

Abusive Head Trauma (AHT)

Michigan Statistics

In 2015, 34,729 children were identified as victims of abuse or neglect, a rate of 15.7 per 1,000 children compared to the national rate of 9.2 per 1,000 children.¹



In 2015, 7,095 victims of child maltreatment were under the age of one with a rate of 66.2 per 1,000 children, higher than the national rate of 24.2 per 1,000 children.¹



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Data Sources:

1. U.S. Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau. *Child Maltreatment 2015*. 2017.
2. Parks SE, Annett JL, Hill HA, Karch DL. Pediatric abusive head trauma: Recommended definitions for public health surveillance and research. Atlanta, GA: Centers for Disease Control and Prevention. 2012:5-16.
3. Centers for Disease Control and Prevention. Preventing shaken baby syndrome: A guide for health departments and community-based organizations. 2010.
4. Carbaugh SF. Understanding shaken baby syndrome. *Adv Neonatal Care* 2004;4(2):105-116.

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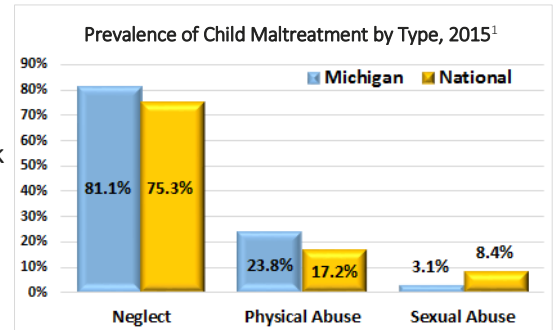
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The Period of PURPLE Crying®

What Is the Problem?

United States Statistics:

- Infants under the age of one have the highest risk of being shaken, with abusive head trauma (AHT) incidences ranging from 20-30 cases per 100,000 children in this age group.^{2,3}
- About one of every four shaken infants dies from shaken baby syndrome (SBS).⁴



What Is One Solution?

The Period of PURPLE Crying is an evidence-based SBS/AHT prevention program that supports parents and caregivers in understanding typical crying features of normal infants. It also provides positive educational materials about the importance of soothing and caregiver emotional presence to improve parent-infant relationships.^a

Program Components

The Period of PURPLE Crying program is delivered in a three-session approach:^a

- **Session 1:** A trained educator/provider presents and gives intervention materials to families within the first two weeks of the baby's life, usually in the hospital or during a home visit.
- **Session 2:** Health care professionals remind parents of the important messages and resources of the program during home visits, pediatric well baby visits, or participation in public or state department health events throughout the first three months following the baby's birth.
- **Session 3:** The organization implementing the program develops a community education campaign to improve public understanding of normal infant development and crying.

Evaluation

Two randomized controlled trials were conducted from 2005 to 2007 in Seattle, Washington, and Vancouver, British Columbia, with 4,400 parent participants. The studies examined the effectiveness of updated intervention materials on knowledge and behavior related to preventing SBS/AHT. Participants were randomized into: 1) an intervention group to receive the Period of PURPLE Crying program materials, or 2) a control group to receive equivalent resources on infant safety.^{b,c}

Evidence of Effectiveness

The Seattle study reported statistically significant findings: intervention mothers scored 6% higher in knowledge about infant crying and shared information about the dangers of shaking more often (7% difference).^b In the Vancouver study, mothers of the intervention group reported walk-away behavior at a rate of 1.7 times higher than the control group when faced with inconsolable crying from their infants, as recommended by the Period of PURPLE Crying program.^c

References

- a. What is the Period of PURPLE Crying?. National Center on Shaken Baby Syndrome Web site. <https://www.dontshake.org/purple-crying>.
- b. Barr RG, Rivara FP, Barr M, et al. Effectiveness of educational materials designed to change knowledge and behaviors regarding crying and shaken-baby syndrome in mothers of newborns: A randomized, controlled trial. *Pediatrics*. 2009;123(3):972-980.
- c. Barr RG, Barr M, Fujiwara T, Conway J, Catherine N, Brant R. Do educational materials change knowledge and behaviour about crying and shaken baby syndrome? A randomized controlled trial. *CMAJ*. 2009;180(7):727-733.

*The *Period of PURPLE Crying*® is a registered trademark of the National Center on Shaken Baby Syndrome.