Speaker Introduction

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Objectives

- Identify key points of The Period of PURPLE Crying® program.
- Discuss training required for implementing program.
- Emphasize Wise Regional Health System’s and Wise Regional Health Foundation’s commitment to program.
The Period of PURPLE Crying® Program

A New Way to Understand Your Baby’s Crying

The Letters in PURPLE Stand for

- **P**EAK OF CRYING: Your baby may cry more each week. The most at 2 months, then less at 3-5 months.
- **U**NEXPECTED: Crying can come and go and you don’t know why.
- **R**ESISTS SOOTHING: Your baby may not stop crying no matter what you try.
- **P**AIN-LIKE FACE: A crying baby may look like they are in pain, even when they are not.
- **L**ONG LASTING: Crying can last as much as 5 hours a day, or more.
- **E**VENING: Your baby may cry more in the late afternoon and evening.

Wise Coalition for Healthy Children
led by Cook Children’s

The Center for Children’s Health
led by Cook Children’s