

WHAT IS THE *PERIOD OF PURPLE CRYING*?

The Period of PURPLE Crying is an evidence-based program describing a normal period of crying in the first few weeks and months of life that ALL babies go through. The *Period of PURPLE Crying* begins at about 2 weeks of age, peaks in the second month, and becomes less in the third to fifth month. There are other common characteristics of this period, which are better described by the acronym *PURPLE*.

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.

It is during this period of development, some babies can cry a lot and some far less, but what is important to understand is that ALL babies go through this period. *Period of PURPLE Crying* aims to help parents and caregivers understand the normal increased crying of healthy infants and prevent abuse; namely shaken baby syndrome. *PURPLE* educates new parents on what to expect, ways to soothe their baby and ways to cope with the normal feelings of frustration and anger found during this period of development.

For more information on the *Period of PURPLE Crying* or **Shaken Baby Syndrome** visit:

www.purplecrying.info

www.dontshake.org

The Wisconsin Child and Abuse and Neglect Prevention Board supports the Period of PURPLE Crying.
Visit us at: www.preventionboard.wi.gov