

NEWS RELEASE
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For immediate release

Video Premiere: “It Makes Sense: Baby Head Sense”

The Children’s Therapy program and the Sunrise Health Region Public Health Unit are celebrating the release of a new video titled It Makes Sense: Baby Head Sense aimed at preventing plagiocephaly, otherwise known as flat-head syndrome in infants.

“Flat-head syndrome is a concern for most parents with infants,” said Jacquie Holzmann, Manager of the Children’s Therapy Program with the Sunrise Health Region. “We identified the need to provide more educational tools to parents and the training video was created to address that need.”

Since the skull of an infant is very soft and the bones can be affected by pressure, flat-head syndrome can occur if an infant sleeps, lies, or sits too long in one position. The syndrome can lead to permanent head shape changes which can involve a difference in the size of the eye openings, cheek size larger on one side, irregular ear position and orientation, and a forehead that may protrude more on one side. Flat-head syndrome can also lead to changes in the jaw joints associated with opening the mouth, which can affect speech sounds. Up to eighty-five percent of infants who develop a flat spot also have some neck muscle imbalances making them unable to fully move their head and neck in all directions and who may need a physical therapy program to gain back this mobility.

Flat-head syndrome is preventable with sufficient supervised tummy time during waking hours and by positioning infants in a sleeping position on their backs with alternating head positions.

To celebrate the educational video launch, a video premiere event has been scheduled for Thursday, February 11th from 2:00 – 4:00 p.m. at the Yorkton Public Health Office, 150 Independent Street, Conference Room B. Special guests will include the parents and children who participated in filming of the video and representatives of the KidsFirst program who partnered with Sunrise Health Region on this project.

“We truly appreciate the efforts of all people and organizations involved in making this video a reality,” adds Holzmann. “By providing parents with this tool, we hope to get the message about flat-head syndrome to as many people in the region as possible.”

The video It Makes Sense: Baby Head Sense can be obtained by contacting the Sunrise Health Region Public Health Office at 786-0600 and after February 11, 2010 the video can be viewed online at www.sunrisehealthregion.sk.ca.

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For information about this news release or to arrange interviews, please contact Sharon Tropin, Director of Communications 306.786.0144

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