



EMBARGOED UNTIL MIDNIGHT 1 SEPTEMBER 2013

NAPCAN National Play Your Part Awards

To: Caroline Flynn and Anne-Lyse De Guio - Tresillian Family Care Centres

For: The Period of Purple Crying

Name of project: The Period of PURPLE Crying - Prevention of Shaken Baby Syndrome

Organisation: Tresillian Family Care Centre

State: NSW

The Period of PURPLE Crying is an infant abuse prevention program developed by the National Centre on Shaken Baby Syndrome in the USA. The program aims to reduce the incidence of babies suffering brain damage or even dying from the consequences of being shaken by carers. The period of PURPLE Crying is a new way to understand crying. PURPLE stands for Peak, Unpredictable, Resistant, Pain like look, Long lasting, Evening crying describing the inconsolable but normal baby cry peaks within the first 5 months. The word 'period' emphasises that the crying has a beginning and an end.

The success of the initiative, which has been running in NSW since January 2010, lies in the collaborative partnership of Tresillian Family Care Centres NSW (coordinator), Rotary Club Campsie NSW (funding source) and NSW Canterbury Maternal and Child Health services (midwives and community nurses who deliver the package and support the families to prevent child abuse and neglect).

The main purpose of the initiative is to promote the safety and wellbeing of children not only through the education of families, but also through increasing community awareness that carers such as family, friends and neighbours who are known to be at an increased risk of shaking non-biological related infants. The program is designed to change the understanding of infant crying, and how parents, caregivers and society behave and respond to the frustrations linked to this.

The program contains information about what is normal crying, what can be expected, how to respond, how to keep a baby safe, when and how to seek help, as well as tools, and soothing and coping strategies to deal with a particularly stressful phase of early infancy. The DVD that is part of the package is currently available in 10 different languages.



The program package is provided to new parents and, following discharge from hospital, when NSW child and family health nurses pay a visit to new families they go over the PURPLE crying information. Tresillian has purchased 7000 packages since 2010, targeting all new parents in the Canterbury Area of NSW. Close to 2000 babies are born locally each year.

NAPCAN is awarding 2013 National Play Your Part Award to The Period of PURPLE crying as an outstanding example of a communities working collaboratively to protect children.

For further details: contact Madelene McGrath, NAPCAN on 02 9269 9200