

Descriptive Text: Logo for the Centers for Disease Control and Prevention.

Text on Screen: CDC's Core State Violence and Injury Prevention Program and Injury Control Research Centers: Partnering to promote safer communities.

Descriptive Text: Around town shots of Muskegon, Michigan.

Descriptive Text: Holly Alway, Coordinator, Injury Prevention, Mercy Health

Holly Alway: We are very much interested in ensuring the health and well-being of all of our residents, especially the most vulnerable ones, which would be our infants. Mercy Health Muskegon was invited to participate in the Period of PURPLE Crying in partnership with the Michigan Department of Health and Human Services and their partnership with the CDC's Core State Violence and Injury Prevention Program.

Descriptive Text: Shots of pamphlets and other resources with information on the Period of PURPLE Crying program.

Holly Alway: Through that partnership they were also looking at the data that indicated that we had a higher rate of abusive head trauma in our infants and offered us an opportunity to participate in a three-year program to bring Period of PURPLE Crying to Muskegon.

Descriptive Text: Baker College student nurses practicing treatment in a class setting.

Holly Alway: One of our nurses on the birth center floor was also an adjunct professor at Baker, and when she learned about the Period of PURPLE Crying, she was so excited about it that she built it into the class that she was teaching at Baker College.

Descriptive Text: Deltavier Robertson, MPH, Project Coordinator, Michigan Core Violence and Injury Prevention Program

Descriptive Text: Parents taking a class on the Period of PURPLE Crying.

Deltavier Robertson: The Period of PURPLE Crying is an evidence-based program that is designed to address abusive head trauma and shaken baby syndrome. And we really work hard to expand awareness of Period of PURPLE Crying and abusive head trauma in Michigan as well as trying to expand the evaluation efforts of the program so that we can get a better sense of how this program works in the state of Michigan.

Descriptive Text: Angela Marr, MPH, Branch Chief, Division of Injury Prevention, CDC's Injury Center

Angela Marr: Right now, there are several birthing hospitals in Michigan that offer the information to parents right there while they're in the hospital, but sometimes parents can be really overwhelmed. This is a hard time for them to take in a lot of information.

Descriptive Text: A Baker College nursing student leads a class on the Period of PURPLE Crying.

Nursing Student (speaking to class): It's OK to feel frustrated, because it is a frustrating situation when you might feel that guilt—like, I'm the parent. I'm supposed to know how to take care of my baby, and they're still crying. Just know that that's OK. That's a normal emotion to feel.

Descriptive Text: Jessica Roche, MPH, Managing Director, Injury Prevention Center University of Michigan

Jessica Roche: As one of nine CDC-funded Injury Control Research Centers, which are known ICRCs, our mission is really to partner with state and local health departments as well as public health practitioners in order to advance injury prevention science. We partner with the Michigan Department of Health and Human Services in order to do the evaluation component of the Core SVIPP funding. So, we're trying to measure the impact that their program is having on the citizens in Michigan.

Deltavier Robertson: The University of Michigan designed the evaluation tool and modified it so that it would only take about five minutes for our partners to be able to implement.

Descriptive Text: Justin Heinze, PhD, Evaluation Lead, Injury Prevention Center
University of Michigan

Justin Heinze: So, we're looking at both the implementation and the outcome side, not the long-term outcome side, not necessarily the 5-, 10-year reductions in abusive head trauma. But what are some of those intermediate steps that if we see those starting to change, then within that broader theory of change the outcomes will get there too.

Holly Alway: We talk about success; one of the early successes that we have is when we look at our survey results, we know that over 90 percent of our participants are going on to share this information about the Period of PURPLE Crying with their families or with other caregivers. We've reached over 400 people directly, but really our impact is much larger than that because they're sharing the message with their family and friends as well. And I think in injury prevention you have the opportunity to do that in a lot of different ways, but maybe none are as important as the ability to stand up for babies who can't advocate for themselves.

Text on Screen: Core State Violence and Injury Prevention Program. Learn more at cdc.gov/injury/stateprograms

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