

Billboard Press Releases

In an effort to increase awareness and prevention of Shaken Baby Syndrome (shaken baby abuse) Catherine Sanders has posted this billboard in Virginia, Rt 1 ES 500ft. South of Rt. 234 Facing South (#100907). She has placed this same board in Maryland, Pennsylvania, New York, Illinois, Wisconsin, Utah, Minnesota, Kansas, Ohio, Washington and more.



Catherine founded a non profit organization, Shaken Baby Prevention, Inc in Ryan's honor. The mission of this organization is not only prevention/awareness/education but to also to fulfill needs of all special needs children in VA/MD/DC through fundraising efforts. Wheelchairs, therapeutic horseback riding scholarships, therapeutic bicycles and more have been delivered to many children with a variety of special needs through her fundraising efforts.

This is the same billboard featured on NBC's Today Show on January 2, 2001 with Cathy Sanders, who designed the billboard along with Kathy Bureson of Virginia. The billboard features Catherine Sanders' son, Ryan Sanders, who was shaken at 8 weeks of age. Today at 14, Ryan suffers with permanent global brain damage to include cerebral palsy, profound mental retardation, cortical visual impairment. Ryan remains non verbal with slight aggressive behaviors due to his limited communication. Ryan's perpetrator, Eleanor Kay Hinegardner of Lake Ridge, VA, now living in Gainesville, served 18 months in prison and was released from parole September 4, 2003. She is free to continue her life, while Ryan was sentenced by her hands to a life of disabilities.

The billboard captures the reality of shaken baby abuse which seems to increase during the stress of the holiday season. Shaken baby syndrome continues to shatter the lives of children and families across our nation. It is important that we work together to ensure that we are effectively preventing and prosecuting cases so no child will have to suffer this tragedy. While Catherine realizes the image in this billboard is hard to look at, she wants us to realize that living with shaken baby abuse is harder.

Shaken Baby Syndrome (shaken baby abuse) occurs when a frustrated caregiver shakes a young child causing permanent brain damage or death. The damage occurs in seconds. The outcomes for survivors typically include cerebral palsy, blindness, paralysis, deafness, seizures, learning/behavioral difficulties, and vegetative state. An alarming statistic shown in studies done by Dr. Jacy Showers is that between 25-50% of the general public did not know that shaking a child could be dangerous. Perpetrators of shaken baby syndrome typically include biological fathers (37%), boyfriends (20.5%), female baby-sitters (17.3%), and biological mothers (12.6%). It is estimated that 1,000-3,000 children are diagnosed with shaken baby syndrome annually, with thousands more misdiagnosed and undetected. Long term costs for brain injuries such as shaken baby syndrome are estimated at \$4 million and more for a lifetime of care.

Catherine Sanders is a parent of an SBS survivor who is dedicated to prevention education, victim/victim family support, and justice. Shaken Baby Prevention, Inc. is honored with the 2006 Shelley Krasnow Community Service Award and is a member of the Greater Prince William County Chamber of Commerce.

For more information call **Catherine Sanders** at (703) 966-2091 or email her at catherine@sbsprevention.com.