

The Period of **PURPLE** Crying®

A New Way To Understand Your Baby's Crying

The *Period of PURPLE Crying* program is given to parents by the first two weeks of their baby's life. The program includes a 10-minute film on the DVD and a 10-page booklet that parents can take home with them at no charge. Parents who want more advice about ways to soothe their baby can also watch a 17-minute film called *Crying, Soothing and Coping: Doing What Comes Naturally* that has been added to the DVD.

The *Period of PURPLE Crying* was developed to explain infant crying based on years of child development research. The program is available in multiple languages and is designed so every parent receives a DVD and booklet. You can also go to **PURPLEcrying.info** for more information on infant crying. 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 your baby is hungry, tired, or needs changing.
- Watch soothing film that has been added to the *PURPLE* program DVD.

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.

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