

Social Marketing Quarterly: 15(4) Winter 2009

www.socialmarketingquarterly.com

Designing and Testing a Shaken Baby Syndrome Prevention Program - *The Period of PURPLE Crying: Keeping Babies Safe in North Carolina*

BY DESMOND RUNYAN; HEIDI HENNINK-KAMINSKI; ADAM ZOLOTOR; RONALD BARR; ROBERT MURPHY; MARILYN BARR; KELLY SULLIVAN; ELIZABETH DOUGALL; MARYALICE NOCERA

Abstract

Each year infants die or are permanently disabled at the hands of their caregivers by abusive head trauma, more commonly known as Shaken Baby Syndrome (SBS). Current medical research confirms the central role of infant crying in triggering shaking by caregivers; anecdotally, inconsolable crying is the most common explanation given by abusers. Although SBS prevention efforts have been initiated, most remain unevaluated. This article provides an overview of a 5-year, evidence-based SBS-prevention program called *The Period of PURPLE Crying: Keeping Babies Safe in North Carolina* from a social marketing perspective. The project includes three components: (1) in-hospital education for parents of every newborn at all 86 hospitals/birthing centers in North Carolina; (2) reinforcement in community settings such as prenatal visits to health departments or well-child care visits to primary care providers; and (3) a media campaign.

The logo for Social Marketing Quarterly, featuring the letters 'SMQ' in a bold, red, sans-serif font. The 'Q' is slightly smaller and positioned to the right of the 'M'.

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