

Title: SHAKEN BABY

Length: 60 sec.

DID YOU KNOW THAT THE NORMAL BABY CRIES AN AVERAGE OF 2 TO 3 HOURS PER DAY?...I'M _____, DIRECTOR OF _____ COUNTY CHILDREN SERVICES...

IF YOU ARE A PARENT, OR SOMEONE WHO LOOKS AFTER BABIES AND SMALL CHILDREN, YOU KNOW THAT THEIR CRYING CAN BECOME STRESSFUL...A BABY THAT CRIES CONTINUOUSLY CAN MAKE US FRUSTRATED, EVEN ANGRY...

IF YOU FIND YOURSELF IN THIS SITUATION, ASK A RELATIVE OR A TRUSTED NEIGHBOR TO WATCH THE BABY WHILE YOU COOL DOWN...OR, PUT THE CHILD IN A SAFE PLACE SUCH AS A CRIB OR PLAYPEN, AND WALK OUT OF THE ROOM UNTIL YOU'RE UNDER CONTROL...

BUT REMEMBER THIS: NO MATTER WHAT YOU DO, NEVER SHAKE A BABY...SHAKING A BABY FOR JUST A FEW SECONDS CAN CAUSE SERIOUS INJURIES.

IN JUST AN INSTANT, SHAKING A BABY CAN RESULT IN BLINDNESS, PARALYSIS OR BRAIN DAMAGE...EVEN DEATH...IT CAN HAPPEN THAT QUICKLY.

I'M _____, DIRECTOR OF CHILDREN SERVICES, REMINDING YOU TO NEVER, EVER SHAKE A BABY...