



## **FOR IMMEDIATE RELEASE**

Pediatric Resource Center  
University of Illinois College of Medicine at Peoria  
[www.pediatricresourcecenter.org](http://www.pediatricresourcecenter.org)  
309-624-9595



## **Radio Roadblock to Prevent Abusive Head Trauma**

**PEORIA** (April 13, 2015) – On Tuesday, April 14 at 7:30 a.m., several radio stations in central Illinois simultaneously will “block” the airways with 30 seconds of child cries, followed by instructions aimed at reducing the incidence of child abuse and head trauma.

The Pediatric Resource Center and a group of 2015 Community Leadership School members from the Peoria Area Chamber of Commerce worked to create the 60-second public service announcement. The message begins with an infant vigorously crying for 30 seconds, followed by a voice that instructs listeners, “No matter how hard the baby cries; no matter how tired you are; no matter how upset you become, never shake or harm a baby.” Listeners are asked to visit the PRC web site in order to create a “crying plan.”

“Abusive head trauma public announcements like this one have been used in others states resulting in an increased understanding of the dangers of shaking or harming infants and young children,” said Stephanie Johnson, PRC Executive Director, adding “those areas also noted a decrease in abusive head trauma cases following the radio roadblock.”

One of every four babies who are violently shaken or impacted in this manner dies as a result of their injuries. Surviving children often have developmental delay, seizure disorder, vision loss or other long-term neurological injury. The Pediatric Resource Center provides evaluations for children when abusive head trauma is a concern and seeks to reduce the incidence of abusive head trauma through education to the community.

**WHAT:** Radio Roadblock to Prevent Abusive Head Trauma

**WHEN:** Tuesday, April 14 at 7:30AM

**WHERE:** On the radio in Peoria and surrounding counties

**MORE:** Contact PRC at 309-624-9595 or [prcinfo@uicomp.uic.edu](mailto:prcinfo@uicomp.uic.edu) or [pediatricresourcecenter.org](http://pediatricresourcecenter.org)

The Pediatric Resource Center (PRC) is a service provider for the University of Illinois College of Medicine at Peoria. Since its inception in 1993, more than 6,500 children from over 50 counties throughout Illinois have benefited from the services of the PRC.

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