

# ASSEMBLY, No. 2884

## STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED FEBRUARY 20, 2020

**Sponsored by:**

**Assemblywoman NANCY F. MUNOZ**

**District 21 (Morris, Somerset and Union)**

**Assemblywoman VALERIE VAINIERI HUTTLE**

**District 37 (Bergen)**

**Assemblywoman ANGELA V. MCKNIGHT**

**District 31 (Hudson)**

**SYNOPSIS**

Establishes public awareness campaign concerning Period of PURPLE Crying program and shaken baby syndrome.

**CURRENT VERSION OF TEXT**

As introduced.



(Sponsorship Updated As Of: 3/1/2021)

1   **AN ACT** concerning the Period of PURPLE Crying program and  
2       shaken baby syndrome and supplementing Title 26 of the  
3       Revised Statutes.

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5       **BE IT ENACTED** *by the Senate and General Assembly of the State*  
6       *of New Jersey:*

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8       1. The Legislature finds and declares that:

9       a. The Period of PURPLE Crying describes a period of  
10      increased and unsoothable crying in infants that begins at about two  
11      weeks of age, peaks in the second month of life, and continues until  
12      about three to four months of age.

13      b. There are other common characteristics of this period which  
14      are better described by the acronym PURPLE: Peak of crying;  
15      Unexpected and unexplained crying; Resists soothing; Pain-like  
16      face; Long-lasting crying; and Evening or late afternoon crying.  
17      During the Period of PURPLE Crying, some infants cry more,  
18      others less, but all infants experience increased crying as a normal  
19      part of early childhood development.

20      c. Shaken baby syndrome and abusive head trauma are terms  
21      used to describe the collection of signs and symptoms resulting  
22      from violent shaking or shaking and impacting of the head of an  
23      infant or small child. Shaken baby syndrome and abusive head  
24      trauma most often occur when an infant or child won't stop crying  
25      or is experiencing toilet training difficulties and feeding problems.

26      d. The Period of PURPLE Crying program is an educational,  
27      evidence-based shaken baby syndrome and abusive head trauma  
28      prevention program offered in hospitals and other community based  
29      organizations to support parents and caregivers in their  
30      understanding of increased and unsoothable infant crying and help  
31      reduce the incidence of shaken baby syndrome and abusive head  
32      trauma.

33      e. A public awareness campaign to provide information about  
34      the Period of PURPLE Crying program, increased and unsoothable  
35      infant crying, shaken baby syndrome, and abusive head trauma is in  
36      the public interest and will serve the interests of public safety in this  
37      State.

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39      2. a. The Commissioner of Health, in consultation with the  
40      Commissioner of Children and Families, shall establish a public  
41      awareness campaign to inform parents and caregivers about:

42        (1) the Period of PURPLE Crying program, increased and  
43        unsoothable infant crying, shaken baby syndrome, and abusive head  
44        trauma; and

45        (2) preventive measures that may be taken by parents and  
46        caregivers to promote child safety and protect against injuries or  
47        death caused by shaken baby syndrome and abusive head trauma.

1       b. The commissioner shall, at a minimum:

2       (1) make available electronically on the Departments of Health  
3       and Children and Families Internet websites, in English and  
4       Spanish, information about the Period of PURPLE Crying program,  
5       increased and unsoothable infant crying, shaken baby syndrome,  
6       and abusive head trauma; and

7       (2) disseminate information for distribution to parents and  
8       caregivers, through a variety of entities, including, but not limited  
9       to, local health agencies and clinics, physicians and advanced  
10      practice nurses, health care facilities, birthing facilities, licensed  
11      child care centers, pharmacies, libraries, Division of Child  
12      Protection and Permanency local offices, and other community-  
13      based outreach programs and organizations.

14

15      3. The Commissioner of Health shall report to the Governor,  
16      and to the Legislature pursuant to section 2 of P.L.1991, c.164  
17      (C.52:14-19.1), no later than 24 months after the effective date of  
18      this act, on the activities and accomplishments of the public  
19      awareness campaign.

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21      4. This act shall take effect immediately.

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#### STATEMENT

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26      This bill requires the Commissioner of Health, in consultation  
27      with the Commissioner of Children and Families, to establish a  
28      public awareness campaign to provide information to parents and  
29      caregivers about the Period of PURPLE Crying program, increased  
30      and unsoothable infant crying, shaken baby syndrome, and abusive  
31      head trauma, and preventive measures that may be taken by parents  
32      and caregivers to promote child safety and protect against injuries  
33      or death caused by shaken baby syndrome and abusive head trauma.

34      The Commissioner is required to: make, at a minimum,  
35      information about the Period of PURPLE Crying program,  
36      increased and unsoothable infant crying, shaken baby syndrome,  
37      and abusive head trauma available electronically on the  
38      Departments of Health and Children and Families websites;  
39      disseminate information to parents and caregivers through a variety  
40      of entities, including, but not limited to, local health agencies and  
41      clinics, physicians and advanced practice nurses, health care  
42      facilities, birthing facilities, licensed child care centers, pharmacies,  
43      libraries, Division of Child Protection and Permanency local  
44      offices, and other community-based outreach programs and  
45      organizations; and report to the Governor and the Legislature  
46      concerning the activities and accomplishments of the public  
47      awareness campaign within two years of the effective date of the  
48      bill.

1       The Period of PURPLE Crying describes a period of increased  
2 and unsoothable crying in infants that begins at about two weeks of  
3 age, peaks in the second month of life, and continues until about  
4 three to four months of age. There are other common  
5 characteristics of this period which are better described by the  
6 acronym PURPLE: Peak of crying; Unexpected and unexplained  
7 crying; Resists soothing; Pain-like face; Long-lasting crying; and  
8 Evening or late afternoon crying.

9       While the Period of PURPLE Crying is a normal developmental  
10 phase for infants, increased and unsoothable crying often leads to  
11 shaken baby syndrome and abusive head trauma when a parent or  
12 caregiver shakes an infant out of frustration or anger.

13       The Period of PURPLE Crying program is an educational,  
14 evidence-based shaken baby syndrome and abusive head trauma  
15 prevention program offered in hospitals and other community based  
16 organizations to support parents and caregivers in their  
17 understanding of increased and unsoothable infant crying and help  
18 reduce the incidence of shaken baby syndrome and abusive head  
19 trauma.

20       A public awareness campaign to provide information to parents  
21 and caregivers about the Period of PURPLE Crying program,  
22 increased and unsoothable infant crying, shaken baby syndrome,  
23 and abusive head trauma is in the public interest and will serve the  
24 interests of public safety in this State.