What’s Normal?
In the early months, your baby may cry for hours a day. This phase – sometimes called “the Period of PURPLE Crying” – starts when a baby is about 2 weeks old and can last until he’s 3 to 4 months. Learn more at purplecrying.info.
Your baby may cry when he’s hungry, uncomfortable, sick, hurt or wants to be held. Crying doesn’t mean he’s being bad, that he’s mad at you or that you’re doing something wrong.

What You Can Do
You may have to try lots of things before you figure out what your baby needs. And often what works one day won’t work the next. Try:
- changing his diaper
- feeding and burping him
- checking that he’s warm but not hot
- snuggling him close to your chest
- playing soft music, humming or singing a lullaby
- running the vacuum cleaner, clothes dryer, fish tank aerator, dishwasher or a white noise machine
- offering a soother, teething ring, favourite blanket or soft toy
- rocking him, walking with him or putting him in a baby swing
- taking him for a car ride or a walk in the stroller

Staying Calm
When your baby won’t stop crying, it’s normal to get frustrated and angry.
Try managing your anger by gently putting your baby down in a safe place, like the crib, and:
- taking some deep breaths and counting to 10
- leaving the room for a few minutes and crying into a pillow or running on the spot
- calling a friend or relative to ask for help
- waiting until you’re calm to try comforting your baby again

Remember – letting your baby cry for a few minutes won’t harm him.

Finding Help
If you’re having trouble coping with your baby’s crying, try:
- talking to your partner about how you can help each other
- finding someone you can call anytime if you’re losing control
- asking other parents how they coped
- speaking with your health care provider, calling HealthLink BC at 8-1-1 or visiting purplecrying.info

DANGER
Shaking a baby, even for a few seconds, can lead to brain damage, blindness or even death.
Never shake your baby. Make sure that everyone who cares for your baby learns to cope calmly with his crying.