

American Academy of Pediatrics

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Injury and Violence
Prevention
Program

California Chapter 4

Injury and Violence Prevention Program Newsletter

Fall 2008

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In This Issue

New Guide for Child Passenger Safety

Featured IVPP Site

The Consumer Product Safety Improvement Act

PURPLE Crying and Shaken Babies



Greetings from the Program Manager

I am excited to let you know that I am the new Program Manager for the Injury and Violence Prevention Program and the Reach Out and Read Program with Chapter 4, AAP. Although I have met and gotten to know many of you in my 7 1/2 years with the chapter, my new role in these programs will give me an opportunity to expand my work with many of you.

I also want to take this opportunity to remind you of the resources our programs offer you and your organization/practice:

- The Injury and Violence Prevention Program (IVPP) offers a system of injury and violence prevention education and resources, for pediatric practices or organizations that work with or provide services to children. Our program will provide a customized implementation of culturally and linguistically appropriate materials, targeted training for you and your staff, and technical assistance. Please read the article "Featured Site: Iman Bar, MD" for a closer look at our program in action. For more information on enrolling as an IVPP site, please call or email me.
- Have you visited our program website lately? This is a great place to review and download copies of our "Keeping Children Safe" materials. Please visit www.ockkeepkidssafe.org and click on the "Materials" tab to view what we have to offer.
- We are constantly adapting and adding new and improved materials for your use. We have updated our guide for child passenger safety, "The Right Seat", which is now available in English and Spanish as a poster or a 2-sided tear off sheet. Read the article "New Guide for Child Passenger Safety" by Phyllis Agran, MD for more information about this new resource.
- Welcome to our new VISTA, Aileen Aranovsky. Aileen graduated from UC Irvine in June 2008 and will be attending medical school beginning Fall 2009. During her time at the AAP, she will be working on all chapter programs, including IVPP and Reach Out and Read. We look forward to a terrific year with her.
- I want to take the opportunity to thank Eric McDaniel, Annelee Gallegos and Jyoti Trueman for the service and support they provided for the IVPP. Each of them is moving on and we wish them well in their future endeavors.

I look forward to working with each of you as we provide services and materials to your offices. Please feel free to call or email me at any time.

Sincerely,

Jamie McDonald
949-752-2787



New Guide for Child Passenger Safety Phyllis Agran, MD, MPH

On her 6th birthday, my granddaughter Morgan told me that she no longer has to be in a car seat. When I asked "why", she informed me that it's the law!



She is correct. At this time California law is *not* consistent with the safest

practices. The law requires children to be properly restrained in the back seat unless the child is 6 years old or older, or weighs 60 pounds or more.

However, booster seats are recommended by the American Academy of Pediatrics and the National Highway Traffic Safety Administration, for children until they are 4 feet 9 inches tall (usually 8-12 years of age and in the back seat). Booster seats are 59% more effective compared to seat belts in reducing injuries in a car crash. Furthermore, the risk of abdominal, head, neck and spinal injuries is reduced for children traveling in a belt-positioning booster seat compared to a seat belt. In side impact crashes, there is a 70% reduction in injury for high back booster seats compared to seat belts. This benefit was not seen for low back booster seats.

So here is the message: **Keep kids safe by keeping them in car seats until they are about 4 feet 9 inches.** So, Morgan, stay in your car seat (booster seat)!

With funding from the Children and Families Commission of Orange County (CFCOC), the California Chapter 4, AAP has a new car seat guide that can be downloaded from www.ockeepkidssafe.org. This guide (available in English and Spanish) is also being distributed to pediatricians in Orange County.

The CFCOC along with the Southern California Auto Club initiated the "Every Child, Every Ride" campaign. As part of the campaign, child passenger safety technicians were trained from several community groups, including Delhi Community Center, Nhan Hoa Comprehensive Health Care Clinic, La Habra Family Resource Center, and Orange County Rescue Mission to serve children in our diverse OC communities. Future child passenger safety technician training funded by the campaign will include staff from the Garden Grove Boys & Girls Club and Head Start.

Injuries and fatalities among children involved in car crashes have dramatically declined. This is because of community investment in the best strategies. These strategies include: 1) pediatricians who provide guidance to families and advocate for child passenger safety laws; 2) police officials who enforce these laws; and, 3) community organizations such as the CFCOC and Auto Club that provide resources to increase the use of car safety seats. Use of proper car safety seats for children will help ensure that our children grow up healthy and ready for school without injury in a car crash.

Dr. Agran's recent article on Child Passenger Safety is in *Pediatric Annals*, September 2008.

Featured IVPP Site: Iman Bar, MD

In 2004, Dr. Iman Bar opened a community clinic to serve the underprivileged residents of Costa Mesa. She focuses on educating and promoting wellness and safety.



Dr. Bar has become actively involved with the Costa Mesa City Council and participates in educational programs in Orange County schools. Every year she hosts a safety fair where different community organizations get involved. Parents learn about valuable resources and car safety seats are raffled off.



Dr. Bar is committed to anticipatory guidance during her well-child visits. She reinforces her messages by providing the "Keeping Children Safe" brochures at each well-child visit. She has also introduced the brochures to the nearby elementary schools, making sure that each parent has received this vital information to keep their children safe.

To become an Injury and Violence Prevention Program site, please contact Jamie McDonald at (949) 752-2787 or via email at jsmcdonald@sbcglobal.net.

The Consumer Product Safety Improvement Act: AAP Played a Significant Role

On August 14, 2008 the Consumer Product Safety Improvement Act was signed into law. The provisions of the bill are:

- Ban on lead in children's products
 - Decrease to 100 ppm after 3 years
 - AAP recommended 40 ppm
- Pre-marketing testing and safety certification of toys and children's products
 - Mandatory for the first time
 - Independent, pre-market third party safety testing and certification will be required
- Reauthorization of the Consumer Product Safety Commission (CPSC)
- Database of consumer complaints
- Ban on export of violative products
 - Products that cannot be sold in the US cannot be exported because they present a hazard for all children
- Tracking labels for children's products
- Ban on phthalates in children's products
- Provisions on all-terrain vehicles
- Improved product registration forms

This is a victory for children and a significant advance in ensuring the safety of toys and children's products. The impact of the AAP, under the leadership of Cindy Pelligrini, Assistant Director of Federal Affairs, was tremendous. As she stated, "This bill is excellent, and that's due in no small part to the AAP's effort". Pediatricians provided expertise and were involved in dozens of meetings, calls, conference calls and emails, and expert testimony.

Membership in both national AAP and California Chapter 4 enables us to have a substantial impact in promoting the health and well-being of children at the highest policy levels. Not a Chapter 4, AAP member? Click [here](#) to join so you may become involved in the protection of our children.

PURPLE Crying and Shaken Babies: The Evidence for Prevention

Jamie McDonald, MPH

"Did you know your baby would cry like this?"

That is the first line in the Period of PURPLE Crying Program booklet and the theme of the Second Annual "Child Abuse in



the Shadow of Disneyland" speaker series held September 23-25, 2008. This year's event featured Ronald Barr, MA, MDCM, FRCPC, Canada Research Chair in Community Child Health Research at University of British Columbia, and Professor of Pediatrics in the Faculty of Medicine at UBC.



Dr. Barr spoke to full capacity venues during his three-day visit, including presenting at the Chapter 4, AAP Quarterly Dinner Meeting, and CHOC and UCI Pediatric Grand Rounds. His talks centered on the link between unexplained "PURPLE" crying in infancy with incidence of physical abuse, namely Shaken Baby Syndrome.

Dr. Barr is a co-developer of the [Period of PURPLE Crying® program](#), which is designed and approved by pediatricians, public health nurses, child development experts, and parents. The program approaches Shaken Baby Syndrome prevention by helping parents and caregivers understand the frustrating features of crying in normal infants that can lead to shaking or abuse. Parents receive a brief educational intervention in the maternity ward and are provided a print booklet and 10-minute DVD about the Period of PURPLE Crying.

"Child Abuse in the Shadow of Disneyland" is a collaborative endeavor developed by the Orange County Child Abuse Prevention Committee. Participating organizations include:

- The Children and Families Commission of Orange County
- CHOC
- UCI Medical Center, Department of Pediatrics
- Families and Communities Together
- County of Orange Health Care Agency
- Child Abuse Services Team
- The Raise Foundation
- California Chapter 4, AAP

To become involved with the Orange County Child Abuse Prevention Committee, or to learn more about bringing the Period of PURPLE Crying Program to Orange County, please contact Jamie McDonald at jsmcdonald@sbcglobal.net or (949) 752-2787.

Quick Links

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[National Center on Shaken Baby Syndrome](#)

[California Chapter 4, AAP Website](#)

[National AAP Website](#)