

Inconsolable infant crying is the number one trigger for shaking.



The **Period of PURPLE Crying®**
App can help you understand
your baby's crying.

Scan the QR code and
watch a 5-minute video



Remember:

- The basics: Carry, comfort, walk, and talk with your baby when they are crying.
- If you feel frustrated, it's okay to step away.
- Place baby in a safe spot and take a few minutes to calm yourself.
- **Never** shake or hurt a baby.

My action plan

When I am feeling frustrated about baby crying, I will try these steps to keep baby safe:

1. _____
2. _____
3. _____

Share your action plan with anyone who may care for baby.
Have a conversation about keeping baby safe together.



Learn more about:

- Infant crying
- Feelings and coping
- Soothing techniques
- Safer sleeping

Visit www.dontshake.ca/family



northern health
the northern way of caring