



RISKS OF OVERLOOKING VITAMIN K SHOTS IN NEWBORNS

More parents opting out of shots at birth, doctors can miss subtle signs of danger later

Nationwide Children's Hospital

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SUGGESTED TEASE	<p>THE SHOT ONLY TAKES A FEW SECONDS, BUT OVERLOOKING IT IN NEWBORNS CAN HAVE PERMANENT CONSEQUENCES.</p> <p>THE BENEFITS OF VITAMIN K - AND THE URGENT MESSAGE EXPERTS HAVE FOR PARENTS AND EMERGENCY PROVIDERS ALIKE, NEXT.</p>
ANCHOR LEAD	<p>PARENTS WHO ARE CHOOSING TO OPT OUT OF VACCINES FOR THEIR NEWBORN BABIES ARE UNINTENTIONALLY OPTING OUT OF A CRUCIAL VITAMIN SHOT THAT IS NEEDED TO PREVENT BRAIN BLEEDS.</p> <p>WITH MORE, HERE'S CLARK POWELL.</p>
	(Nats - Newborn in nursery) :02
<p>CG: Courtesy: Nationwide Children's Hospital</p> <p>Shots of newborns in nursery</p> <p>Close of up syringe with vitamin K</p>	<p>IT'S BEEN THE STANDARD OF CARE SINCE THE 1960'S. IN THE FIRST FEW HOURS OF LIFE, BABIES GET AN INJECTION OF VITAMIN K.</p> <p>IT'S CRITICAL FOR ALL OF US, HELPING BLOOD CLOT AND BONES FORM. :11</p>
<p>CG: Nicole Caldwell, MD Nationwide Children's Hospital</p>	<p>"For newborn babies it doesn't cross that placenta very well so they are born relatively deficient in vitamin K." :07</p>
<p>Shot of nurse giving shot</p> <p>Close up of baby</p>	<p>SO, THE ONLY WAY NEWBORNS CAN GET VITAMIN K IS THROUGH AN INJECTION, BUT A GROWING NUMBER OF PARENTS ARE UNKNOWINGLY OPTING OUT OF IT. :07</p>
<p>CG: Karyn Kassis, MD Nationwide Children's Hospital</p>	<p>"Vitamin K seems to be getting lumped in with other types of shots, usually when parents are referring to vaccines. So, with this increase rise of vaccine refusal, we're seeing accidental increase rise of vitamin K refusal as well." :13</p>
CG: File (for this VO segment)	AND THE RESULTS CAN BE DEVASTATING. :02
	(Nats - ambulance siren) :01

<p>CG: File</p> <p>Shots of ambulance pulling up</p> <p>Shot of medics with incubator in ED</p>	<p>DOCTOR KARYN KASSIS (<i>pronounced: KAY-sis</i>) TREATED A 10 WEEK OLD AT NATIONWIDE CHILDREN’S HOSPITAL WITH VERY SUBTLE SYMPTOMS.</p> <p>HE WAS FUSSIER THAN NORMAL AND HAD SMALL FLECKS OF BLOOD IN HIS DIAPER. :09</p>
<p>Dr. Kassis (CG’d earlier)</p>	<p>“We noticed the baby was really pale. We did some blood work and found out that the baby was actually bleeding internally into its brain.” :07</p>
<p>Shot of injection in nursery</p> <p>Shot of Dr. Kassis at computer</p> <p>Shot of baby in nursery</p>	<p>ALL BECAUSE HE DIDN’T GET A VITAMIN K SHOT AT BIRTH. A CASE SIMILAR TO 4 OTHERS IN TENNESSEE.</p> <p>KASSIS IS CALLING ON PARENTS TO MAKE SURE THEIR BABIES GET THE SHOT - AND HEALTHCARE PROVIDERS TO FIND OUT UP FRONT IF THEY DIDN’T. :13</p>
<p>Dr. Kassis (CG’d earlier)</p>	<p>“Babies can present with such vague symptoms that, unless emergency providers were aware that this was happening, they might forget to ask and they might go down the wrong diagnostic workup.” :11</p>
<p>CG: File</p> <p>Shots of team in ED</p> <p>Shot of baby in nursery</p>	<p>LUCKILY, IN THE CASE AT NATIONWIDE CHILDREN’S, A VITAMIN K SHOT QUICKLY CURED THE PATIENT, BUT DOCTORS SAY GETTING THE SHOT IN THE FIRST PLACE COULD HAVE PREVENTED A NEAR TRAGEDY.</p> <p>AT NATIONWIDE CHILDREN’S HOSPITAL, THIS IS CLARK POWELL REPORTING. :11</p>
<p>ANCHOR TAG</p>	<p>DOCTORS STRESS THAT VITAMIN K IS <u>NOT</u> A VACCINE - BUT THEY ADVISE GETTING BOTH THE VITAMIN K SHOT AND FOLLOWING THE RECOMMENDED VACCINE SCHEDULE.</p>
<p> Share it! Suggested tweet:</p>	<p>The urgent message about newborn shots that experts @nationwidekids have for parents and emergency providers alike: bit.ly/1JsHTdl</p>
<p> Suggested post:</p>	<p>A growing number of parents are opting out of a simple shot for their newborns and that could be putting their children at risk. Several babies recently developed bleeding in the brain because they didn’t get a standard vitamin K shot at birth. Now, experts at Nationwide Children’s Hospital want to set the record straight about vitamin K, urging parents to make sure their babies get the shot, and healthcare providers to know up front if a baby didn’t. Details here: bit.ly/1JsHTdl</p>
<p>References -</p>	<p><i>Another Disease Re-emerges Due to Parental Shot Refusal: Case Report of a Fussy Infant with Blood in Stool, The Journal of Emergency Medicine</i>, April 2015. Online: http://www.jem-journal.com/article/S0736-4679(15)00150-X/abstract</p>

	Extra Bites
<p>CG: Karyn Kassis, MD Nationwide Children’s Hospital</p>	<p><i>Dr. Kassis talks about sources and importance of vitamin K -</i> “Infant formula is supplemented with vitamin K, but breast milk has very, very low levels with vitamin K in it, so they don’t have any when they’re born and they don’t ingest any. Vitamin K is essential for infants to be able to clot. And babies who don’t get vitamin K can actually have silent bleeding internally, most commonly into their brains.” :19</p> <p><i>Dr. Kassis talks about the increase in refusal of vitamin K -</i> “Thankfully it’s still quite rare, but it is increasing in frequency.” :05</p> <p><i>Dr. Kassis talks about the importance of vitamin K -</i> “The risk of giving vitamin K is incredibly minimal. And the risk of not giving the vitamin K shot is very serious. These complications of bleeding into the brain can cause seizures, long term neurologic outcomes and also even death.” :17</p>
<p>CG: Nicole Caldwell, MD Nationwide Children’s Hospital</p>	<p><i>Dr. Caldwell talks about what’s in the injection -</i> “When you get the newborn vitamin K shot, it’s one milligram, they get it in the first 24 hours of life. There are no preservatives in it and there’s nothing else that’s contained, it’s just pure vitamin K that their baby’s receiving.” :13</p> <p><i>Dr. Caldwell stresses that vitamin K is not a vaccine -</i> “And that’s important to distinguish the fact that it isn’t an immunization, but vaccines are important to give especially in those first few months of life to really protect infants against those illnesses that can be so devastating.” :13</p> <p><i>Dr. Caldwell talks about oral and injectable doses -</i> “We have had a few more parents opt to do oral vitamin K, but unfortunately studies currently show that doesn’t have the protective effect that the intramuscular injection shot has right now.” :13</p>
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