



EXCHANGE

THE NATIONAL EXCHANGE CLUB

3050 Central Ave. • Toledo, Ohio 43606 • 800-924-2643 • nationalexchangeclub.org

Dear Exchange Club Leaders,

Exchange Clubs have an exciting opportunity to reach parents and help prevent Shaken Baby Syndrome. Thanks to a grant from the American Legion Child Welfare Foundation, the National Exchange Club Foundation has purchased new training materials for parents from the National Center on Shaken Baby Syndrome titled “*The Period of PURPLE Crying Program: A Shaken Baby Syndrome and Infant Abuse Prevention Program.*” We hope that every club will take advantage of the free materials and distribute them to hospitals with birthing facilities.

The Period of PURPLE Crying Program is an important new step in the prevention of shaken baby syndrome (SBS) and infant abuse because it educates parents about child development, helping them to understand the frustrating features of normal crying that can lead to shaking or abuse. The *PURPLE Crying Program* provides the opportunity for parents to learn about the characteristics of infant crying during the first few months of the child’s life.

The *PURPLE Crying* program is based on more than 25 years of research on normal infant crying conducted by Ronald G. Barr, MDCM and other academic researchers worldwide. The National Center on Shaken Baby Syndrome has conducted randomized controlled trials of this program for three years involving some 4,800 parents and 34 focus groups. It is designed and recommended by pediatricians, public health nurses, child development experts, and parents.

Please review the enclosed materials and follow the implementation guide to get the valuable and informative *PURPLE Crying Program* out to new parents.

Yours in Exchange,

Ken Warner, President
National Exchange Club Foundation

Rob Davidson, President
National Exchange Club

America's Service Club
