

PRESS RELEASE:
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**Pardee Hospital spreads awareness about
Period of Purple Crying**

(Hendersonville, N.C.) During the month of November Pardee will be helping to raise awareness of the Period of Purple Crying, which is the normal period in an infant's development when they cry more than any other time, sometimes inconsolably. Pardee is providing babies with purple hats and parents with informational DVDs to prevent infant abuse.

Pardee Auxiliary members and community knitters and crocheters have helped to knit over 45 purple colored baby caps. These caps will then be distributed to new babies in the month of November to raise awareness of Period of Purple crying.

The national campaign, titled "Click for Babies", encourages participation through the clicking of knitting needles. It is a North America initiative sponsored by the National Center on Shaken Baby Syndrome that is organized across the state through a collaborative effort with UNC – Chapel Hill who has donated DVDs to give to new parents. Each new mom watches the DVD while in the hospital and receives instruction on what normal newborn crying patterns are and how to cope with it. This program





Margaret R. Pardee Memorial Hospital
800 North Justice Street, Hendersonville, NC 28791

www.pardeehospital.org

provides life saving information about normal infant crying and the dangers of reacting to that crying in frustration by shaking or abusing an infant.

[Pardee Hospital](http://www.pardeehospital.org) is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second largest employer in [Henderson County](http://www.pardeehospital.org). The hospital has several locations separate from the main campus, including an adult day services center, a health education center in the Blue Ridge Mall, home care services, a rehab and wellness center, a midwifery program, various family and internal medicine practices, and an urgent care facility. For more information or to find a physician, call 1-866-790-WELL (9355) or visit www.pardeehospital.org.

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