

Marilyn Barr  
Founder and  
Executive Director

## Governing Board

Michele Poole  
Chairwoman  
Lake Worth, FL, USA

The Honorable  
Roger Dutton  
Past Chair, Vice Chairman  
Huntsville, UT, USA

Joseph Hansen  
Treasurer/Secretary  
Farmington, UT, USA

Shane Baldwin  
Ogden, UT, USA

Maxine Baur  
South Ogden, UT, USA

Jon Fishpaw  
Cincinnati, OH, USA

Jill Moore  
Ogden, UT, USA

Lt. Randy Watt  
Morgan, UT, USA

## International Advisory Board

Alex V. Levin  
M.D., MHSc, FRCS  
Chairperson  
Toronto, ON, Canada

David Chadwick, MD,  
Vice-Chairperson  
La Mesa, CA, USA

Randell Alexander, MD, PhD  
Jacksonville, FL, USA

Ronald G. Barr, MA, MDCM,  
FRCPC  
Vancouver, BC, Canada

Mary Case, MD  
St. Louis, MO, USA

Brian Holmgren, JD  
Nashville, TN, USA

Carole Jenny, MD, MBA  
Providence, RI, USA

Robert Reece, MD  
Boston, MA, USA

Philip Wheeler, DCI  
London, England

Dear National Exchange Club Member:

The National Center on Shaken Baby Syndrome (NCSBS) is pleased to partner with the National Exchange Club Foundation for this opportunity to bring evidence-based prevention education to those communities we serve. We, like you, want all babies to have the opportunity to live happy, healthy lives. Through the implementation of the enclosed *Period of PURPLE Crying* program, we hope we are giving thousands of infants that chance.

Shaken baby syndrome (SBS), sometimes referred to as abusive head trauma (AHT), is a violent form of abuse that occurs when an infant or young child is shaken or shaken and impacted against a hard or soft surface. The shaking may last only a few seconds but can cause severe brain damage, blindness, learning and motor disorders, even death. Education has proven to be a key component in stopping this violent form of child abuse.

At the NCSBS, we believe that all parents want to be good parents. We believe dads and moms have the desire to be caring, compassionate and loving with their infants and supportive of each other. Parents generally do not intend to harm or injure their child. By providing them with the proper training and preparing them with knowledge, reasonable expectations and options for coping, we believe that all parents can be good parents. It is this belief that led to our development of the *Period of PURPLE Crying* program, aimed at helping parents understand the normality of infant crying during the baby's first few months of life.

The NCSBS, in cooperation with the National Exchange Club Foundation, is pleased to present this program to you for implementation into the SBS prevention efforts of your local hospital(s) and birthing center(s).

Thank you again for your interest in helping protect children and best wishes for implementing this important program. Please feel free to contact the staff of the NCSBS with questions regarding this unique and informative program or you may go to our web site [www.dontshake.org](http://www.dontshake.org).

*Believe that all babies can be safe from harm...we do.*

Sincerely,



Marilyn Barr  
Founder and Executive Director