Purpose
- To identify the significance of purple crying campaign in efforts to reduce the incidence of SBS (shaken baby syndrome)/AHT (abusive head trauma)
- To support parents and caregivers in their understanding of early increased infant crying.

Background
- Period of Purple Crying begins at 2 weeks of age and continues until about 3-4 months of age
- Correlation has been noted between education through the PURPLE Crying Campaign and decreased incidences of SBS
- Education based programs have been shown to reduce the occurrence of AHT by 50%

Methods
Integrative literature review with comprehensive search of keywords:
- purple crying, shaken baby syndrome, inconsolable crying, child abuse, infant injuries

Comprehensive search from multiple electronic databases:
- EBSCOhost
- Google scholar
- OVID

Inclusion criteria:
- Printed in English
- Published, peer reviewed literature
- Research subjects: postpartum mothers and care partners

Evaluation of Caregiver Education

Review of Evidence
Barr, R. et al.
47% reduction in cases (41.5 to 22.2 cases per 100,000 live births) when comparing pre- and post-implementation periods of a parent education program at a newborn’s birth.

Stewart, T. et al.
After educating our RNs on SBS, normal infant crying patterns, and the PURPLE program, we demonstrated a statistically significant 47% increase in knowledge on their pre-post tests.

Reese, L., Heiden, E., Kim, K., & Yang, J.
When asked to rate the usefulness of the education session, 76% (160/211) of mothers rated the program a 9 or 10 on a scale of 1 to 10 with 10 as very useful.

Dias, M. et al.
This study provides the first firm evidence that a comprehensive program of hospital-based, parent education at the time of a child’s birth can reduce effectively the incidence of abusive infant head injuries.

Implications to Nursing
- Nurses are the primary educators to parents in bringing awareness to shaken baby syndrome
- Nurses are first line defense against the occurrence of SBS through parent teaching and awareness.

Conclusions
- Education provided to parents by nurses is an integral component to the continued reduction of SBS.
- Campaigns, such as PURPLE crying, provide understanding of crying characteristics and coping methods.
- Parent education promotes awareness to causes of SBS and preventative

References
5. Lamy, C., Stelapaerts, A., Wahle, M., Larkins, S., Frankel, R. C., Tie, Y., ..., & Stewart, S. (2013). Infant abusive head trauma: incidence, outcomes and awareness. Australian Family Physicians, 42(9), 830-