

OP-ED Template –

Approximately 500 Words –

Please Adapt With Your Own Story and Experiences.

Shaken Baby Syndrome affects tens of thousands of people every year and costs billions of dollars in care. But we can save lives, prevent the tragedy of lifelong debilitating injuries, and save enormous amounts of health care costs.

The best and most effective way to save babies and their families from the devastation of Shaken Baby Syndrome (SBS) is to prevent it from happening in the first place.

Shaken Baby Syndrome is much more than just a crime. It's a public health issue, a parenting issue, and a social justice issue. It's all about how we treat the youngest and most innocent and defenseless in our society. We have a moral imperative to protect them from harm.

{In our organization – as a member of – we do XYZ to that end. That is why we believe so wholeheartedly in PREVENTION}

When we only talk about Shaken Baby Syndrome as a criminal act, rather than a preventable health issue, we are sentencing infants to death or to a life trapped in the prison of lifelong disabilities.

Ironically, a simple understanding of increased crying in early infancy and its connection to shaking, could help prevent this tragedy.

A new Shaken Baby Syndrome prevention program called the Period of PURPLE Crying: Keeping Babies Safe in North Carolina, is the largest, most comprehensive and rigorous initiative in the country.

Its overarching goal is to save lives. {The program is important to all of us – here's why. We are most ardent supporters of the PURPLE program because we XYZ and we plan to XYZ}

Misunderstanding normal, early infant crying can lead to frustration and escalate to anger. It's common to feel irritated with seemingly endless bouts of screaming but learning how to cope with those feelings is a key component of the PURPLE program.

Compelling new evidence confirms that prolonged infant crying is a primary trigger for parents and caregivers to shake their babies.

When parents and caregivers understand PURPLE crying and how to care for their infants and themselves during this normal developmental stage, it follows that they are far less likely to shake or harm their babies.

The Period of PURPLE Crying: Keeping Babies Safe in North Carolina is designed to educate parents, other caregivers and society at large about the normal, early infant developmental stage called PURPLE crying, and how to handle it.

Sometimes, ordinary, loving parents or other caregivers, through misunderstanding, frustration, and rage, unwittingly shake their babies and cause devastating, irrevocable damage or even death.

The danger in dismissing all Shaken Baby Syndrome perpetrators as little more than criminals means that they're easier to ignore than to understand. When we fail to understand, we miss the opportunity to learn and teach what to do - and what not to do - to prevent what is most certainly preventable.

Identifying Shaken Baby Syndrome as purely a crime robs it of its importance as a public health issue - one solved by education, awareness and PREVENTION.

It's time to take a different approach.

**Your name and organization here} For more information:
PURPLEcryingNC.info**