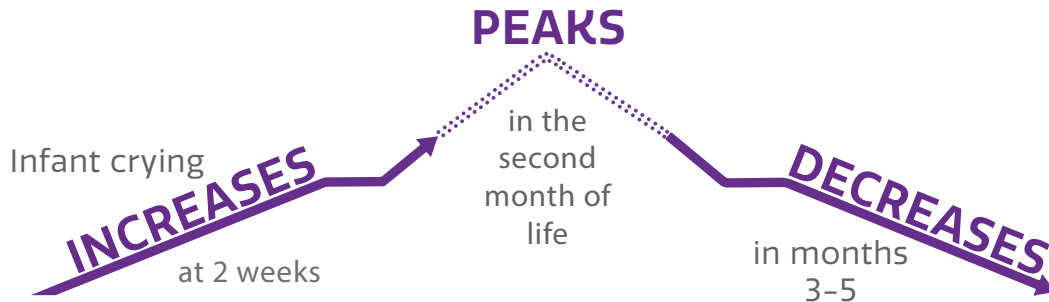


The Period of **PURPLE** Crying®

a program of the  National Center on Shaken Baby Syndrome

Healthy Babies Can **CRY A LOT** In Their **FIRST FIVE MONTHS** Of Life.

The *Period of PURPLE Crying* is a new way to understand a baby's normal crying. This important education program is given to parents after the birth of their baby. Parents can receive it from hospitals, pediatricians or home visiting programs. The program includes a 10-page booklet and two films, the *Period of PURPLE Crying* and *Crying, Soothing and Coping - Doing What Comes Naturally*.



The *Period of PURPLE Crying* education is based on over 50 years of child development research. The program is available in 11 languages and is designed so every parent receives access to the videos and booklet to take home and share with anyone caring for their new baby.

Ask for the program at your local birthing hospital or from your home visitor after the birth of your new baby.

The program describes information that:

All babies cry, some a lot more than others

- Healthy crying babies can look like they are in pain, even when they are not.
- Your baby may not stop crying no matter what you try.
- Crying can come and go and you don't know why.
- It's okay to set your crying baby down in a safe place and take a small break.
- No matter how frustrated you get, **never** shake your baby.

Try These Tips to comfort your crying baby

- Hold your baby close to you with skin-to-skin contact
- Walk and sing with your baby
- Give your baby a warm bath
- Take your baby outside for a walk
- Check to see if your baby is hungry, tired or needs changing

These soothing ideas may not work every time, and that is why the *Period of PURPLE Crying* program is important to review and share with anyone caring for your new baby.



For more information on the *Period of PURPLE Crying* program or the National Center on Shaken Baby Syndrome please visit our website at <http://DontShake.org>