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.