

The Period of **PURPLE** Crying®

a program of the  National Center on Shaken Baby Syndrome

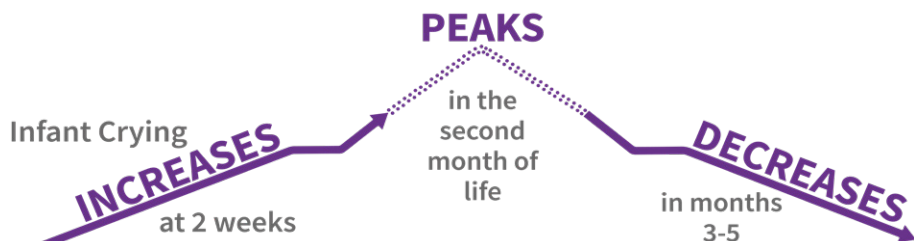
This program has two aims:

- 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.

The *Period of PURPLE Crying* program is the world's leading shaken baby syndrome/abusive head trauma (SBS/AHT) prevention program. Nearly 500,000 families are provided with this critical education each year.

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.

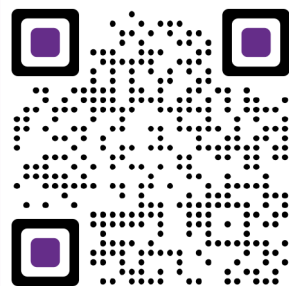


The Letters in **PURPLE** Stand for



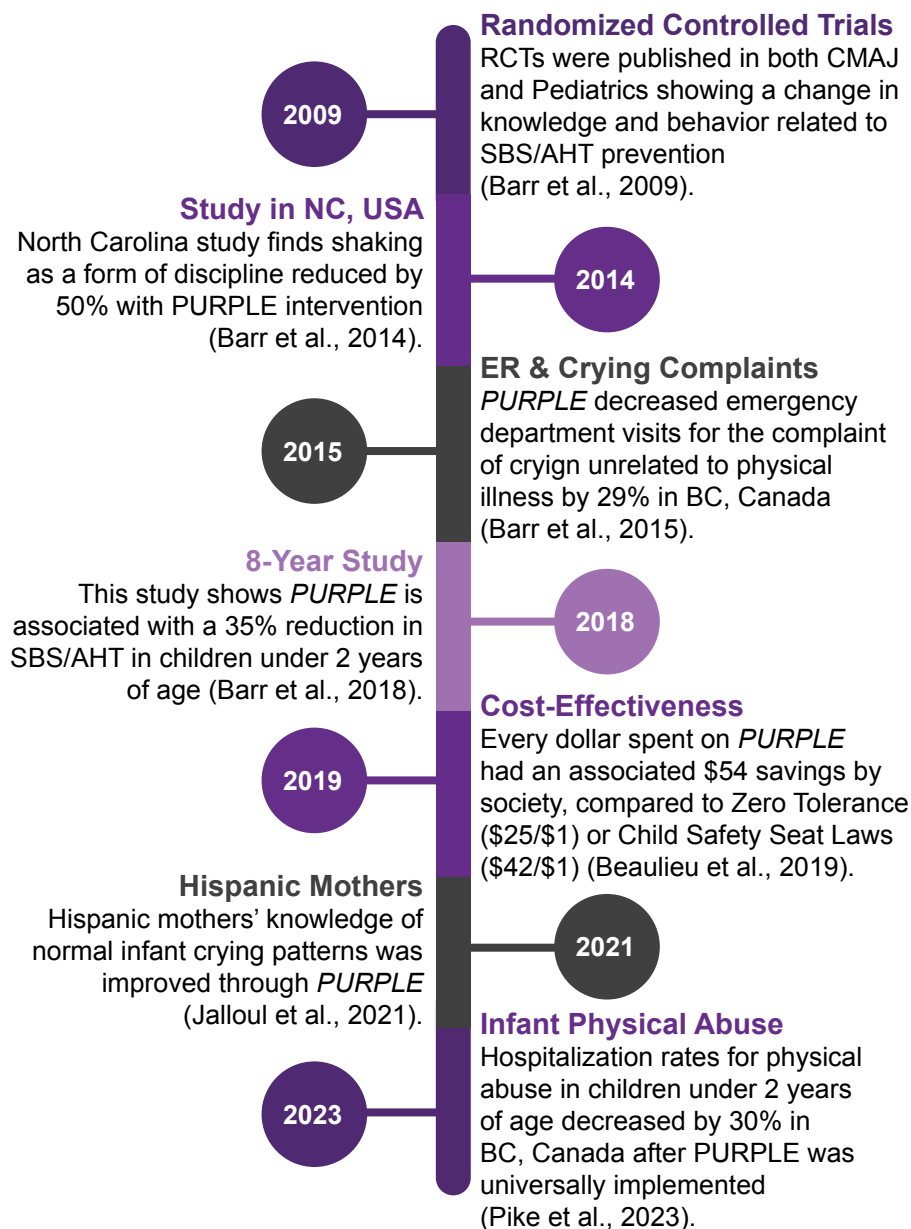
The word **Period** means that the crying has a beginning and an end.

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

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