



## Period of PURPLE Crying - TALKING POINTS

### Importance of Education: *Period of PURPLE Crying*

- Did you know that frustration with infant crying is the number one thing that triggers a person to shake or harm their baby? That's why education is so important! If parents and caregivers know what to expect from newborns, they can be prepared to handle this incredibly stressful and frustrating time.
- Most people know their new babies will cry but have no idea how much babies cry and how frustrating, stressful and overwhelming it really can be.
- All babies go through a period of early, increased crying, known as the *Period of PURPLE Crying*.
- The *Period of PURPLE Crying* program is an educational program offered in hospitals and other community-based agencies where parents receive program materials (DVD/booklet or App/booklet). Both options contain two videos, a booklet, and bedside education about normal crying patterns, how to cope with unsoothable crying, and the importance of never shaking a baby.

### What is the *Period of PURPLE Crying*?

It's a period of time between 2 weeks of age and about 4 to 5 months of age when your baby will cry more than any other time in their infancy: Some babies will cry more, some less, but all babies go through this period of increased crying in early infancy.

### It's Normal

The *Period of PURPLE Crying* is a new way to help parents understand this time in their baby's life when they can cry for hours and still be healthy and normal, which is a normal part of every infant's development.

### It's Not Your Fault

During this phase of a baby's life they can cry for hours and still be healthy and normal. Parents often think there must be something wrong or they would not be crying like this. However, even after a check-up from the doctor which shows the baby is healthy they may still go home and cry for hours, night after night.

### The Letters in **PURPLE** Stand for

<b>P</b>	<b>U</b>	<b>R</b>	<b>P</b>	<b>L</b>	<b>E</b>
<b>PEAK OF CRYING</b>	<b>UNEXPECTED</b>	<b>RESISTS SOOTHING</b>	<b>PAIN-LIKE FACE</b>	<b>LONG LASTING</b>	<b>EVENING</b>
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.

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When babies are going through this period, some of the crying bouts may be unsoothable. Nothing helps. Even though certain soothing methods may help when they are simply fussy or crying, bouts of inconsolable crying are different. Nothing seems to soothe them.

### It's Not Going to Last Forever

The *Period of PURPLE Crying* begins at about two weeks of age, peaks in the second month, and continues until about three to four months of age. All babies go through this period. It is during this time that some babies can cry a lot and some far less, but they all go through it.

### It's a New Way of Thinking

We know that this is a normal part of your child's development.

It is confusing and concerning to be told your baby "has colic" because it sounds like it is an illness or a condition that is abnormal.

Increased crying is not always colic - more often it is just part of the normal developmental phase we refer to as the *Period of PURPLE Crying*.

Research shows that crying in normal, healthy babies will increase and then peak during these early months of age. It doesn't mean that there is anything wrong with you or with your baby.

We can endure almost anything when we know it will come to end. The good news is that this crying WILL come to an end.

However, if you are ever concerned about your baby's crying, please take them to a doctor or health care provider.

### Curves of Early Infant Crying 2 Weeks to 4 - 5 Months

