



National Center  
on  
Shaken Baby Syndrome  
[DontShake.org](http://DontShake.org)

Shaken Baby Syndrome /  
Abusive Head Trauma

Education &  
Training Materials



2017 | CATALOG

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# CATEGORIES

04

## PERIOD OF PURPLE CRYING

*The evidence-based SBS prevention program in Booklet+App or Booklet+DVD format.*

08

## TRAINING MATERIALS

*Curricula and demonstration materials to educate classes and groups.*

12

## BUNDLES

*Package multiple items together and enjoy huge savings.*

16

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*Educate moms, dads and others with these easy-to-read brochures.*

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## DVDS

*Titles include Portrait of Promise, Elijah's Story and Mighty Like a Rose.*

20

## POSTERS & MAGNETS

*Here we would put a one line description of section*

24

## BOOKMARKS & CARDS

*Create awareness with posters and magnets with a variety of prevention messages.*

28

## SALE ITEMS

*Deep savings on posters, door hangers and diaper bag tags.*





# The Period of **PURPLE** Crying®

## *A New Way To Understand Your Baby's Crying*

The *Period of PURPLE Crying* program is the name given to the National Center on Shaken Baby Syndrome's evidence-based SBS prevention program, which includes a full color 10-page booklet, parent reminder card, 10-minute *PURPLE Crying* video and a 17-minute *Crying, Soothing and Coping: Doing What Comes Naturally* video intended to be given to parents of new infants. The program has two aims: to support caregivers in their understanding of early increased infant crying, and to reduce the incidence of Shaken Baby Syndrome/Abusive Head Trauma.

Have you ordered the *Period of PURPLE Crying* program materials before?

If you have not ordered before, please review the following three easy steps:

1. Review the [Implementation Protocol](#)
2. Sign and email/fax the [Fidelity Agreement](#) to [purple@dontshake.org](mailto:purple@dontshake.org) or 801-447-9364
3. Register for the [Complimentary Online Training](#)

The *Period of PURPLE Crying* program comes with complimentary online training for organizations that are delivering and reinforcing the *PURPLE* program messages to parents. This course called "*Period of PURPLE Crying* Training for Implementation" will educate and prepare providers to deliver the *Period of PURPLE Crying* education and materials to parents.

Contact Us to Order: Please contact the *PURPLE* Team to place your order, if you have any questions or need additional information at [purple@dontshake.org](mailto:purple@dontshake.org) or call 801-447-9360.







## Period of *PURPLE* Crying App + Booklet

Languages: English, Spanish and French

Price: \$2.00

The *PURPLE* App+Booklet package includes:

- Full color 10-page booklet
- Parent reminder card
- Web and mobile app includes:
  - 10-minute *PURPLE* Crying video
  - 17-minute video: *Crying, Soothing and Coping: Doing What Comes Naturally*
  - 10-page e-booklet

NOTE: The booklets will include a unique access code for parents to use and share on up to five devices. App users will be able to choose between English, Spanish, or French as their preferred language when they open the app.

Minimum Order Quantity:

The minimum order requirement is 100 program materials (unless previously approved by the *PURPLE* program staff). Orders can be comprised of DVD/booklets, app/booklets and a variety of languages to meet the minimum quantity.



## Period of *PURPLE* Crying DVD +Booklet: English, Spanish and French

Languages: English, Spanish and French

Price: \$2.30

The *PURPLE* DVD + Booklet package includes:

- Full color 10-page booklet
- Parent reminder card
- DVD includes:
  - 10-minute *PURPLE* Crying video
  - 17-minute video: *Crying, Soothing and Coping: Doing What Comes Naturally*

NOTE: The NCSBS offers two versions when ordering English (booklet is in English):

- A U.S. version: video includes both English and Spanish, and
- A Canadian version: video includes both English and French

Minimum Order Quantity:

The minimum order requirement is 100 program materials (unless previously approved by the *PURPLE* program staff). Orders can be comprised of DVD/booklets, app/booklets and a variety of languages to meet the minimum quantity.





## Period of PURPLE Crying DVD + Booklet: Other Languages

Languages: Arabic, Cantonese, Japanese, Korean, Portuguese, Punjabi, Somali and Vietnamese

Price: \$3.50

The PURPLE DVD+Booklet package includes:

- Full color 10-page booklet
- DVD includes:
  - 10-minute PURPLE Crying video
  - 17-minute video: *Crying, Soothing and Coping: Doing What Comes Naturally*

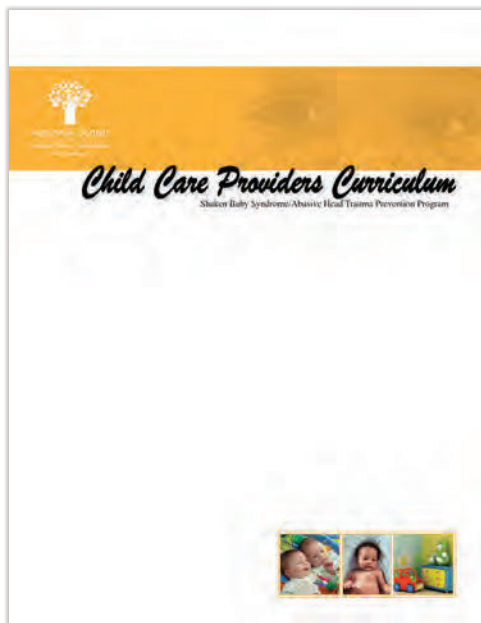
NOTE: The DVD comes with the PURPLE Crying video in 10 languages (Arabic excluded), and the *Crying, Soothing and Coping* video available in English, Spanish, and French\*.

\*The Arabic language DVD comes in the Arabic and English language only for both videos.

Minimum Order Quantity:

The minimum order requirement is 100 program materials (unless previously approved by the PURPLE program staff). Orders can be comprised of DVD/booklets, app/booklets and a variety of languages to meet the minimum quantity.

# TRAINING MATERIALS



## Child Care Providers Curriculum

Languages: English

Item number: CURR-CCP-K

Price: \$10.00

The Child Care Providers Curriculum is an all-encompassing training manual including relationships between child care providers and parents, coping with crying, stages of development, SBS/AHT, and identifying and reporting child abuse. The curriculum includes a child abuse/neglect reporting form along with resources and references on child advocacy agencies.



## Dads Guidebook

Languages: English

Item number: GDBK-DAD-K

Price: \$3.00

The Dads Guidebook is a basic guide to becoming a father. It covers a wide range of topics from holding a baby to ways to show you care. This guide includes a section on coping with a crying baby as well as a special message for dads about Shaken Baby Syndrome. The Dads Guidebook is a perfect supplement to any educational setting geared towards new fathers.







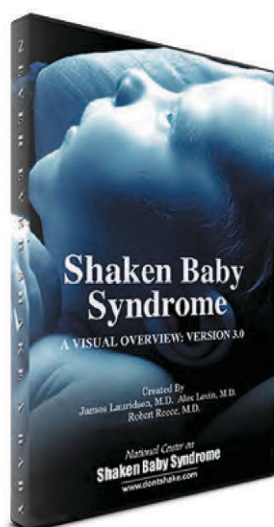
## Demonstration Dolls

*Ethnicities: Caucasian, African American, Asian, Hispanic*

*Item number: DOLL-CAU/AFR/ASN/HPC*

*Price: \$35.00*

The Demonstration Doll is a soft body doll with latex hands, feet, and head. These 20"- 22" dolls are a powerful way to illustrate what can happen when an infant or young child is shaken. The dolls are the approximate dimensions of a 2-3 month old baby. The dolls are not anatomically correct nor do they have mechanical components such as lights.



## SBS Visual Overview

*Languages: English*

*Item number: CDRM-OWW-K*

*Price: \$250.00*

The Shaken Baby Syndrome Visual Overview features over 100 educational slides with 24 unique animated slides including excellent visual and audio descriptions of SBS/AHT causes, symptoms, injuries and outcomes. This overview can be downloaded with or without narration, and is an excellent tool for presentations or court proceedings.



## Crying CD-ROM

*Item number: CRCD-K*

*Price: \$7.00*

The Crying CD-ROM features 5 full minutes of high infant crying during a pain-like period. As crying is the number one trigger for shaking, this CD is a great supplement to any SBS or child care training session.





## Dads: The Basics Program

Languages: English

Item number: PRGM-DAD

Price: \$200.00

The Dads: The Basic Program is a full kit designed to help you facilitate a training for new and experienced fathers. The curriculum guides fathers from pregnancy to infancy, ending with in depth coverage of coping with crying and Shaken Baby Syndrome. Included with the program are different handouts for fathers to take home and instructional materials to supplement the curriculum.

The program includes:

- Dads: The Basics Curriculum with CD-ROM
- *Elijah's Story* DVD
- (30) Guides for new Fathers
- (30) Dads Time Out Cards
- (30) Dads Wallet Tip Cards
- (30) 3 Things Every Dad Should Know Brochures
- Crying Audio CD
- (5) 11"x17" Are you Tough Enough Posters



## School-Based Curriculum

Languages: English

Item number: PRGM-SCH-DVD

Price: \$140.00

The School-Based Program is designed for Secondary Education students. This field-tested program educates students on the medical characteristics of SBS and the long term consequences for the victim and the perpetrator. It reaches young adults as potential caregivers and future parents by teaching students how frustration can lead to shaking and helps them understand the importance of appropriate coping skills.

The moving documentary *Elijah's Story* accompanies the program along with an updated letter from Elijah's mother, Emily. The program includes several demonstration materials and ideas, a presenters manual with a quiz, and talking points for the documentary.

This curriculum Includes:

- The Documentary *Elijah's Story* DVD
- School-Based Curriculum with CD-ROM
- 100 Understanding SBS/AHT Brochures
- Crying Audio CD
- Demonstration Doll
- Five 11" x 17" Are You Tough Enough Posters

# BUNDLES



## Enjoy Your Baby Package

Languages: English and Spanish

Item number: PCKG-ENJ-EN/SP

Price: \$70.00

The Enjoy Your Baby Package is great for hospitals, health clinics, and childcare facilities that are looking to distribute informational materials on SBS to parents. These materials contain information on the effects of SBS as well as addressing the number one trigger for SBS, infant crying. The package consists of 100 brochures, 100 bookmarks, and 100 magnets.





## Child Care Providers Package

Languages: English

Item number: PCKG-CCP-K

Price: \$95.00

The Child Care Providers Package comes with all the parts needed to run a successful training session for all types of childcare providers. An all-encompassing training manual helps guide trainers through curriculum and use of supplementary materials.

The package includes:

- Child Care Providers Curriculum
- Demonstration Doll
- Crying Audio CD
- *Mighty Like A Rose* DVD
- (25) Understanding SBS/AHT Brochure



## Parents Package

Languages: English and Spanish

Item number: PCKG-PAR-EN/SP

Price: \$75.00

The Parents Package contains 250 of both the 3 Things Every Mom Should Know and the 3 Things Every Dad Should Know brochures. This package is ideal for hospitals, health care clinics, and other child care facilities who are looking to educate both mothers and fathers on Shaken Baby Syndrome and normal infant crying.





"To be  
in your  
children's  
memories  
tomorrow,  
you have to  
be in their  
lives today."

- Barbara Johnson



# Understanding Shaken Baby Syndrome

Languages: English and Spanish

Item number: BRCH-UND-EN/SP

Price: \$0.25

The Understanding SBS/AHT brochure takes an in depth look at Shaken Baby Syndrome and its effects on an infant. This informational brochure covers injuries, symptoms, long-term effects, perpetrator and victim information, and prevention. While being centered on the science and research behind the diagnosis of SBS, this educational material is accessible and easy to understand.





# Enjoy Your Baby

Languages: English and Spanish

Item number: BRCH-ENJ-EN/SP

Price: \$0.20

The Enjoy Your Baby brochure gives parents the information they need to cope with their baby's crying. This educational brochure helps parents understand their baby's crying, know what they can do to help, recognize what they will go through as a parent when their baby is crying, and learn why shaking a baby is dangerous. Filled with helpful reminders and Shaken Baby Syndrome facts, this brochure is a great tool for both new and experienced parents.



## 3 Things Every Mom Should Know

Languages: English and Spanish

Item number: BRCH-MOM-EN/SP

Price: \$0.20

The 3 Things Every Mom Should Know brochure covers three main topics; understanding infant crying, calming your baby, and getting to know your new baby. In addition to these topics the brochure touches on the importance of taking time for yourself, and gives a brief explanation of Shaken Baby Syndrome and its symptoms. This item is great for both new and experienced mothers, addressing parenting myths and giving tips on how to develop a relationship with your child.

## 3 Things Every Dad Should Know

Languages: English and Spanish

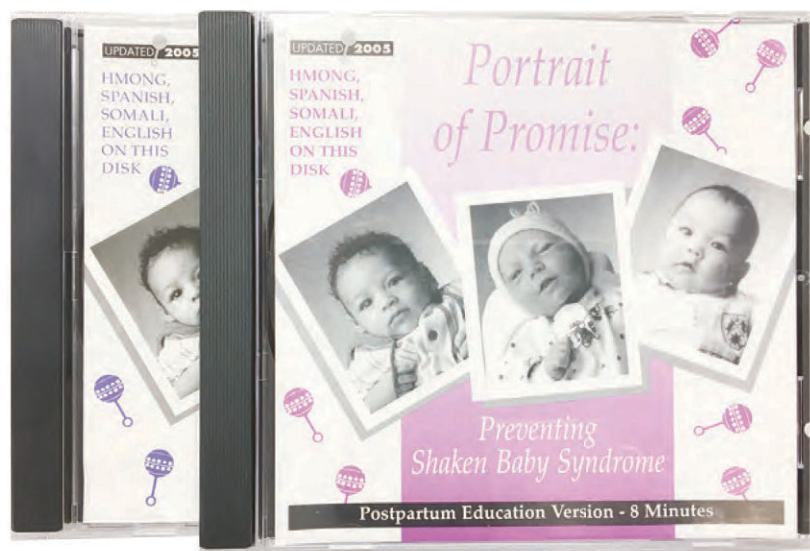
Item number: BRCH-DAD-EN/SP

Price: \$0.20

The 3 Things Every Dad Should Know brochure covers three main topics; getting to know your new baby, calming your baby, and understanding infant crying. In addition to these topics the brochure touches on Shaken Baby Syndrome prevention, and what fathers can do to prevent this tragedy. This brochure is excellent for both new and experienced fathers, giving a brief explanation of SBS and its symptoms as well as urging fathers to relay this information to anyone who may care for their child.



# DVDs



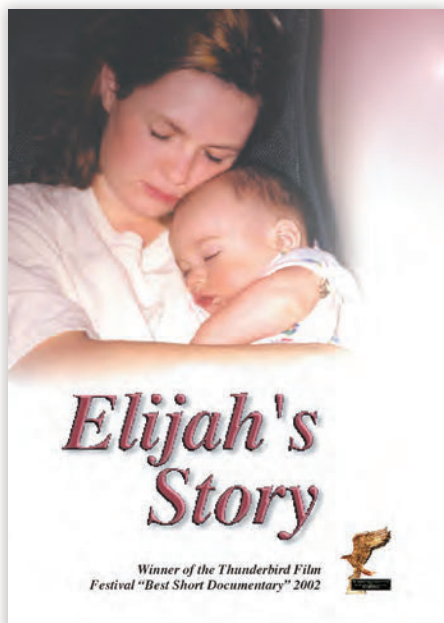
## Portrait of Promise DVD

*Languages: English, Hmong, Spanish, Somali*

*Item number: DVDS-PRT-11*

*Price: \$49.00*

*Portrait of Promise* is a program designed to educate a wide variety of audiences about Shaken Baby Syndrome. This DVD is available as an 8-minute or 11-minute film and features three families whose lives have been affected by SBS, as well as nationally recognized child abuse specialists. This program focuses on preventing SBS and is perfect for playing in clinic waiting rooms, or youth groups.



## Elijah's Story DVD

Languages: English and Spanish (same DVD)

Item number: DVDS-ELI-K

Price: \$49.00

*Elijah's Story* follows a young family from the birth of Elijah to the 911 emergency call, to the father's taped confession and sentencing hearing. This documentary tells a moving story as Elijah's mother shares her emotions and Elijah's dad speaks out from prison. Unlike any other film, *Elijah's Story* is an all-encompassing story that allows viewers to see into the toll SBS takes on a family. The DVD includes both 28- and 18-minute versions in English and Spanish.



## Mighty Like a Rose DVD

Languages: English

Item number: DVDS-MTY-K

Price: \$35.00

*Mighty Like A Rose* is the story of Kelly Deaun Rust, a child who was shaken. This moving documentary takes you through the story, starting when Kelly was shaken at 6 months old. Featuring interviews with the family, this film helps audiences understand how Shaken Baby Syndrome affects every aspect of surviving victims' lives and those of their family.

# POSTERS & MAGNETS

## Injuries Illustrated Poster Package

Languages: English

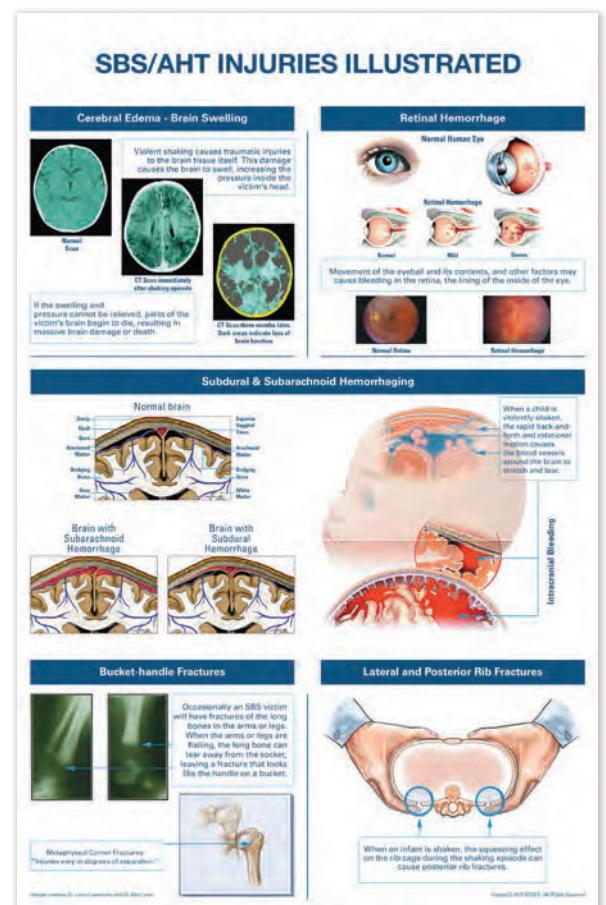
Item number: PCKG-INJ

Price: \$35.00

The Injuries Illustrated Poster Package is a demonstration tool for professionals and educators. This package contains seven different posters illustrating common injuries associated with Shaken Baby Syndrome / Abusive Head Trauma.

The package includes:

- An 8"x10" Retinal Hemorrhage Poster
- An 8"x10" Shearing of Bridging Veins Poster
- An 8"x10" Rib Fractures Poster
- An 8"x10" Intracranial Bleeding Poster
- An 8"x10" Bucket Handle Fractures Poster
- An 8"x10" Cerebral Edema Poster
- An 11"x17" Combination of the Six Posters





# Never Shake a Baby Poster

Languages: English

Item number: POST-NVR-17/10

Price: \$0.25 (11x17), \$0.15 (8x10)

The Never Shake a Baby poster features the National Center on Shaken Baby Syndrome's mission statement, "Believe that all babies can be kept from harm... we do". This poster emphasizes SBS prevention and is an excellent visual tool for hospitals, healthcare clinics, and child care facilities.



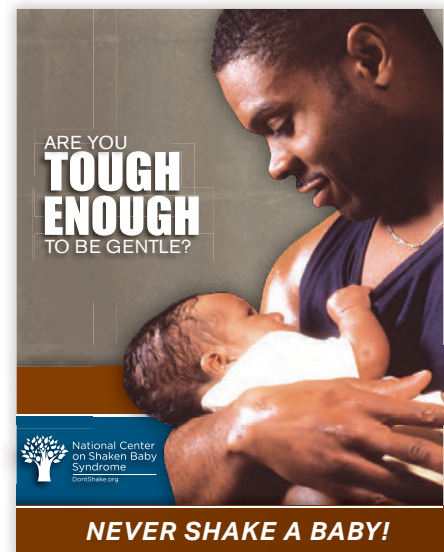
# Tough Enough Poster

Languages: English

Item number: POST-TUF-17/10

Price: \$0.75 (11x17), \$0.60 (8x10)

The Tough Enough poster is a great visual tool for hospitals, healthcare clinics, and child care facilities. With a message geared towards dads, the poster challenges stereotypes and lets fathers know that it's important to be gentle with your infant.



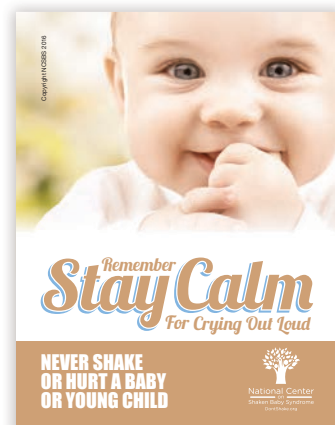
# Stay Calm Magnet

Languages: English and Spanish

Item number: MAGN-CLM-EN/SP

Price: \$0.60

The Stay Calm magnet is a perfect reminder for parents to stay calm, though their infant's crying may become frustrating.



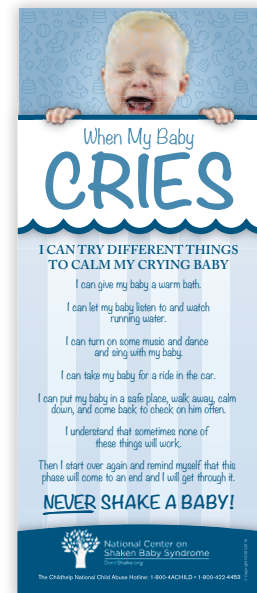
# When My Baby Cries Magnet

Languages: English and Spanish

Item number: MAGN-WHN-EN/SP

Price: \$0.50

The When My Baby Cries magnet is a great reminder for parents that when their baby cries, there are steps they can take to try and calm their child. This magnet features a selection of soothing techniques, but also reassures parents that a child cannot always be soothed and that this phase will come to an end. This product serves as a helpful reminder for a frustrated parent that they can always keep handy.



# Sometimes I Cry Magnet

Languages: English, Spanish

Item number: MAGN-STM-EN/SP

Price: \$0.60

The Sometimes I Cry magnet reassures parents and caregivers that their baby will cry, and that's okay! The middle of the magnet gives a few helpful tips, and can be popped out to make the magnet into a small frame for a baby picture. This magnet is a unique reminder for parents to never shake a baby.



# Enjoy Your Baby Magnet

Languages: English and Spanish

Item number: MAGN-ENJ-EN/SP

Price: \$0.60

The Enjoy Your Baby magnet is a perfect reminder for parents that healthy babies cry, and that it's never okay to shake your baby.



"There are two lasting bequests we  
can hope to give our children. One is  
roots; the other, wings."

- Hodding Carter



# BOOKMARKS & CARDS



## Baby's Sleeping Door Hanger

Languages: English

Item number: DRHG-SLP-CAU-EN

Price: \$0.10

The Baby's Sleeping Door hanger is a two-sided card that can be hung on a doorknob to show that the baby is asleep inside any room. On the opposite side parents and caregivers can find a list of tips for calming a crying baby, as well as tips for what to do when feeling frustrated.

## Crying Card

Languages: English and Spanish

Item number: CCRD-EN/SP

Price: \$0.20

The Crying Card highlights crying as the number one trigger for shaking an infant. Parents often know that their child will cry, but are unprepared for how much or how it will affect themselves. This educational card explains the characteristics of normal infant crying, as well as giving tips on how to comfort the baby and remain calm. The Crying Card is a great resource for parents and caregivers, helping them understand that crying can be frustrating but it is never okay to shake or hurt a baby or young child.





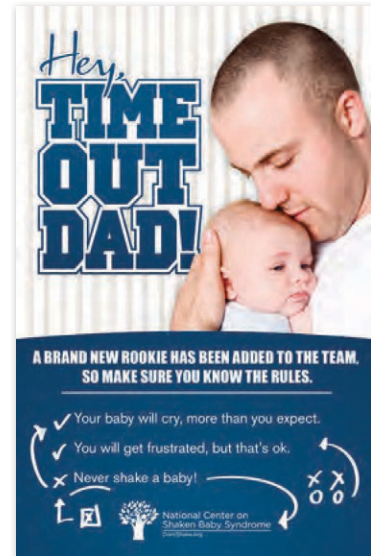
# Dads Time Out Card

Languages: English and Spanish

Item number: CARD-DAD-EN/SP

Price: \$0.20

The Dads Time Out Card emphasizes the importance of fathers understanding their baby's crying and how it affects them. This card lets fathers know that their baby will cry more than expected, they will get frustrated, but it is never okay to shake a baby. Featuring information on infant crying patterns and techniques to soothe a crying baby, the Dads Time Out Card is a perfect tool for both new and experienced fathers.



## Dads Wallet Tip Card

Languages: English

Item number: TCRD-DAD-CAU-WL

Price: \$0.10

The Dads Wallet Tip Card is a convenient reminder for fathers to spend time with their new infant. The card features some positive daddy time tips like singing and talking to your baby. Adjusting to a life with a new baby can be frustrating, but this card reminds fathers that their baby's crying is normal and it's okay to ask for help.

## Diaper Bag Tag

Languages: English

Item number: DTAG-GEN-K

Price: \$0.25

The Diaper Bag Tag is a handy reminder for parents and caregivers to never, ever shake a baby. The tag provides space to fill in personal contact information and comes with a lanyard to attach to a diaper bag.



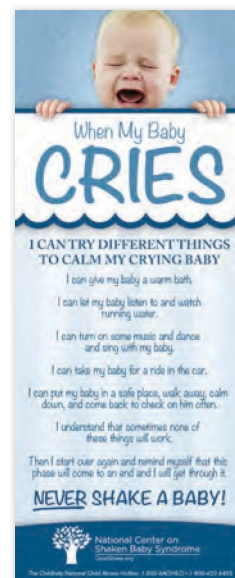
# When My Baby Cries Bookmark

Languages: English and Spanish

Item number: BKMK-WHN-EN/SP

Price: \$0.15

The When My Baby Cries bookmark is an excellent tool for parents, giving them tips for things they can do to try to calm their crying baby. Written in the first person, this bookmark reminds parents that there are things they can do, but that those things will not always work and this phase will come to an end. This product serves as a helpful reminder for a frustrated parent that they can always keep handy.



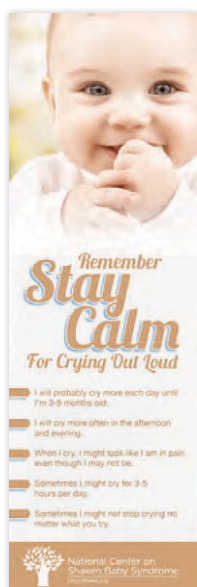
## Stay Calm Bookmark

Languages: English and Spanish

Item number: BKMK-CLM-EN/SP

Price: \$0.10

The Stay Calm bookmark is meant to remind parents to remain calm, and that their baby's crying is normal. Infant crying can cause frustration, and is the leading cause of Shaken Baby Syndrome. This bookmark addresses what crying does to a parent and what they can do to calm down.



## Enjoy Your Baby Bookmark

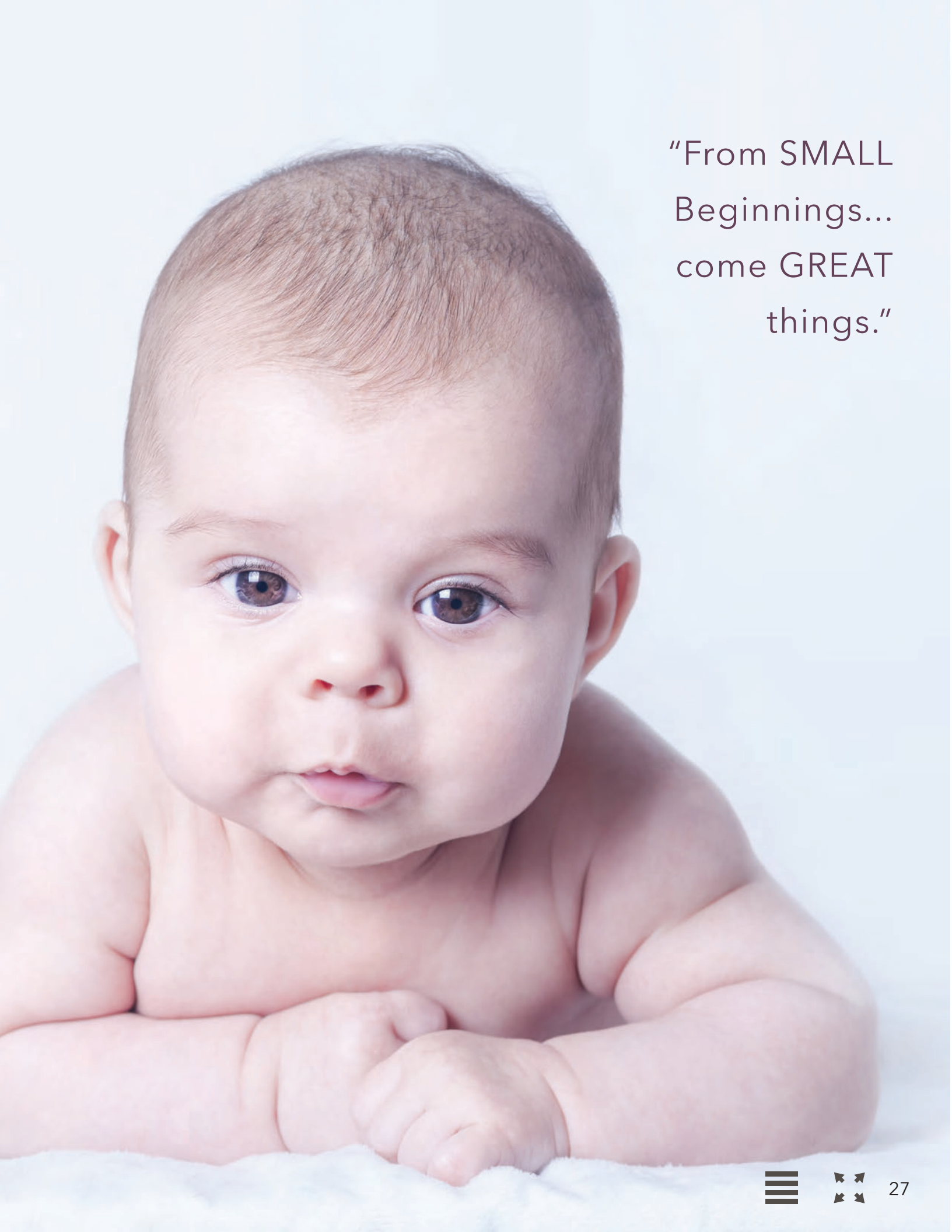
Languages: English and Spanish

Item number: BKMK-ENJ-EN/SP

Price: \$0.10

The Enjoy Your Baby bookmark helps remind parents that their baby's crying can be frustrating and gives tips on what they can do to try and soothe a crying infant. This educational bookmark supports parents by furthering their understanding of infant crying, and reminding them to never shake or hurt a baby or young child.

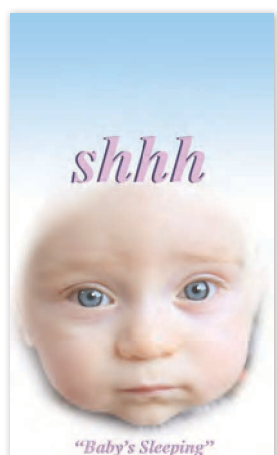




"From SMALL  
Beginnings...  
come GREAT  
things."



# SALE ITEMS



## NEVER SHAKE A BABY POSTER

Now only \$0.15 for the 8"x10" and \$0.25 for the 11"x17."

## BABY'S SLEEPING DOOR HANGER

Only \$0.10 each while supplies last.

## DIAPER BAG TAG

Now only \$0.25 for a limited time.







Believe all  
**BABIES**  
can be kept  
**SAFE**  
from harm...  
we do.





National Center  
on  
Shaken Baby Syndrome  
DontShake.org

1433 North 1075 West | Suite 110 | Farmington, UT 84025  
Phone: 801-447-9360 | Fax: 801-447-9364 | [mail@dontshake.org](mailto:mail@dontshake.org)

