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Informational Letter

Transmittal:	07-OCFS-INF.-01
To:	Commissioners of Social Services Executive Directors of Voluntary Authorized Agencies
Issuing Division/Office:	Division of Development and Prevention Services Division of Public Affairs
Date:	March 14, 2007
Subject:	New York Loves Safe Babies Video in Spanish
Suggested Distribution:	Directors of Services Directors of Training
Contact Person(s):	Judy Richards (518) 474-9613, or by e-mail at Judy.Richards@ocfs.state.ny.us
Attachments:	No
Attachment Available Online:	http://www.ocfs.state.ny.us/main/prevention/tips.asp

Filing References

Previous ADMs/INFs	Releases Cancelled	Dept. Regs.	Soc. Serv. Law & Other Legal Ref.	Manual Ref.	Misc. Ref.

I. Purpose

The purpose of this Informational Letter (INF) is to inform local departments of social services and voluntary agencies of the availability of the Spanish version of the 30-minute New York Loves Safe Babies video, entitled *Helpful Strategies for Keeping Infants and Young Children Safe (Estrategias que Ayudan a Proteger la Seguridad de los Niños)*. This video was developed by the Children and Family Trust Fund of the New York State Office of Children and Family Services (OCFS), in partnership with the state Department of Health and other stakeholders, to educate parents and caregivers about ways to prevent the devastating consequences of Sudden Infant Death Syndrome (SIDS), Shaken Baby Syndrome (SBS), and traumatic brain injuries. The INF also informs departments of social services and voluntary agencies about other related educational materials.

II. Background

In 2002, the Children and Family Trust Fund, with the approval of its advisory board, launched the New York Loves Safe Babies initiative by sponsoring a series of three teleconferences on injury prevention for infants and young children. The teleconference shared information on Shaken Baby Syndrome, Sudden Infant Death Syndrome and Risk Reduction, and Traumatic Brain Injury. The teleconference series was the basis for the development of a 30-minute English video designed to provide injury prevention information to parents, grandparents, daycare providers, babysitters, and other caregivers. The newly released 30-minute Spanish video, based on its English counterpart, illustrates through compelling personal stories the consequences of Sudden Infant Death Syndrome and Traumatic Brain Injury, including Shaken Baby Syndrome, and offers preventive strategies and resources. The New York Loves Safe Babies initiative has been further enhanced through the development of other safety information materials, including six (6) *Helpful Tips to Keep Your Baby Safe* handouts in both English and Spanish. These handouts are also available online in Arabic, Chinese, and Russian at the OCFS website (www.ocfs.state.ny.us).

Helpful Tips information handouts, referred to above, are currently available on the following topics:

- **Shaken Baby Syndrome (SBS)**
- **Sudden Infant Death Syndrome (SIDS)**
- **Traumatic Brain Injury (TBI)**
- **Safe to Sleep**
- **Safe at Play**
- **Never Leave Children Unattended In or Around Vehicles**

In addition, a *Back to Sleep* brochure, Shaken Baby Syndrome posters and several promotional items with safety information, such as babysitter tips memo boards, refrigerator magnets and bookmarks, are distributed annually at Trust Fund and other OCFS public events.

The goal of the New York Loves Safe Babies initiative is to help educate parents and caregivers about the devastating consequences of SIDS, SBS and other traumatic brain injuries, and to reduce serious injuries to young children.

III. Program Implications

The 30-minute New York Loves Safe Babies Spanish video illustrates the devastating consequences of SIDS and traumatic brain injuries, including Shaken Baby Syndrome. The purpose of the video is to educate Spanish-speaking parents and caregivers about the above-mentioned risks, and to provide information on how to prevent serious and life-threatening injuries to infants and young children. It is recommended that this video be viewed with guidance and instruction from a Spanish-speaking trained facilitator or staff person with knowledge of the safety issues, either one-on-one or in a group setting.

To view the New York Loves Safe Babies video, and for more information on the bilingual New York Loves Safe Babies initiative, visit the OCFS website at www.ocfs.state.ny.us and click on "Child Safety Tips" under "Resources & Information." Copies of the Spanish and/or English video and other safety materials can be obtained by contacting Trust Fund Director Judy Richards, by phone at 518-474-9613, or through e-mail at judy.richards@ocfs.state.ny.us.

s/s Jane G. Lynch

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