

the children's hospital at Westmead
media release

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Shaking Your Baby is Just Not the Deal

The Children's Hospital at Westmead commends Apple for withdrawing the disturbing game that unfortunately portrays the response that parents or carers can have to a baby's crying. Crying is a means of expression for babies; it is also a way of seeking closeness and comfort. However if hearing crying is stressful for parents or carers, this scenario can also be dangerous for both the baby and the parents.

Universal education needs to be available for parents so they can understand the dangers of shaking babies and also develop a repertoire of safe responses to the baby's crying. Babies who are shaken can suffer serious injury or may die. The 3 minute film *Shaking Your Baby is Just not the Deal* is an Australian product that is being sought after in the United Kingdom and other countries.

The Children's Hospital at Westmead and the Sydney West Area Health project is seeking to make this education available throughout Western Sydney. The film can be viewed on the Hospital website at www.chw.edu.au or obtained from Kids Health on 9845 0000.

Sue Foley, Co-Leader of the Shaken Baby Prevention Project is available for media comment on this issue.

The Children's Hospital at Westmead is the largest paediatric centre in NSW, providing the most advanced care and treatment options for children from NSW, Australia and across the Pacific Rim.

Established in 1880, *The Children's Hospital at Westmead* is a stand-alone public Hospital and registered charity with 3,000 staff working in 150 departments. Over 60,000 sick children and their families are cared for each year in a family-focused, healing environment. Funded by the NSW Government, *The Children's Hospital at Westmead* provides significant enhancements to services aided by the generosity of individual and corporate donors. For more information visit www.chw.edu.au

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