFORMATION NOTICE NO. I 60-04

TO: ALL COUNTY WELFARE DIRECTORS

<table>
<tr><td colspan="2">REASON FOR THIS TRANSMITTAL</td></tr>
<tr><td>[ ]</td><td>State Law Change</td></tr>
<tr><td>[ ]</td><td>Federal Law or Regulation
Change</td></tr>
<tr><td>[ ]</td><td>Court Order</td></tr>
<tr><td>[ ]</td><td>Clarification Requested by
One or More Counties</td></tr>
<tr><td>[X]</td><td>Initiated by CDSS</td></tr>
</table>

SUBJECT: NEVER SHAKE A BABY PUBLICATION

With the recent shaken baby deaths occurring in California, the California Department of Social Services (CDSS) would like to take this opportunity to remind the counties of the Never Shake A Baby publications available through the CDSS warehouse. The publications are an excellent means of educating the public and caregivers about this tragedy and ways to prevent it from occurring.

The publications are:

- **PUB 270-Never Shake A Baby Ever. A Guide to Recognizing Shaken Baby Syndrome**. A brief guide to recognizing symptoms that indicate the need for further investigation.
- **PUB 273-Poster: Never Shake A Baby**. In English and Spanish
- **PUB 271-Never Shake A Baby** (brochure). In English and Spanish (for the general public)

We have attached copies of the PUB 271 in English for your information. If you wish to order any of the above publications please fax your request to the CDSS warehouse at (916) 371-3518 by using the enclosed County Forms Order (GEN 727-B) for Publications form or by submitting the request over the internet at http://www.dss.cahwnet.gov/pdf/GEN727b.pdf. After the order form has been completed online, click on the "submit" button on the top of the form. The forms go directly to the CDSS warehouse and you will receive an order number and a confirmation reply online.

Should you have any questions please contact Shirley Jacobs, Program Consultant, Office of Child Abuse Prevention, at (916) 651-6960.

Sincerely,

PATRICIA AGUIAR, Chief
Child Protection and Family Support Branch

Attachments

STATE OF CALIFORNIA - HEALTH AND HUMAN SERVICES AGENCY
CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

COUNTY FORMS ORDER
(Instructions on Reverse)

TO: CDSS Warehouse, P.O. Box 980788, West Sacramento, CA 95798-0788

BILL TO:

AGENCY

ADDRESS

CITY | STATE | ZIP

SHIP TO:

AGENCY, OFFICE OR SECTION

STREET ADDRESS AND ROOM NUMBER

CITY | STATE | ZIP

FOR:

COUNTY CODE	PERSON TO CONTACT	DATE
TELEPHONE NUMBER ( )	AUTHORIZING SIGNATURE ▶	

LINE	FORM CATALOG NUMBER			TITLE OR CATALOG DESCRIPTION	QUANTITY WANTED	UNIT OF ISSUE	PRICE PER UNIT OF ISSUE	PRICE PER FORM ORDER	PROCESS CODE (Over)	TYPE OF ORDER
	PREFIX	**NUMBER**	**SUFFIX**							☐ REGULAR
1										☐ EMERGENCY
										DATE RECEIVED
2										FILLED BY: DATE:
3										PACKED BY: DATE:
4										PRICES WEIGHT:
5										VIA B/L
6										DATE: BY:
7										**REMARKS**
8										
9										
10										
11										

	TOTAL ORDER: $	**ADJUSTED ORDER: $**

GEN 727B (4/99)

INSTRUCTIONS

1. Use this order for forms listed in the county forms catalog.

2. Print clearly or type in duplicate.

3. Complete all spaces except shaded areas.

4. List forms in forms catalog sequence.

5. **FREE/SOLD** forms and numbered publication can be on the same order.

6. Make separate line entries (white area) for each form ordered.

7. Route original to the Social Services Warehouse. Retain one for a suspense copy.

   A. Original, warehouse file.

   B. Suspense Copy.

PROCESS CODE LEGEND

Action taken by the warehouse will be found in the process code column on the front of this order. The following codes explain the action taken on your order.

A—Cancelled, an all office shipment pending.

B—Back ordered, will be shipped when available.

C—Cancelled, item not furnished.

D—Cannot identify, check forms catalog for form number, or send sample.

G—Quantity reduced, amount requested appears excessive, please reanalyze usage of this item.

I—Quantity changed due to packaging.

K—Quantity reduced; Stock low–reorder when needed.

L—Form Obsolete.

R— _____

_____

_____

_____

_____

_____

_____

SAMPLE ENTRY

PREFIX	NUMBER	SUFFIX	TITLE OR CATALOG DESCRIPTION	QUANTITY OF ISSUE	UNIT OF ISSUE
ABCD	239	A	NOTICE OF PROPOSED ACTION	10	
DFA	285.1	SPAN	INCOME FROM FARM OPER. AND OTHER SELF-EMPL.	5	

I Never Meant To Hurt Him . . . I Only Wanted Him To Stop Crying.

Never Shake A Baby.

> " I only wanted to stop my **baby** from **crying,** that's all.
>
> I never meant to **hurt** him.
>
> I **only shook** him for a few seconds . . . "

Never Shake A Baby.

Ever.

WARNING
Shaking Can Result in Blindness, Permanent Brain Damage or Death.
WARNING

Ever.

The Dangers of Shaken Baby Syndrome

There is no one type of person who will shake a bay. Everyone from young babysitters to grandparents have done it.

Usually it's done to make a baby or young child stop crying. But it often only makes the situation worse, causing more vigorous shaking.

Until brain damage or death occurs.

You probably aren't aware of the dangers of shaking a baby. Most people aren't – in fact, it's estimated that between 25 and 50 percent of parents and caregivers aren't aware of the serious dangers of shaking a baby. But here's something you should learn now – never, ever shake a baby. It can cause blindness. Permanent brain damage. Or death.

It's called Shaken Baby Syndrome. And it can be deadly.

Here's What Can Happen

Infants and young children up to age five are susceptible to head trauma because their neck muscles are weak and can't always support the size of their heads. Sudden shaking motion causes the baby's fragile brain to slam against the skull wall – causing damage or death. It's so deadly, in fact, that almost 25 percent of its victims die.

Damage to a child's brain from shaking can affect many different parts of the child's body. And these effects can be devastating. They include:

- *Death*
- *Cerebral Palsy*
- *Severe motor dysfunction*
- *Communication impairment*
- *Dyslexia*
- *Attention deficit disorder*
- *Mental retardation and*
- *Other learning disabilities*

Hold Them
Hug The
Love Them.

Never Shake A Baby. **Ever.**

You Can Prevent Shaken Baby Syndrome

There are many things you can do to prevent Shaken Baby Syndrome:

- *Leave the baby in a safe, secure place, take deep breaths and count to 10*
- *Go to another room or area of the house*
- *Ask someone else to watch the baby for you – a parent, a neighbor or a friend*
- *Gently rock or give the baby a bottle or pacifier*
- *Take the baby out of the house for a ride in a stroller or a car*
- *Be patient. If you find you can't calmly care for the baby, or have trouble controlling your anger, take a break. Let the baby cry it out*

Remember, no matter how angry or impatient you feel – never shake a baby. Ever.

Helpful Resources

There are many organizations available to help you. Hire a caregiver to give you a break. Or contact one of the resources below for additional help and information.

For Immediate help Call:
Childhelp IOF Foresters Hotline
1-800-4A-CHILD