

# The Period of **PURPLE** Crying®

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

The *Period of PURPLE Crying* is a 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-page booklet, reminder card, 10-minute PURPLE Crying video and a 17-minute *Crying, Soothing, Coping: Doing What Comes Naturally* video 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 12 languages and is designed so every parent receives the program materials. Look for the program at your local birthing hospital or from your home visitor after the birth of your new baby. You can also go to [PURPLEcrying.info](http://PURPLEcrying.info) 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 your baby 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 [PURPLEcrying.info](http://PURPLEcrying.info).



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