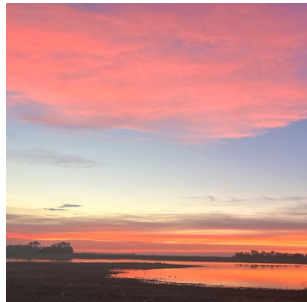


An Introduction to:

The Period of **PURPLE** Crying[®]

a program of the  National Center on
Shaken Baby Syndrome

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The Period of
PURPLE
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The Period of **PURPLE** Crying®

Magnitude of the Problem

- **AHT is the leading cause of death from physical child abuse.**
- AHT has an estimated incidence of 32-38 cases per 100,000 children per year in the first year of life, with fatality occurring in 25% of cases.
- Usually occurs in children less than one year old, peaking at 2-3 months of age.



The Period of **PURPLE** Crying®

Seconds of Frustration: Lifelong Cost

#1 trigger for AHT is inconsolable crying. This occurs as a reaction of frustration by the caregiver.

Consequences of Shaking

- Death
- Blindness
- Learning disabilities
- Physical disabilities
- Hearing loss
- Speech disabilities
- Cerebral Palsy
- Chronic seizures
- Behavior disorders



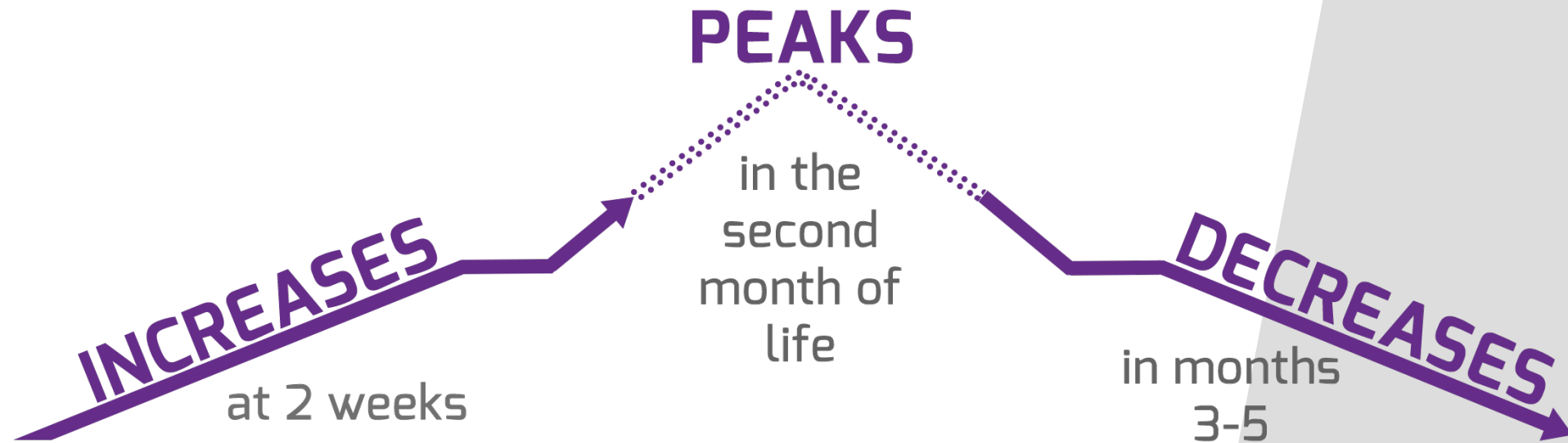
BRAXSON
Pre-Injury

GABBI

Shaken: 2 1/2 Months

Shaken: 6 Months

The Crying Curve



One of the **BIGGEST STRESSORS** for **PARENTS** is the normal period of increased crying all babies experience in the first few months of life.



What is PURPLE?



- ▶ Evidence-based program
- ▶ Goal 1: Support parents and caregiver's understanding of early increased crying
- ▶ Goal 2: Reduce the incidences of SBS/AHT
- ▶ Materials are educational, relevant, clear and memorable

The Letters in **PURPLE** Stand for



Your baby may cry more each week, the most in month 2, then less in months 3-5

U
UNEXPECTED

Crying can come and go and you don't know why



Your baby may not stop crying no matter what you try

P
PAIN-LIKE
Face

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



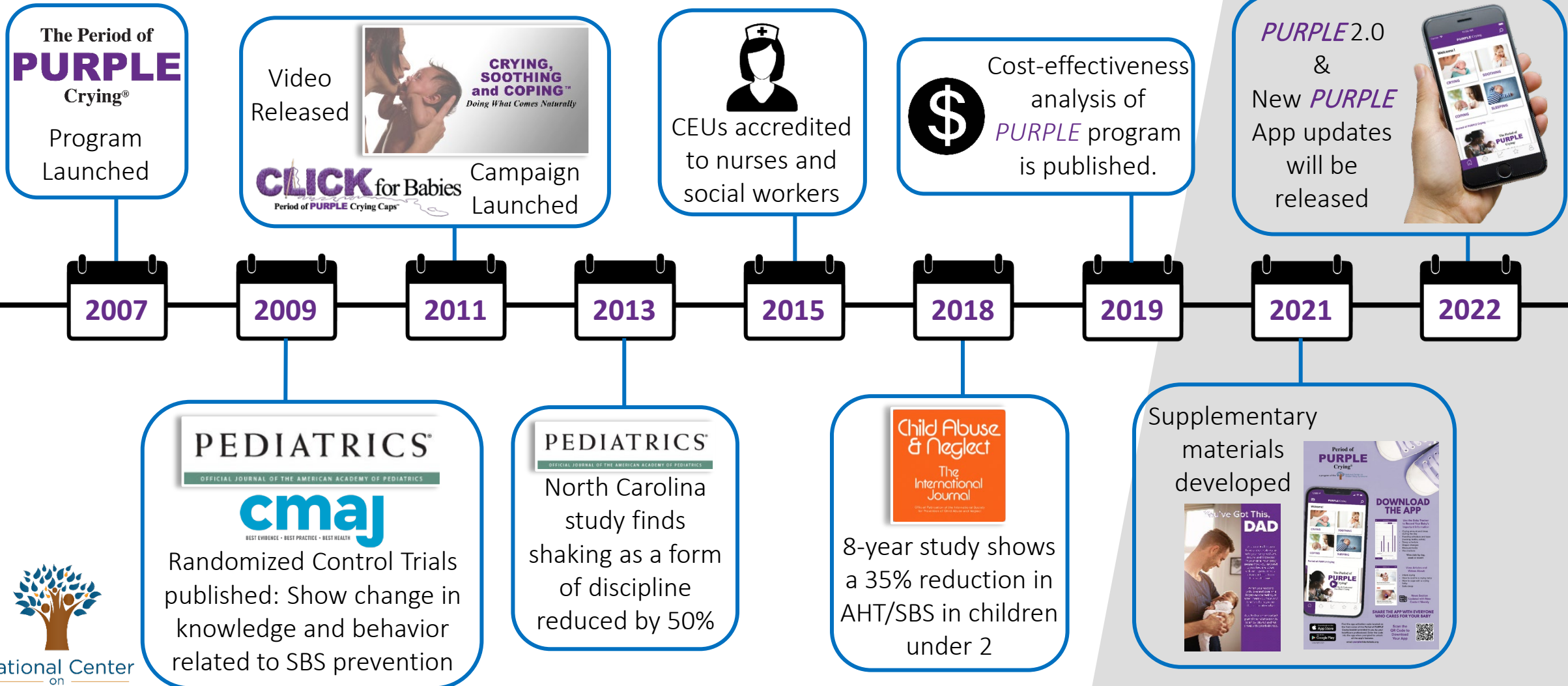
Your baby may cry more in the late afternoon and evening

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



The Period of **PURPLE** Crying®

Our History



(Barr et al., Pediatrics 2009; Barr et al., CMAJ 2009; Runyan DK et al., 2010; Barr et al., 2018; Beaulieu et al., 2019)

The Period of **PURPLE** Crying®

Three Dose Exposure Approach



Teach

1

Targets parents and caregivers of newborns 0-2 weeks old.



Trained providers deliver education and materials to parents.



Hospital discharge setting, Perinatal/Postnatal Classes, Home Visiting



2

Reinforce

Targets parents and caregivers of newborns 2 weeks to 3 months old.



Trained providers reinforce key program messages and deliver materials if necessary.



Home Visiting, Pediatric Well Baby Visits, Public & State Department of Health Programs



Advocate

3

Targets the general population. Not set to timing of baby's birth.



Dependent upon organization's capacity to educate the community.



"Normal" Ad Campaign, *PURPLE* Toolkit, *CLICK for Babies*, etc.

Supplementary Materials

New Dad's Handout

- Accompanies the *Period of PURPLE Crying* App+Booklet package, to support fathers as they care for their new baby.
- Discusses how dads can form loving attachments with their baby even when the crying can be frustrating and directs fathers to sections within the app that provide additional resources about soothing and coping.



New App Package Posters

- Highlights all the exciting resources and features of the app.
- Each partner will receive 3 complimentary posters with their next order and will have the ability to purchase more.
- Walks families through the app download process.



Please note: this resource is only available to organizations that are currently delivering the *Period of PURPLE Crying* program with fidelity.

Why the *Period of PURPLE Crying*?

Most
**WIDELY
RESEARCHED**
SBS/AHT program
**in the
WORLD**

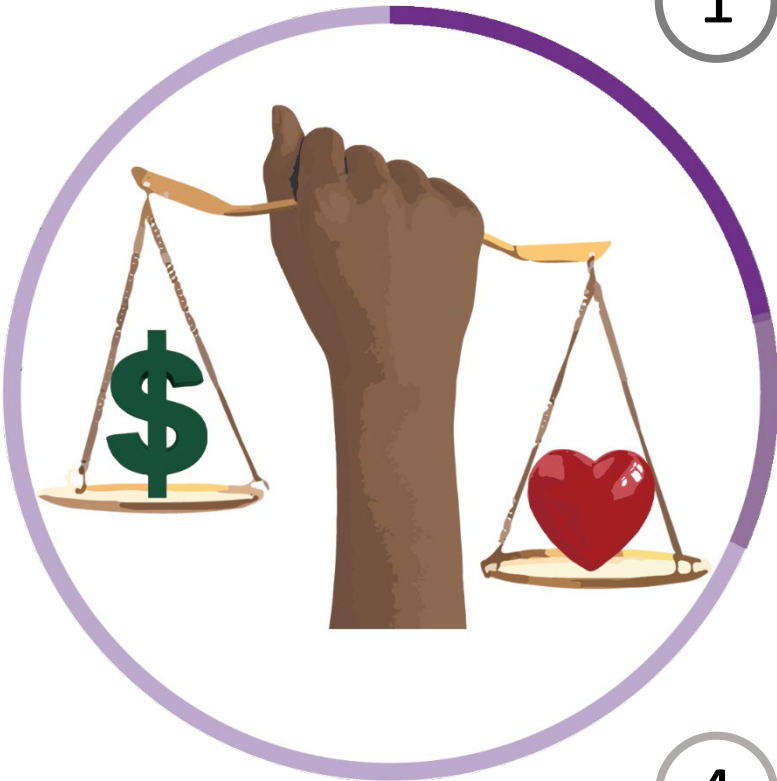
Delivered to
more than
**3 MILLION
FAMILIES**
by more than
2,000 HOSPITAL
and public health
systems
worldwide

The program
saved hospitals
18%
in costs by
reducing crying-
related ER visits by
29%



The Period of **PURPLE** Crying[®]

Costs of AHT & *PURPLE* program



1

Medical Costs

A 2020 study revealed that the cost of medical care alone for a severely injured victim (2.5 mo. to age 17) was **\$261,499**. During that time, a total of \$106,607 was paid out-of-pocket by the family (Steinbeigle et al., 2020).

2

Projected Lifetime Costs

The total cost of AHT per mildly affected case is **over one million dollars**. From a societal perspective, the discounted average lifetime cost of a surviving AHT victim cost \$2.6 million and AHT death \$5.7 million (Miller et al., 2017).

3

Net Out-of-Pocket Saving

If existing prevention programs reduced AHT by **2%** they would yield a net out-of-pocket saving. *PURPLE* prevents **35%** of AHT events (Barr et al., 2018).

4

Cost-Effectiveness

Every \$1 spent on the *PURPLE* program had an associated **\$54** savings by society. This can be compared to Zero Tolerance (\$25/per \$1) & Child Safety Seat Laws (\$42/per \$1) (Beaulieu et al., 2019).



Thank You!!
Questions?

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Email

Training - Don't Shake



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