



**COUNTY OF SAN DIEGO**

# **NEWS RELEASE**

FOR IMMEDIATE RELEASE

April 19, 2005

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## **MEDIA ADVISORY**

### **SHAKEN BABY AWARENESS EVENT**

*During Child Abuse Prevention Month Caregivers Are Cautioned to "Take A Break - Don't Shake!"*

- WHO:** Pam Slater-Price, Chairwoman of the County Board of Supervisors  
Dr. Wilma Wooten, County of San Diego Deputy Public Health Officer
- WHAT:** Demonstration of the dangers of shaking a baby and kick-off for the County's "Take A Break - Don't Shake!" campaign to inform parents and caregivers that they should never shake a baby or small child.
- WHEN:** 10:00 a.m. Thursday, April 21
- WHERE:** County Administration Center - 1600 Pacific Highway, San Diego, 92101  
The event will be held on the west steps, facing the San Diego Bay
- WHY:** Even moderate shaking of a baby or small child can result in serious trauma to the brain. The result of this trauma is temporary or permanent brain damage, and even death. In America last year, approximately 1,200 - 1,400 children were treated for symptoms of Shaken Baby Syndrome. Of these 25 -30 percent died as a result of their injuries, while the rest will have lifelong complications.
- Injuries caused by shaking a baby are easily preventable, and the San Diego County Health and Human Services Agency is taking advantage of April, as Child Abuse Prevention Awareness Month, to educate all caregivers about this issue.

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