

# The Period of **PURPLE** Crying®

## *A New Way To Understand Your Baby's Crying*

The *Period of PURPLE Crying®* is a new program that is given to all parents after the birth of their baby. Parents can receive it in the hospital in some communities or from a home visitor. It includes a 10 minute DVD and an 11 page booklet that parents can take home with them at no charge.

The *Period of Purple Crying®* was developed to explain infant crying based on years of child development research. The program is available in 9 languages and is designed so every parent receives a DVD and booklet. Look for the program at your local birthing hospital or from your home visitor after the birth of your new baby. You can go to [www.dontshake.org](http://www.dontshake.org) for information on the program. The program describes, in detail, information on the following:

### *All babies cry, some a lot more than others.*

- Healthy crying babies can look like they are in pain, even when they are not.
- Your baby may not stop crying no matter what you try.
- Crying can come and go and you don't know why.
- No matter how frustrated you get, never shake your baby.

### *Try these tips to comfort your crying baby.*

- Hold your baby close to you with skin-to-skin contact.
- Walk and sing with your baby.
- Give your baby a warm bath.
- Take your baby outside for a walk.
- Check to see if he is hungry, tired, or needs changing.

*These soothing ideas may not work every time, and that is why the Period of Purple Crying® program is important to review. It will help parents understand their baby's crying.*

For more information on the *Period of Purple Crying®* program and the National Center on Shaken Baby Syndrome please visit our website at [www.dontshake.org](http://www.dontshake.org)



National Center on  
**Shaken Baby Syndrome**  
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