



FOR IMMEDIATE RELEASE

DATE: October 13, 2016

CONTACT: Kate Landry, Children's Advocacy & Protection Center, Community Education & Outreach Coordinator, at 828-465-8162 or [klandry@catawbacountync.gov](mailto:klandry@catawbacountync.gov)

## **WOMEN OF ST. TIMOTHY LUTHERAN DONATE NEWBORN CAPS TO REMIND PARENTS OF THE PERIOD OF PURPLE CRYING**

CONOVER – The women's group of St. Timothy Lutheran Church in Conover, in collaboration with the Children's Advocacy and Protection Center, recently donated 74 purple knit caps to Catawba Valley Medical Center to reinforce the message of the Period of PURPLE Crying.

Joyce Boger and Jane Eckerd of St. Timothy delivered the purple newborn caps to Rachel Pitts, RNC-OB, BSN, director of the Birthing Center at CVMC. The caps serve as a gentle reminder of the Period of PURPLE Crying, which usually occurs between the ages of two weeks and four months. During this time, an infant's crying can last for hours, with the parent or caregiver not being able to soothe the baby. The frustration that a parent feels at this time can potentially trigger the parent or caregiver to shake the baby. The Period of PURPLE Crying educational materials help parents and caregivers understand infant crying and how to cope with it so that infants are never shaken.

Shaken Baby Syndrome/ Abusive Head Trauma (SBS/AHT) is a term used to describe the effects of violently shaking the head of an infant or small child. Violent shaking for just a few seconds has the potential to cause severe injuries or death. While shaking may cause injury to children of any age, children are most susceptible to being injured during their first year of life. Up to 80 percent of surviving victims of SBS/AHT suffer lifelong disabilities and 25 percent of victims die.

Catawba Valley Medical Center's Birthing Center, in partnership with the Children's Advocacy and Protection Center, ensures that the Period of PURPLE Crying DVD is viewed by new parents prior to hospital discharge. For more information about the Period of PURPLE Crying, please visit <http://www.dontshake.org/>. If you or your organization would like a Period of PURPLE Crying DVD or would like to knit purple caps, please contact Kate Landry, community education and outreach coordinator of the CAPC, at [klandry@catawbacountync.gov](mailto:klandry@catawbacountync.gov).

###