



STATE OF MICHIGAN
DEPARTMENT OF HEALTH AND HUMAN SERVICES
LANSING

GRETCHEN WHITMER
GOVERNOR

FARAH A. HANLEY
ACTING DIRECTOR

Dear Prospective Period of PURPLE Crying Partner,

The National Center on Shaken Baby Syndrome, The Children's Trust Fund of Michigan and the Michigan Department of Health and Human Services (MDHHS) Injury and Violence Prevention Section are excited that you are considering implementation of the Period of PURPLE Crying Program. This letter serves to explain our role and invite you to reach out to us for more information about implementation in Michigan.

For over 2 years now, The Children's Trust Fund and MDHHS have been collaborating to raise awareness about the prevention of abusive head trauma through education and training, and encourage birthing hospitals, home visitors and primary care providers to offer PURPLE materials to parents and caregivers of infants. The Children's Trust Fund distributed over 600 Period of Purple Crying DVDs and Apps last year and their councils held nearly 3,000 learning sessions with adults. In addition, the Michigan Department of Health and Human Services have distributed over 6000 DVDs and Apps throughout Michigan, as well as provided evaluation resources and assistance. We are available to offer materials and technical assistance as needed, feel free to reach out to us.

For more information about implementing or evaluating Period of Purple Crying, please contact Deltavier Robertson at RobertsonD2@michigan.gov or by calling 517.241.8295

Sincerely,

A handwritten signature in cursive script that reads "Deltavier Robertson".