

# The Period of **PURPLE** Crying®

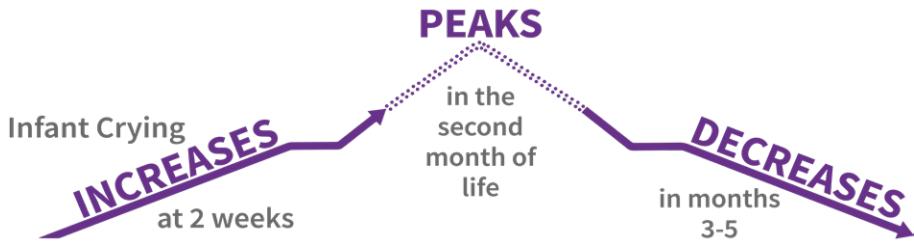
a program of the  National Center on Shaken Baby Syndrome

## This program has two aims:

- 1) To support parents and caregivers in their understanding of early increased infant crying.
- 2) To reduce the incidence of shaken baby syndrome/abusive head trauma.

## DID YOU KNOW?

It is normal for infants to go through a period of increased crying early in their life. This is called the normal infant crying curve.



## The Letters in **PURPLE** Stand for



Your baby may cry more each week, the most in month 2, then less in months 3-5

Crying can come and go and you don't know why

Your baby may not stop crying no matter what you try

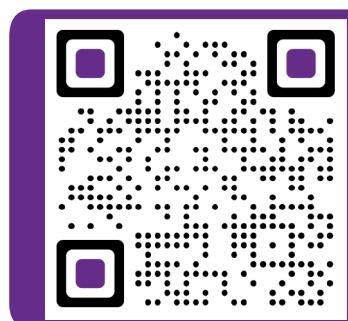
A crying baby may look like they are in pain, even when they are not

Crying can last as much as 5 hours a day, or more

Your baby may cry more in the late afternoon and evening

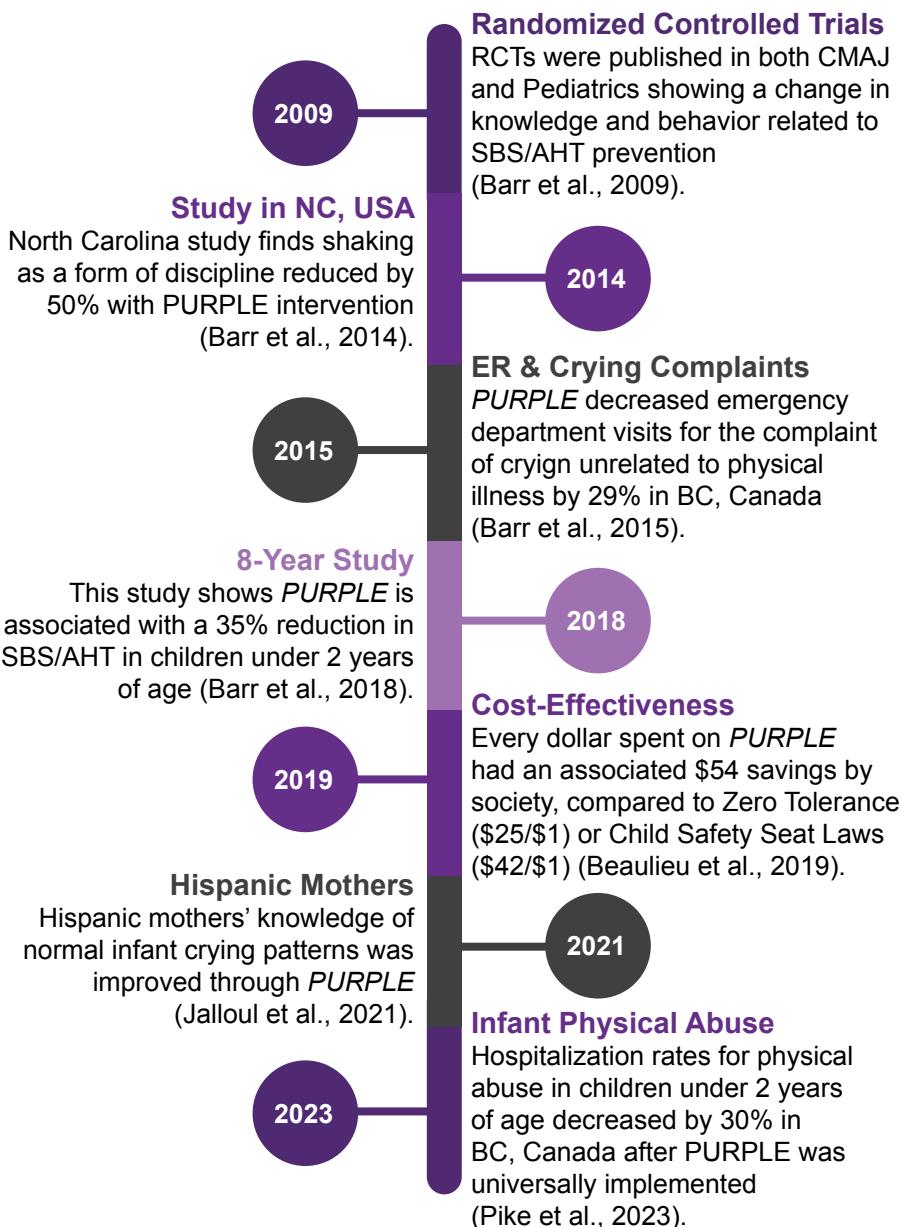
The word **Period** means that the crying has a beginning and an end.

The **PURPLE** program provides parents with an educational app that they can use and share with others. Scan this QR Code to learn more about the **PURPLE** app.



This flyer is not intended for distribution to families. Learn more about how you can deliver the **PURPLE** program by contacting [PURPLE@dontshake.org](mailto:PURPLE@dontshake.org)

# Timeline

 of the recent, relevant, and peer-reviewed published research backing the *Period of PURPLE Crying* program model.

To view the full research library visit [dontshake.org/purple-crying](http://dontshake.org/purple-crying)