

Implementation Guide
on
The Period of
PURPLE
Crying®

A New Way To Understand Your Baby's Crying



The Period of PU

Exchange Clubs have an exciting opportunity to help lead a new effort to prevent Shaken Baby Syndrome. This is an educational program aimed at new parents and developed by the National Center on Shaken Baby Syndrome called “The *Period of PURPLE Crying*[®] Program.”

Enclosed with this implementation guide are a DVD and booklet to educate new parents about the “*Period of PURPLE Crying*[®].” This is a period of inconsolable crying that normal babies go through in the first few months. The characteristics of this crying are described in the PURPLE acronym below:

Peak of Crying – Crying peaks during the second month, decreasing after that

Unexpected – Crying comes and goes unexpectedly, for no apparent reason

Resists Soothing – Crying continues despite all soothing efforts by caregivers

Pain-like Face – Infants look like they are in pain, even when they are not

Long Lasting – Crying can go on for 30-40 minutes, and much longer

Evening – Crying occurs more in the late afternoon and evening

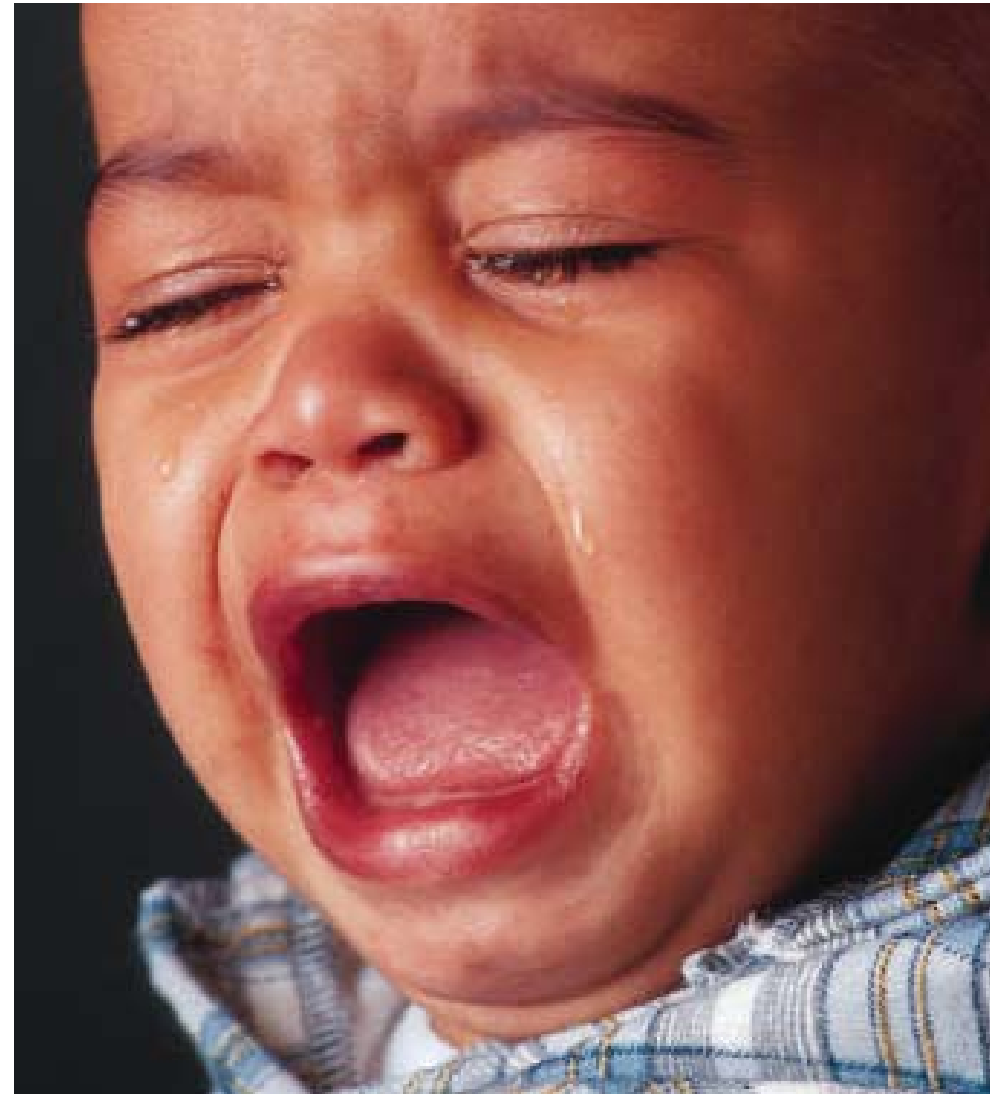
Research has shown that all normal babies cry inconsolably. Some cry much more than others, with infants in approximately the top 20 percent crying as much as five to six hours per day and still considered normal. These infants have weeks to months of inconsolable crying bouts that occur in the first four to five months of life, usually peaking during the second month. As there is little a parent can do to reduce it, this inconsolable crying can be very frustrating.

“Some parents who would never consider hitting their baby can become frustrated with the continual crying and shake him or her,” says Ronald G. Barr, MDCM, who has studied infant crying for 25 years. “If the shaking is mild, there may be no external signs of harm. However, the shaking may stun and quiet the baby temporarily. This makes the parent think the shaking stopped the crying and that no harm was done.”

RPLE Crying[®]

This program is designed for presentation to new parents by hospitals and birthing centers. The National Exchange Club Foundation is providing sample program materials to every club to share with local hospitals. When a hospital decides to implement the *PURPLE Crying* educational program, the Foundation will provide free program materials for a trial period.

Thanks to a grant from the American Legion Child Welfare Foundation, the National Exchange Club Foundation has more than 11,000 *PURPLE Crying* programs that it will distribute to hospitals through Exchange Clubs.



BRING The Period of **PURPLE** Crying® TO YOUR COMMUNITY

STEP ONE:

Contact Your Local Hospital or Birthing Center.

Speak to an administrator who has the authority to discuss the implementation of a Shaken Baby Syndrome prevention program. This may be the hospital's CEO, patient education coordinator, postnatal education manager, nursing administrator, or the administrator responsible for parent education programs. If a club member knows a hospital administrator, he or she would be an excellent leader for this effort.

If your hospital is already using the *PURPLE Crying* program, go to step four.

STEP TWO:

Present the *PURPLE Crying* Program to Administrative Staff.

Present the *PURPLE Crying* program as an opportunity to provide important education materials to parents of newborns.

- A. Point out that unlike most prevention programs, this program is evidence based and has critically important education for all parents about normal infant crying, in addition to information on the dangers of shaking a baby.
- B. Present the *PURPLE Crying* program materials to the maternity services staff and urge them to review all the material, including the handout in this manual.
- C. Inform the staff that each family of a newborn must receive both the DVD and the booklet to take home with them as that was the tested model.
- D. Ask the hospital personnel to contact the National Center on Shaken Baby Syndrome for details about implementation.
- E. Explain that your club can give the hospital or birthing center enough free *PURPLE Crying* program materials to institute the program for three to six months. Point out that the program materials can be purchased for as little as \$2.00 from the National Center on Shaken Baby Syndrome and that the club will help raise funds to purchase the materials.

A hospital interested in implementing the program should contact the National Center on Shaken Baby Syndrome for training materials for the hospital's nursing staff, scripts for presentations and visual aids that will protect the integrity of the program model and follow the standardized protocols when presenting to parents of newborns.

STEP THREE:

Order *PURPLE Crying* Program Materials for your Hospital or Birthing Center.

When the hospital confirms that it has put in place the protocols for the *PURPLE Crying* program, the club should agree with the hospital on the number of program materials to order. Find out how many births the hospital or birthing center averages in a year, and discuss ordering a three- to six-month supply. Order the program materials by completing the form at the back of this booklet.

STEP FOUR:

Support Continuation of The Period of *PURPLE Crying*® Program.

When the hospital or birthing center needs more *PURPLE Crying* program materials, they will need to purchase them from the National Center on Shaken Baby Syndrome.

Your club can support the continuation of the program by contributing funds for the purchase of additional program materials. This could involve a fundraising effort during April, which is Child Abuse Prevention Month, or September, which is Shaken Baby Syndrome Month. Make sure that the club receives publicity and credit for supporting the program.

The club could also provide support by volunteering time or assisting with public education about the *PURPLE Crying* program.



**Supplies are
limited, so order
yours today!**

The Period of **PURPLE** Crying® Program Materials Order Form

Exchange Club of _____

Chairperson for PURPLE Crying Project

Name _____

Address _____

Phone _____

E-mail _____

Hospital or Birthing Center Your Club is Helping

Institution's Name _____

Address _____

Contact Person's Name _____

Title _____

Phone _____

How many births did the institution have in 2006? _____

How many PURPLE Crying program materials are you requesting?

(Please understand that we have a limited number of program materials and may have to reduce your order.)

Please indicate where the program materials should be shipped:

___ To the Exchange Chairperson

___ To the Hospital/Birthing Center Contact

Send this order form to:

Debbie Baldwin

The National Exchange Club Foundation

3050 W. Central Avenue

Toledo, OH 43606

Fax: 419-535-1989

If you have questions, call 419-535-3232, extension 104 or e-mail
dbaldwin@nationalexchangeclub.org.



Brought to you by these great organizations:

National Center on
**Shaken Baby
Syndrome**

www.dontshake.org

2955 Harrison Blvd. Ste.102

Ogden, UT 84403

Toll free 888-273-0071

www.dontshake.org



**NATIONAL EXCHANGE CLUB
FOUNDATION**
Strengthening Families. Building Communities. Serving America.

3050 W. Central Avenue

Toledo, OH 43606

800-924-2643

www.nationalexchangeclub.org



The American Legion
Child Welfare Foundation
www.legion.org/cwf