



Crying is a normal part of infant development.

Prevention of Shaken Baby Syndrome

What is Shaken Baby Syndrome (Abusive Head Trauma)?

Shaken Baby Syndrome (SBS) is a type of inflicted traumatic brain injury that happens when very young children are violently shaken. SBS is the most common form of child abuse seen in children under age 1, but may be seen in children up to 5 years.

SBS Risk Factors Include

Young parental age, financial stress, child prematurity or disability, unrealistic expectations, rigid attitudes about how babies should behave, lack of knowledge about child development, impulsive behaviors, depression, or negative childhood experiences (neglect or abuse).

How Does it Happen?

Shaken Baby Syndrome occurs when a parent or caregiver becomes overwhelmed or angry with a crying infant or toddler. They shake the very young child due to frustration or as a way to stop the crying.

Babies and toddlers have weak neck muscles. Shaking can cause the fragile brain of a very young child to bounce back and forth inside the skull.

Shaking causes bruising, swelling, bleeding, brain damage, or death.

Did You Know?

Child care providers often have additional risk factors such as lack of help or support, caring for multiple children at once, and other children's reactions to the crying—**know your own stress level!**

Long-term Consequences of Shaking a Baby/Toddler

- Physical disabilities
- Blindness
- Hearing impairment
- Speech disabilities
- Cerebral Palsy
- Seizures
- Behavior Disorders
- Cognitive impairment
- Death (immediate or may occur later)

SBS IS 100% PREVENTABLE.
It's the leading cause of death and disability in infants.

35% OF SBS VICTIMS DIE.
Nearly all survivors will require lifelong care for disabilities.

National Center on Shaken Baby Syndrome

Website:
www.dontshake.org



By law, you **must** report any suspected signs of abuse. To report suspected child abuse, call
1-800-362-2178

PERIOD OF PURPLE CRYING®

“The Period of PURPLE Crying®” is a recognized period of increased crying during normal development. The Period of Purple Crying® is an evidence-based approach to SBS prevention.

Purple Crying Website:
www.purplecrying.info

P.U.R.P.L.E					
P PEAK OF CRYING	U UNEXPECTED	R RESISTS SOOTHING	P PAIN-LIKE FACE	L LONG LASTING	E EVENING
Your baby may cry more each week. The most at 2 months, then less at 3 to 5 months.	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.

WHEN A BABY/TODDLER WON'T STOP CRYING



Soothing Techniques

Make sure basic needs are met!

- Is the baby/toddler hungry?
- Is it nap time?
- Is the baby/toddler overstimulated?
- Is it time for a diaper change?
- Is the baby/toddler showing signs of illness?

Other Soothing Techniques

- Offer a pacifier (with parental permission).
- Change baby's position and perspective (*if baby is lying down, lift and carry or put in an infant seat, or try walking with baby*).
- Increase attention and close contact before the baby/toddler starts crying. This reduces crying overall.
- Babies respond well to rhythmic and repetitive sounds and patterns (*a lullaby, humming fan, or a "white noise" CD*).

Keep Crying Babies/Toddlers Safe

If you get frustrated and nothing you do is helping:

- Put the baby/toddler in a safe place (like a crib).
- Take a break.
- Take a few minutes to calm yourself down (*Take a deep breath. Count to 10 slowly*).
- Tend to other routines or children while keeping the baby/toddler in sight and hearing.
- Limit other children from the crying baby/toddler to prevent them from harming or agitating the baby/toddler further.

Make a Plan and Share with Families

A safe/supervised place I can leave the child for a short break is _____.

A calm and understanding person I can talk to is _____.

One thing I can do to calm myself down is _____.

If I need help caring for a child, I will _____.



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