



Program Overview

The *Period of PURPLE Crying* program is the name given to the National Center on Shaken Baby Syndrome's evidence-based SBS prevention program, which includes a full color 10-page booklet, parent reminder card, 10-minute *PURPLE Crying* video and a 17-minute *Crying, Soothing, Coping: Doing What Comes Naturally* video intended to be given to parents of new infants. The program has two aims. The first aim is to support caregivers in their understanding of early increased infant crying. The second aim is to reduce the incidence of shaken baby syndrome/abusive head trauma.

THE LETTERS IN **PURPLE** STAND FOR

P	U	R	P	L	E
PEAK OF CRYING	UNEXPECTED	RESISTS SOOTHING	PAIN-LIKE FACE	LONG LASTING	EVENING
Your baby may cry more each week, the most in month 2, then less in months 3-5	Crying can come and go and you don't know why.	Your baby may not stop crying no matter what you try.	A crying baby may look like they are in pain, even when they are not.	Crying can last as much as 5 hours a day, or more.	Your baby may cry more in the late afternoon and evening.

THE WORD **PERIOD** MEANS THAT THE CRYING HAS A BEGINNING AND AN END

A Child Development Educational Approach to Prevention

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 50 years of research on normal infant crying conducted by Ronald G. Barr, MDCM, FRCPC, and other scientists worldwide.

Three Dose Model

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. Some organizations, like a hospital for example, may implement Dose One: Delivery, but may not implement Dose Two: Reinforcement or Dose Three: Public Education. This is okay. The program includes resources and tools for each of the three Doses whether or not your organization will do one dose, two or all three. In many cases, the 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 a number of 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. For example, a maternity delivery setting is ideal because it is universal, meaning most babies are delivered at hospitals. Home visiting programs, pediatric well baby visits and public health, to name a few, have also been a good fit for Dose One.

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 “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. The services available in the community will determine where parents receive the second dose. 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

The third Dose is a public education campaign. Dose Three is important to make sure that all other members of society hear about and understand the *Period of PURPLE Crying*. The online training modules have a Dose Three Public Education Campaign Toolkit with resources and downloadable assets for small or large campaigns, single events (like a radio or TV advertisement) and case studies describing events and successful campaigns. 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

The *Period of PURPLE Crying* program comes with complimentary online training for organizations that are delivering and reinforcing the *PURPLE* program messages to parents. This course called “*Period of PURPLE Crying Training for Implementation*” will educate and prepare providers to deliver the evidence-based *Period of PURPLE Crying* education and materials to parents. The course contains 3 mandatory lessons and a quiz assessment that will take approximately 1 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. How to Access the *PURPLE* App

Lessons one (1), two (2) and four (4) are training requirements. Lesson three (3) and Lesson five (5) are highly recommended.

Additional resources are available for download including but not limited to: Program Overview, 3- Minute Talking Points, 10- Minute Talking Points, Reinforcement Talking Points, FAQs for Professionals, FAQs for parents, NICU letter, Implementation Checklist, Fidelity Agreement, and copyright permission forms.

Go to training.dontshake.org to register.

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*The *Period of PURPLE Crying* Training for Implementation online training modules were approved by The National Association of Social Workers for 1 continuing education contact hour. It was also approved for continuing nursing education activity by the Ohio Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Program Materials

The **PURPLE** program materials include either:

1. Booklet + DVD

- Full color 10-page booklet
- Parent Reminder Card
- DVD including:
 - 10-minute *PURPLE Crying* video
 - 17-minute *Crying, Soothing, Coping: Doing What Comes Naturally* video



2. Booklet + Web and Mobile Application Access code

- Full color 10-page booklet
- Parent Reminder Card
- Web and mobile application including:
 - 10-minute *PURPLE Crying* video
 - 17-minute *Crying, Soothing, Coping: Doing What Comes Naturally* video
 - 10-page e-booklet



The materials are:

- Designed and approved by pediatricians, 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 multicultural and ethnic backgrounds
- Acceptable to public health nurses; no bottles or blankets

Languages Available

The **PURPLE** program's booklet and DVD is available in 11 languages:

- | | | | | |
|-----------|-------------|--------------|----------|--------------|
| • English | • Cantonese | • French | • Somali | • Japanese |
| • Spanish | • Punjabi | • Vietnamese | • Korean | • Portuguese |
| • Arabic | | | | |

The second video on the DVD: *Crying, Soothing, and Coping: Doing What Comes Naturally*, is available in English, Spanish, and French. As such the NCSBS offers two versions when ordering English; 1) an American version: including both videos in English and Spanish, and 2) a Canadian version: including both videos in English and French. If there are questions about any of the other eight languages, please contact the NCSBS.

The **PURPLE** program's booklet and web/mobile application is available in 3 languages:

- | | | |
|-----------|-----------|----------|
| • English | • Spanish | • French |
|-----------|-----------|----------|

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The full color 10-page booklet with the web and mobile application access code can be ordered in English, Spanish, or French. The booklets will include a unique access code for parents to use and share on up to five devices, and each family should receive their own booklet with unique access code. App users will be able to choose between English, Spanish, or French as their preferred language when they open the app.

Getting Started

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 in order to become familiar with the program's lines of evidence, research and development, and give them the authority and expertise necessary to educate parents. On the [Training Registration Page](#), please click "**Register Now**" under the *Period of PURPLE Crying* program Training for Implementation. If you are the first person from your organization to register for training please click, **Create New Organization**. If your organization has already registered and you are a new provider that needs to take the training please follow the **Provider Registration** instructions.

Create New Organization

- Fill out the form and click *Next* when completed.
- An activation confirmation email will be received immediately.
- The account creator will be the Admin.

Provider Registration

- Type in your organizations name in the drop down menu and select your organization.
- Fill in your user account information.
- An activation confirmation email will be received immediately

Note: The admin may invite new users:

Click **Admin** tab – **Users** tab – **Invite New Users** button

Go to: <http://training.dontshake.org/courses>

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 [Fidelity Agreement](#).

- Fax to: (801) 447-9364
- Email to: PURPLE@dontshake.org

Incorporating a "Policy"

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, and new-hire orientation, inventory levels, where to find resources and NCSBS contact information.

Pricing and Ordering Information

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 any quantity over 100.

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

PURPLE Booklet + DVD:	PURPLE Booklet + DVD:	PURPLE Booklet + App:
\$2.30 per package for English, Spanish and French	\$3.50 per package for All Other Languages	\$2.00 per package English, Spanish and French

Ordering Methods:

PHONE	FAX Purchase Order / Order Form	EMAIL Purchase Order / Order Form	ONLINE
(801) 447-9360	(801) 447-9364	PURPLE@dontshake.org	http://store.dontshake.org/categories/110.htm

Important Ordering Details:

- If this is your first-time order, please call the *PURPLE* staff to order. Re-orders are accepted via any of the above order methods (phone, fax, email, or online). 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 5 business days to process.