

## Step-by-Step Period of PURPLE Crying Implementation Guide

<p style="text-align: center;"><b>Step 1</b></p> <p style="text-align: center;"><i>HOSPITAL REGISTRATION</i></p> <p style="text-align: center; color: red; font-weight: bold;">NEW IN 2012!</p>	<p><i>(To be completed by the designated hospital representative)</i></p> <p><b>After completing and faxing the Hospital Agreement to (405) 271-7177, your hospital representative will need to contact the National Center on Shaken Baby Syndrome (NCSBS) at <a href="http://www.dontshake.org/lms/lms_about/lms_purple.php">http://www.dontshake.org/lms/lms_about/lms_purple.php</a> and complete the Registration for PURPLE Training Form with administrative access.</b></p> <ul style="list-style-type: none"> <li>➤ Complete the <u>organizational profile</u>, <u>organizational login</u>, <u>organization main contact</u> <ul style="list-style-type: none"> <li>• This step will establish administrative access, so that staff's training progress can be monitored.</li> <li>• The NCSBS will e-mail directions to the representative at your institution to log on and complete training.</li> </ul> </li> <li>➤ At the bottom of the page is <b>your personal</b> student login. This new personal username and password is what you will use to log in from that point forward, but your staff will need to use the organizational username/password you created. You should not share <b>your personal</b> username and password, as it is specific to only you.</li> </ul>
<p style="text-align: center;"><b>Step 2</b></p> <p style="text-align: center;"><i>STAFF REGISTRATION &amp; TRAINING</i></p>	<p><b>Each participant will register for the PURPLE Training Module under the organizational username/password the administrator chose. It is suggested that the email sent to the administrator from the NCSBS staff confirming activation should be forwarded to all staff needing the training with an additional note of the organizational username/password. The email will also include a direct link: (<a href="http://www.dontshake.org/lms/index.php">http://www.dontshake.org/lms/index.php</a>).</b></p> <p><b>Once participants have created their own unique username/password, they will be directed to the training page:</b></p> <ul style="list-style-type: none"> <li>➤ From available courses select <b>Dose One: PURPLE Program Training and Delivery</b></li> <li>➤ Click and review the following training information from the list of available lessons, located on the left of the screen: <ul style="list-style-type: none"> <li>• NCSBS Period of PURPLE Crying Program Overview</li> <li>• Training for Implementation Presentation (27 Min)</li> <li>• View the Period of PURPLE Crying DVD and Booklet</li> <li>• View the CRYING, SOOTHING, and COPING™ video</li> <li>• Talking Points and Resources</li> </ul> </li> <li>➤ Print off 3-minute bedside talking points for staff to use when educating families. To be effective, all providers must give a consistent message to all families receiving information on Shaken Baby Syndrome.</li> </ul>
<p style="text-align: center;"><b>Step 3</b></p> <p style="text-align: center;"><i>DVD/booklets</i></p>	<p><b>DVD/booklet packages will be distributed to each facility through the State Health Department, County Health Department, or the Office of Perinatal Quality Improvement. Quantity of DVD/booklets delivered is based on each hospital's annual deliveries.</b></p> <ul style="list-style-type: none"> <li>➤ Please email <a href="mailto:Barbara-Koop@ouhsc.edu">Barbara-Koop@ouhsc.edu</a> when staff training is completed and you are ready to receive your materials.</li> </ul>

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<p><b>Step 4</b> <i>Educating Families</i></p>	<p>Staff members are now prepared to give each family of new infants the 10 minute DVD and 10 page color booklet.</p> <ul style="list-style-type: none"> <li>➤ The nurse should have them open the package at that time and review materials with them. The nurse may have parents open the booklet. While the nurse educates using the pages and main points of the booklet, the parents can follow along with the book.</li> <li>➤ Preferably, the 10-minute PURPLE film on the DVD should be shown to both parents following the nurse's presentation. It is equally important that the nurse encourage the parents to share the DVD/booklet and <i>Never Shake a Baby</i> information with others caring for their infant.</li> <li>➤ (Optional) Have parents sign the Parent Pledge form. There are signature spaces for others that have watched the DVD and promise to <i>Never, Never Shake a Baby</i>.</li> </ul>
<p><b>Step 5</b> <i>(OPTIONAL)</i></p>	<p><i>If your family desires contact by a home visitation service, have the parent complete the form and hospital personnel can fax the information to an appropriate service provider. Available providers in your county are listed in the Oklahoma Home Visitation Services Directory.</i></p>

### Other Available Resources

**Training for Other Personnel:** In order to enhance consistency in messaging to the families in your hospital, an educational module is available after the registration step for those who will not be providing DVDs to the parents.

This module is found under **Available Courses - Dose Two: Reinforcing the Messages**

**Additional Information:** Terms of use of the PURPLE logo, print ads, and utilizing PURPLE materials on your web site may be found under **Available Courses - Dose Three: Public Education Campaign Toolkit**

**Looped Period of PURPLE Crying® Video:** The video can be looped onto your in-house health education television station after signing the NCSBS Copyright Permission Form. Please contact [Barbara-Koop@ouhsc.edu](mailto:Barbara-Koop@ouhsc.edu) if you would like this option.

The Oklahoma State Department of Health and the Oklahoma Hospital Association are grateful for your hospital's participation in the Period of PURPLE Crying® program. Eliminating abusive head trauma is one step in the Preparing for a Lifetime Initiative of reducing the infant mortality rate in Oklahoma. If you have any questions, please contact Barbara Koop or another staff member of the OUHSC Office of Perinatal Quality Improvement at 405-271-7777.

