



How to Calm a Crying Baby

Check physical needs first:

- Is the baby hungry?
- Thirsty?
- Need to be burped?
- Too hot or too cold?
- Diaper dirty?

Check for signs of illness or fever:

If you think the baby may be sick, seek medical attention immediately.

Make Your Plan

Making a conscious decision to never shake a baby and having a plan for coping with the challenge of crying can help.



Use the reverse side of this door hanger to make a plan. Then keep it handy for you and others who care for your child.

Discuss Your Plan

Talking to caregivers and asking them to give their word can help keep your baby safe.



**No matter what,
NEVER SHAKE A BABY**

The Kohl's Shaken Baby Syndrome Prevention Campaign

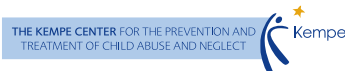
Together with our partners, Children's Hospital Colorado and the Kempe Center, we have undertaken a campaign to end Shaken Baby Syndrome, beginning right here in Colorado.

We urge you to become a part of the solution. Take a moment to take a stand against the most preventable form of child abuse.

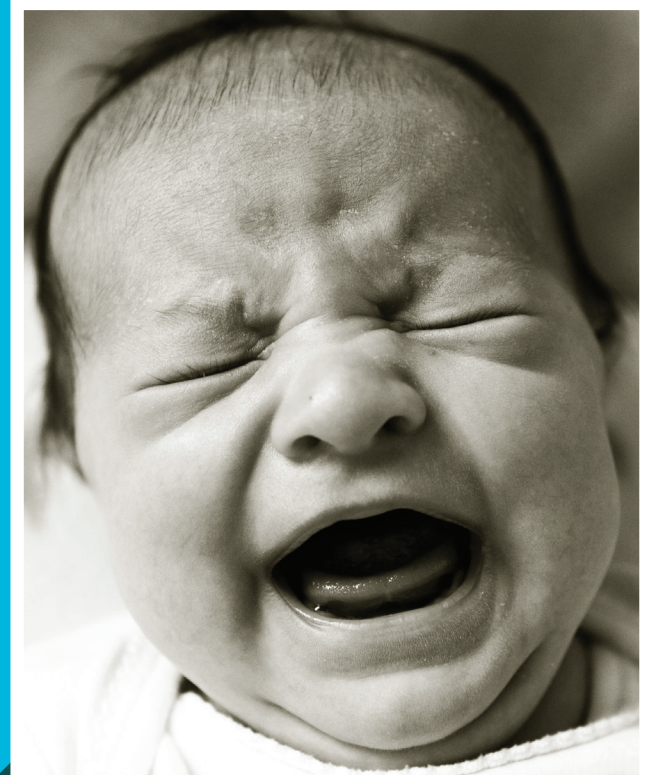
Together, we can ensure every child is safe from the danger of shaking.

To learn more about how to calm a crying baby and more about Shaken Baby Syndrome, please visit CalmACryingBaby.org.

KOHL'S SHAKEN BABY SYNDROME PREVENTION CAMPAIGN PARTNERS



How to calm a crying baby



Preventing
Shaken Baby Syndrome

Babies cry, so be prepared!

It's no surprise that babies cry. But what may be a surprise is how frustrating it can be to care for a fussy baby. There are times—for every mom, dad and caregiver—when a crying baby can be completely overwhelming. But, no matter how bad it gets or how tired and frustrated you feel, shaking the baby, putting the baby down roughly, or throwing the baby is never the answer.

Why do babies cry?

Babies cry because they need to; there is no other way for a baby to talk. They cry to tell you they are hungry or thirsty, uncomfortable, ill, frustrated, tired, scared or lonely. Some babies cry before bed or naptime. Others may be teething, have gas or might just be colicky. Sometimes the answer is as simple as feeding the baby or changing a diaper. But other times, the crying seems to go on forever and nothing works to stop it. It is normal for some babies to cry up to several hours each day.

What happens when you shake a baby?

Sometimes, people get so frustrated they will shake a crying baby. No one plans to do it; it just happens. But shaking a baby, even for a second, can cause serious injury or even death.

Shaken Baby Syndrome is a serious type of brain injury that can occur when an infant or toddler is violently shaken, usually in response to crying that will not stop. Babies' neck muscles aren't strong and don't provide much support for their large heads. When someone forcefully shakes a baby, the baby's brain repeatedly strikes the inside of the skull, injuring the brain.

Shaking a baby—or any other type of violent behavior—is a serious form of child abuse with serious consequences for the adult, too.

Shaking a baby can cause severe brain damage, blindness, hearing loss, learning problems, seizure disorders, cerebral palsy, paralysis and even death.



Crying Happens; **Make a Plan**

Know what you *can do* and what you won't do when your baby is crying. No one means to shake a baby. So, when you are feeling frustrated, overwhelmed or angry:

1. Choose a Calming Technique

- Swaddle the baby
- Use "white noise" or rhythmic sounds like a vacuum cleaner or washing machine
- Offer a pacifier
- Sing or talk to the baby

2. Choose another Calming Technique

- Gently swing or rock the baby
- Put the baby in a car seat and take a ride in the car
- Take the baby for a walk in the stroller
- Hold the baby close and breathe calmly and slowly

3. Choose a Coping Technique

- Call the doctor for support or medical advice
- Call a friend or relative for support
- Have someone come over and give you a break
- Put the baby in a safe place like a crib, close the door, and check back when you're calm

Try each of the above for a few minutes before trying something else. **If nothing seems to work, it is OK to leave the baby in a safe place (like a crib or infant seat) and take time to calm down.** Leave the room. Shut the door. Take a few deep breaths. Call a friend or family member.

Who you will call when you need help:

Name/Phone: _____

Name/Phone: _____

For more information: Calm a
Crying
Baby.org

REMEMBER, crying is normal for a baby.
Shaking a baby is never OK.
It's important to know how to safely calm a
baby and, if necessary, yourself.