

EVERY WEEK A WISCONSIN BABY SUFFERS FROM ABUSIVE HEAD TRAUMA. THE #1 TRIGGER—EXCESSIVE CRYING!

IMPACT

1,300
cases per year
nationally



Affects
50-70
WI children per year



CONSEQUENCES

25%
of children
DIE

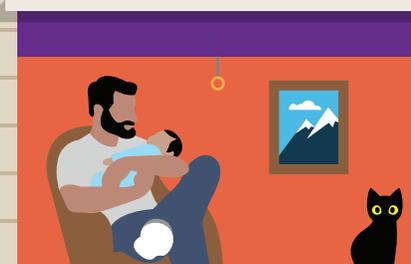


80%
of survivors incur
life-long disabilities



COPING

- Put your baby down in a safe place
- Step away and take a moment
- Ask for help from family or friends
- Check in with your pediatrician



During the *Period of PURPLE Crying*, babies cry—a lot! These periods of excessive, inconsolable crying can be stressful, but this is a normal stage of healthy development. With the right tools and support, parents and caregivers can have a plan in place to keep babies safe and prevent long-term consequences.