

Example Policy

POLICY STATEMENT

The state of [insert state here] recommends that Abusive Head Trauma (Shaken Baby Syndrome) education that parents/caregivers must have before they can leave the hospital with their newborn. [Insert Hospital Name Here] provides education to caregivers of infants called the *Period of PURPLE Crying* (“PURPLE”) program which also reviews some possible triggers for Abusive Head Trauma.

DEFINITIONS

The *Period of PURPLE Crying* program is the name given to the National Center on Shaken Baby Syndrome’s evidence-based SBS prevention program. 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. 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.

1. The letters in the “PURPLE” acronym describe the characteristics of infant crying:
 - a. **Peak of Crying** – Crying peaks during the second month, decreasing after that
 - b. **Unexpected** – Crying comes and goes unexpectedly, for no apparent reason
 - c. **Resists Soothing** – Crying may continue despite all soothing efforts by caregivers
 - i. Encouragement of soothing has been shown to help in up to 50% of cases
 - d. **Pain-like Face** – Infants look like they are in pain, even when they are not
 - e. **Long Lasting** – Crying can go on for 30-40 minutes at a time, and often for much longer up to 5 hours in some cases
 - f. **Evening Crying** – Crying occurs more in the late afternoon and evening
2. The word “Period” is important to let parents know that this experience of increased crying is temporary, and eventually does come to an end.

IMPLEMENTATION: RN, LPN

CAREGIVER ALERTS

1. Education is targeted to caregivers of infants who are less than 13 weeks of age and who are admitted to the hospital.
2. If the caregivers state that they have already received the *Period of PURPLE Crying* education and program materials, document this. Remind caregivers to watch the *PURPLE* video and read the booklet again and share the *PURPLE* information with others that may care for their infant.
3. This program is offered to help parents understand the increased crying of healthy, full-term babies. If a baby has additional health problems, the *PURPLE* program can still be helpful but the crying pattern described may be different. Key points for babies with additional health problems are listed as follows:
 - a. Babies who are born early but otherwise healthy will have crying as described in the *PURPLE* program materials. However, babies who are born early will go through the *Period of PURPLE*

- Crying* later than full term babies. For example, if a baby was born 4 weeks early (at 36 weeks), then the peak of crying will happen at about three months, rather than two months, of age.
- b. Encourage caregivers to talk about crying with their health care provider if the baby has any of the following health problems:
 - i. Neurologic problems
 - ii. Cardiac problems
 - iii. Premature and has other health problems
 - iv. Prenatal drug or alcohol exposure
 - c. Babies with any of these health problems may have more, or different, crying from other infants.

EQUIPMENT/FORM(S)

1. *Period of PURPLE Crying* DVD/booklet
OR
2. *Period of PURPLE Crying* App/booklet

Families will take the program materials home with them at discharge.

PROCEDURE

1. Obtain a copy of the *PURPLE* program materials from the floor stock of supplies. If you have both the DVD/booklet and App/booklet, ask parent(s) which they prefer.
 - o If the floor is out of *PURPLE* program stock contact your unit's supervisor.
2. Go through the booklet, page by page, with the parent(s) pointing out the important messages on each page:
 - o *PURPLE* acronym
 - o Early Increased Crying is Normal
 - o Ways to Comfort Your Crying Baby
 - o Important Action Steps
 - o Why Crying is Frustrating
 - o Why Shaking a Baby is Dangerous
 - o Be Sure to Tell Others
3. In a non-threatening way, ask the parent(s) to describe (in their own words) what they think are the important *PURPLE* program messages, or describe what they may say when they share the program with others. It is recommended that the professional(s) teaching the program use the [TeachBack](#) model that asks the parent to repeat back what they believe the important messages are. This way the person delivering the materials knows if the parent(s) have really understood the correct messages.
4. Tell the parent(s) that there are two videos for the program. The first video is about the *Period of PURPLE Crying* and the second video offers specific ways to soothe their baby and strategies for coping when soothing does not work.
5. The *PURPLE* program video should be shown to the parent(s), whenever possible, following the presentation of the booklet.
 - o The provider can leave the room while the *PURPLE* video is playing but should return shortly after to answer any questions.
6. Provide the parent(s) with the *PURPLE* program materials and encourage them to review the materials again and to share the information with others who care for their baby.
 - o The access code for the web/mobile application can be used on up to five personal devices and is available for nine months after activation.
7. Allow an opportunity for parents to ask questions.

DOCUMENTATION

1. Document that the booklet presentation was completed and the 10-minute *PURPLE* video was viewed by the caregivers.

REFERENCES

- The *Period of PURPLE Crying* is a registered trademark and all content is copyright protected. All Rights Reserved, Ronald G. Barr, MDCM and the National Center on Shaken Baby Syndrome NCSBS (2004-2012).
- A Program of the National Center on Shaken Baby [Syndrome. www.dontshake.org](http://www.dontshake.org)

Original Implementation Date:																			
Responsible Approval Group:																			
Codes: R=Reviewed, F=Form Change, P=Practice Change, W=Wording or Spelling Change, E=Equipment Change, C=Combining Two or More Procedures or Procedure/Policy																			

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