

# The Period of **PURPLE** Crying®

a program of the  National Center on Shaken Baby Syndrome

## Program Overview

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The *Period of PURPLE Crying* program is an evidence-based shaken baby syndrome/abusive head trauma (SBS/AHT) prevention program developed by the National Center on Shaken Baby Syndrome. The program has two aims:

1. To support caregivers in their understanding of early increased infant crying
2. To reduce the incidence of SBS/AHT.

The *Period of PURPLE Crying* program takes a normal child development approach by helping parents and caregivers understand the frustrating features of crying in normal infants that can lead to shaking or abuse. The program provides the opportunity for parents to learn about the crying characteristics from over 60 years of research on normal infant crying conducted by Ronald G. Barr, MDCM, FRCPC, and other scientists worldwide.

### The Letters in **PURPLE** Stand for



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

## Three Dose Model

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To ensure that all parents and temporary caregivers receive and understand the *Period of PURPLE Crying* program messages, the program envisions a “three Dose” exposure. The program includes resources for each of the three Doses whether your organization will do one Dose, two, or all three. In many cases, prevention partnerships across organizations and jurisdictions allow for all three Doses to be implemented.

### Dose One: Delivery of the **PURPLE** Program Materials to Parents

The first “Dose” of the program is the delivery of the intervention materials to parents of all newly born infants via a demonstration of the materials by a trained educator or provider. This would replicate current “best practice” on the basis of available studies. The timing of each Dose delivery depends on several factors; however, the first Dose of the program needs to take place within the first two weeks of the baby’s life before the baby’s crying increases.

## Dose Two: Reinforcement of the Messages

Dose Two reinforces important messages of the program to parents, such as, “babies can still be healthy and normal even if they cry five hours per day” and “the crying will come to an end.” Reinforcement of the messages often takes place at public and state department of health programs, home visiting, and/or pediatric well-baby visits. Dose Two is a little more flexible in terms of timing than Dose One, generally occurring throughout the first three months following the baby’s birth.

## Dose Three: Public Education Campaign Toolkit

Dose Three is a public education campaign. It is important to make sure that all other members of society hear about and understand the *Period of PURPLE Crying*. The timing for Dose Three is not set to the timing of a baby’s birth. It is dependent upon a jurisdiction or an organization’s capacity to educate the community where Dose One, and ideally Dose Two, is occurring.

## Free Online Training

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Complimentary online training is available for organizations that are delivering and reinforcing the *Period of PURPLE Crying* program messages to parents. This course called “*Period of PURPLE Crying Training for Implementation*” will educate and prepare providers to deliver the evidence-based education and materials to parents. The course contains three mandatory lessons and a quiz assessment that will take approximately one hour to complete. At the completion of this course, providers should feel confident in delivering the *Period of PURPLE Crying* program to families and answering their questions. The lessons included in this course are:

1. *Period of PURPLE Crying* video
2. *Period of PURPLE Crying* booklet
3. *Crying, Soothing, Coping: Doing What Comes Naturally* video
4. Lines of Evidence and Rationale for the *Period of PURPLE Crying*
5. *Period of PURPLE Crying* App Instructional Video

Lessons one, two, and four are training requirements. Lessons three and five are highly recommended.

This training was approved by The National Association of Social Workers for one continuing education contact hour. It was also approved as a continuing nursing education activity by the Ohio Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

Go to [training.dontshake.org](https://training.dontshake.org) to register.

## Program Materials

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The *PURPLE* program materials include either:

### 1. App + Booklet

- Full-color 10-page booklet (Updated in 2022)
- Parent Reminder Card
- 16-minute *PURPLE Crying* video (Updated in 2022)
- 17-minute *Crying, Soothing, Coping: Doing What Comes Naturally* video
- Robust Safe Sleep section including videos and articles
- 10-page e-booklet
- Sharable topic-specific articles and video clips
- News section including product recalls
- Baby tracker featuring the ability to track feeding, changing, crying, sleeping, growth, and vaccinations



### Languages Available:

- English
- Spanish
- French (Only booklet in French, app in English)

The full-color 10-page booklet with mobile app access includes a unique activation code for parents to use and share on up to five devices. Each family should receive their own booklet with unique activation code. They can share the app with up to five people caring for their baby.

### The materials are:

- Designed and approved by pediatricians, maternity and public health nurses, child development experts, and parents
- Educational and attractive to parents of newborns
- Relevant for all parents while emphasizing the dangers of shaking a baby
- Clear, memorable, and meaningful with a positive message
- Presented at a grade 3 language level
- Representative of diverse ethnicities, socio-economic status, and sexual orientation

## Getting Started

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There are three steps to get started: 1) register for the complimentary *PURPLE* program online training, 2) read the Implementation Protocol, and 3) read, sign, and return the Fidelity Agreement.

### 1) Register for the Online Training

The providers educating and delivering the program to parents need to view the mandatory training lessons to become familiar with the program's lines of evidence, research, and development, and give them the authority and expertise necessary to educate parents.

### 2) Implementation Protocol

Please read the [Implementation Protocol](#) that discusses the ideal processes for distributing the program materials to parents and protecting the fidelity of the program model.

### 3) Fidelity Agreement

The Fidelity Agreement outlines the training and support that comes with the purchase of the *PURPLE* program. It also asks that the Dose One delivery organization agrees to provide each family with their own *PURPLE* program materials to take home and share with anyone else who will be caring for their infant. Please read and sign the [Fidelity Agreement](#).

## Incorporating a "Policy"

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We strongly encourage our implementing partners to incorporate a policy within their departments to help institutionalize the program should you leave or change positions. The "Example Policy" hosted within the online training module has proven to be helpful in managing drift in delivery, online training access, new-hire orientation, inventory levels, where to find resources, and NCSBS contact information.

## Pricing and Ordering Information

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The NCSBS is the sole source provider of the *Period of PURPLE Crying* program materials. After a representative from your organization has registered for the online training and has signed/returned the

Fidelity Agreement, the program materials can be purchased in quantities of 50 (English and Spanish only) for a minimum of 100 total.

**The cost of the *PURPLE* program materials will be offered at the following flat rates:**

**App + Booklet**            \$2.50 per package English, Spanish and French

**Ordering Methods:**

**Phone:**            (801) 447-9360 extension 1  
**Fax:**                (801) 447-9364  
**Email:**            [purple@dontshake.org](mailto:purple@dontshake.org)  
**Online:**            <https://store.dontshake.org/Default.asp>

**Important Ordering Details:**

- If this is your first-time ordering, please call the *PURPLE* staff to order. Re-orders are accepted via any of the above order methods. To order online, first register your organization; <http://store.dontshake.org/register.asp>. Within 24 hours you will be validated as a *PURPLE* customer and will have access to the *PURPLE* online store.
- The NCSBS payment policy states that every order requires a credit card payment, check payment in advance or purchase order (PO) (If you are paying via purchase order or check payment in advance, please contact the NCSBS for a quote, as we charge exact shipping and these costs will vary)
- Click here to view the [Accounts Receivable Policy](#).
- The minimum order requirement is 100 program materials.

**Shipping:**

All in-stock, non-personalized orders are processed within 48 business hours. A shipping confirmation with tracking number is provided once an order is processed. PLEASE NOTE: Orders containing the *Period of PURPLE Crying* program mobile app package may take up to 7 business days to process.