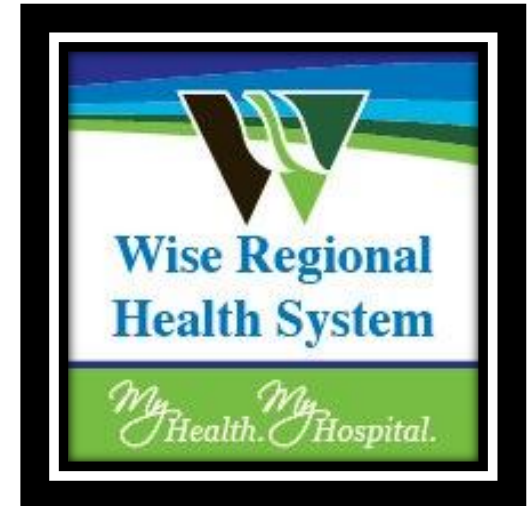




# Speaker Introduction

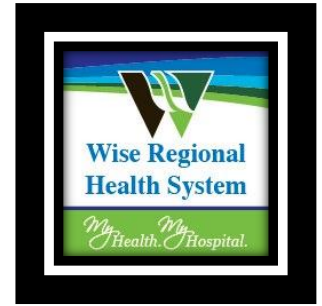
Gail Matthews, R.N.  
Director  
Perinatal Services  
Wise Regional Health System



**Wise Coalition**  
**for Healthy Children**  
led by Cook Children's

The Center for  
**Children's Health**  
led by Cook Children's

# 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**

**PEAK OF  
CRYING**

Your baby may cry more each week. The most at 2 months, then less at 3-5 months

**U**

**UNEXPECTED**

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

**R**

**RESISTS  
SOOTHING**

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

**L**

**LONG  
LASTING**

Crying can last as much as 5 hours a day, or more

**E**

**EVENING**

Your baby may cry more in the late afternoon and evening

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