

HOW TO care for a baby's skin



- Bathe your baby two or three times a week with a mild baby cleanser.
- To avoid diaper rash, use a barrier cream or an ointment containing zinc oxide.
- Only use skin-care products designed for babies.
- Try to keep her out of direct sun as much as possible. When going outdoors, dress her in a sunbonnet and clothes that cover the arms and legs. Place a sunshade on her stroller.
- If she's over 6 months, apply a sunscreen—one that's made for babies—to her face, hands, neck, and ears as directed. For a child under 6 months, use a small amount of sunscreen if exposure is unavoidable.

cradle cap

WHEN IT APPEARS: first 6 months **DURATION:** weeks or even months **WHAT IT LOOKS LIKE:** crusty, yellowish patches **WHERE IT APPEARS:** scalp, forehead, eyebrows **CAUSE:** excess oil production **TREATMENT:** Apply a little baby oil to the area several minutes before shampooing to soften scales so that rinsing clears them away. Or use a new soft-bristled toothbrush to loosen the scales before shampooing. Make sure to rinse out the oil completely. If the condition persists; if it spreads to Baby's face, arms, or bottom; or if her eyes become irritated, call your baby's health care provider.

peeling skin

WHEN IT APPEARS: 1 to 3 weeks **DURATION:** 1 to 2 weeks **WHAT IT LOOKS LIKE:** patches of reddened, cracked, and peeling skin; white flakes **WHERE IT APPEARS:** usually first at ankles and wrists; spreads to feet and hands and can cover entire body **CAUSE:** Baby's skin is adjusting to air after nine months of being surrounded by amniotic fluid **TREATMENT:** If the skin is red, cracked, or bleeding, use a hypoallergenic cream or ointment immediately after bathing (and several times during the day if needed) to keep it lubricated. Peeling skin can be associated with infection, so call your baby's doctor or nurse-practitioner at the first sign of fever, lack of appetite, or sleep disturbance.

prickly heat

WHEN IT APPEARS: birth to 1 year **DURATION:** 1 to 4 days **WHAT IT LOOKS LIKE:** tiny red bumps, sometimes itchy **WHERE IT APPEARS:** typically under the arms, in the folds of the neck, and on covered areas of the body **CAUSE:** Baby's sweat glands become blocked and excessive moisture builds up **TREATMENT:** Get Baby out of the heat and humidity as soon as possible. Cool baths sometimes help; you might also try letting her go naked or dressing her only in a light T-shirt. Babies who are breastfed sometimes develop prickly heat where their cheeks regularly come in contact with the breast; treat this problem by wiping your baby's cheeks with a damp cloth after nursing.



baby acne

WHEN IT APPEARS: birth to 3 weeks (milia); at birth or from 2 to 3 months (infantile acne) **DURATION:** typically 2 to 3 weeks, but can last longer in the case of infantile acne **WHAT IT LOOKS LIKE:** tiny whiteheads (milia), or red, bumpy pimples (infantile acne) **WHERE IT APPEARS:** cheeks, chin, forehead, nose **CAUSES:** high levels of estrogen and testosterone may have been transmitted from the mother at birth; later, bacteria may be the culprit **TREATMENT:** Wash regularly with plain water or with water and a nonirritating baby cleanser, but remember that acne goes away on its own. Don't squeeze pimples; it can cause infection. If acne is severe or doesn't clear up in a few weeks, consult your baby's health care professional.

eczema

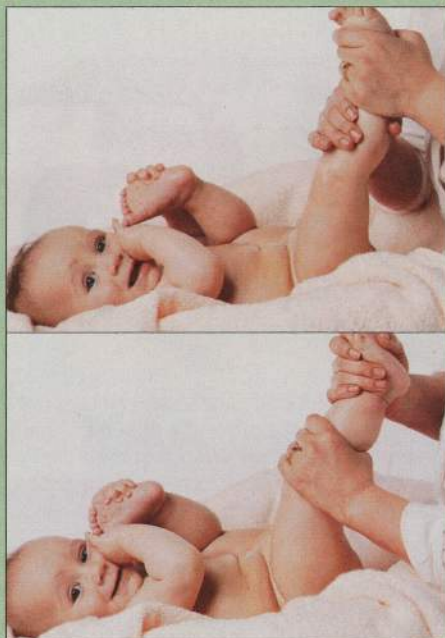
WHEN IT APPEARS: 2 to 6 months **DURATION:** varies **WHAT IT LOOKS LIKE:** patches of rough, red, scaly skin **WHERE IT APPEARS:** almost anywhere, but primarily on arms and legs **CAUSES:** dry skin, harsh cleansers and detergents, allergic reaction **TREATMENT:** Lubricate skin at the first sign of dryness with a cream or an ointment. Dress Baby in loose clothing; avoid scratchy fabrics. Switch to a mild detergent, and don't use fabric softeners. Rinse her clothing well to remove detergent residue. Give Baby a quick bath in lukewarm water, then apply a heavy lubricating cream to seal in moisture. Call a health care provider if the patches ooze or become crusty.

diaper rash

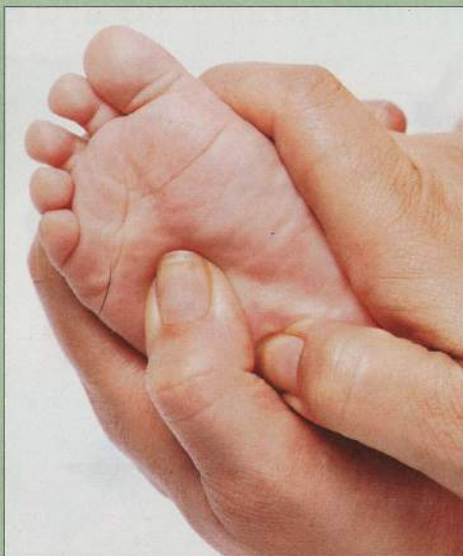
WHEN IT APPEARS: anytime **DURATION:** 3 to 4 days; if it lasts longer, consult a health care provider **WHAT IT LOOKS LIKE:** reddened patches or angry red bumps **WHERE IT APPEARS:** bottom, genital area; can spread to folds of thighs **CAUSE:** prolonged contact with stools **TREATMENT:** Expose the diaper area to air as often as possible. When changing Baby's diaper, clean her bottom and genital area; once she's dry, coat the area with a cream or an ointment containing zinc oxide. If the rash is very red, if satellite lesions (red dots on clear skin) appear, or if the skin crusts or oozes, immediately call a health care provider.

HOW TO massage your baby

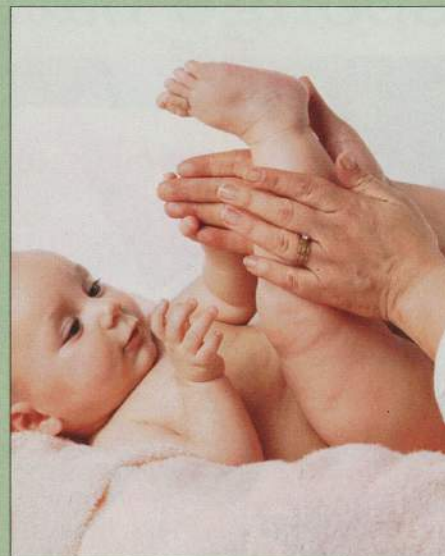
start at the bottom



LEG LOOSENER While holding your baby's heel in one hand, use the other hand to stroke from his buttocks up to his foot (**TOP**). No need to squeeze; simply relax your hand and mold it to your baby's leg as you go. Repeat the motion in reverse, stroking from his buttocks down to his buttocks (**BOTTOM**).



THIS LITTLE PIGGY Hold his foot with one hand while you rotate each toe gently with the other hand. (You can chant the nursery rhyme in a soft, singsong voice.) Then, with your thumb pressed against the sole of your baby's foot, flex his foot up and down. Repeat with the other foot.



ROLLING ON Roll your baby's legs from knee to ankle with the same smooth motion you would use to roll strings out of soft clay.

move to the middle

HEART STROKE With your hands resting flat on your baby's rib cage and pointing slightly inward, trace the shape of a heart—up, out, and around his chest (**1**).

BELLY LAUGHS Place one hand over your baby's belly button and stroke downward. Follow immediately with the other hand. Repeat to create a rhythmic, wheel-like motion (**2**). As a variation, use one hand to raise your baby's legs while stroking his belly with the other hand.

CHEST, SHOULDERS, AND ARMS Start with your hands together on your baby's rib cage (**3**), then move them in a single continuous stroke up his chest, over his shoulders, and all the way down his arms.



top it off



COVER UP Place your hands over your baby's face. Press your fingers against his forehead, then slide your hands down his face, gently massaging his temples (**a**). With your thumbs placed alongside his nose, move your hands out across his cheeks so that he's peeking between them.

GET CHEEKY Making small circles with your fingers, massage both sides of your baby's jaw close to his earlobes (**b**). Make larger circles over and around the back of his ears, doing a big loop; come up under his chin. Press forward beneath his jaw so he has a double chin, then smile and whisper his name.

The Letters in **PURPLE** Stand for



The word ***Period*** means that the crying has a beginning and an end.

WHAT IS THE *PERIOD OF PURPLE CRYING*?

The Period of PURPLE Crying is an evidence-based program describing a normal period of crying in the first few weeks and months of life that ALL babies go through. The *Period of PURPLE Crying* begins at about 2 weeks of age, peaks in the second month, and becomes less in the third to fifth month. There are other common characteristics of this period, which are better described by the acronym *PURPLE*.

The Letters in **PURPLE** Stand for

P	U	R	P	L	E
PEAK OF CRYING	UNEXPECTED	RESISTS SOOTHING	PAIN-LIKE FACE	LONG LASTING	EVENING
Your baby may cry more each week, the most in month 2, then less in months 3-5	Crying can come and go and you don't know why	Your baby may not stop crying no matter what you try	A crying baby may look like they are in pain, even when they are not	Crying can last as much as 5 hours a day, or more	Your baby may cry more in the late afternoon and evening

The word *Period* means that the crying has a beginning and an end.

It is during this period of development, some babies can cry a lot and some far less, but what is important to understand is that ALL babies go through this period. *Period of PURPLE Crying* aims to help parents and caregivers understand the normal increased crying of healthy infants and prevent abuse; namely shaken baby syndrome. *PURPLE* educates new parents on what to expect, ways to soothe their baby and ways to cope with the normal feelings of frustration and anger found during this period of development.

For more information on the *Period of PURPLE Crying* or **Shaken Baby Syndrome** visit:

www.purplecrying.info

www.dontshake.org

The Wisconsin Child and Abuse and Neglect Prevention Board supports the *Period of PURPLE Crying*.
Visit us at: www.preventionboard.wi.gov



As your baby grows...

- 1. Monitor signs of typical development
- 2. Keep a notebook of your observations
- 3. Share your concerns with your child's health care provider

Your baby should reach the following milestones by	
3 MONTHS	6 MONTHS
TYPICAL Speech DEVELOPMENT* ☐ Sucks and swallows well during feeding ☐ Quiets or smiles in response to sound or voice ☐ Coos and smiles ☐ Turns head towards sound or voice	☐ Begins to use consonant sounds in babbling, e.g. "da, da, da" ☐ Uses babbling to get attention ☐ Begins to eat cereals and pureed foods
TYPICAL Play DEVELOPMENT* While lying on their back... ☐ Visually tracks a moving toy from side to side ☐ Attempts to reach for a toy held above their chest ☐ Keeps head centered to watch faces or toys	☐ Reaches for toys while on their tummy While lying on their back... ☐ Transfers a toy from one hand to
TYPICAL Physical DEVELOPMENT*  While lying on their tummy... ☐ Pushes up on arms ☐ Lifts and holds head up	☐ Uses hands to support self while sitting ☐ Rolls from back to tummy and tummy to back  ☐ While standing with support, accepts entire weight with legs

*Remember to correct your child's age for prematurity

Please visit www.Pathways.org to find more FREE resources on child development.

Did you know?



- ▶ Tummy Time should begin as soon as your baby comes home from the hospital.
- ▶ Tummy Time is essential for infants' core, motor, and sensory development and achievement of milestones.
 - Helps improve neck and head control, and strengthens back, shoulder muscles, and core
 - Prevents flat spots on baby's head
 - Promotes motor and sensory development



Pathways.org empowers parents and health professionals with FREE tools and resources to maximize a child's motor, sensory, and communication development.



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Download the Pathways.org Baby Milestones App!



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Tummy Time

Activities to Strengthen Baby



FREE tools to maximize child development
Pathways.org is a 501(c)(3) not-for-profit organization.



Download the Pathways.org Baby Milestones App!



The American Academy of Pediatrics recommends

Back to Sleep, Tummy to Play



Make Tummy Time Fun Time!

- Sing songs to baby to calm and soothe
- Play peek-a-boo using a blanket or your hands
- Use rattles or other toys that make noise to encourage visual tracking
- Use a mirror—babies love faces
- Practice Tummy Time at baby's happiest time

Don't get discouraged.
Every bit of Tummy Time makes a difference!

Birth to 3 Months

Focus on getting baby used to Tummy Time. Start with a few minutes, a few times a day until it becomes part of baby's daily routine.

Lap Soothe

Lie baby face down across your lap when holding or burping. Place a hand on baby's bottom to help calm them.



Eye Level Smile

Encourage eye contact by getting down at baby's level. A blanket can be rolled up and placed under baby's chest for support.



Tummy to Tummy

Place baby on your chest or tummy so that baby is face to face with you. Lay down flat or propped up on pillows. Always hold firmly for safety.



Tummy Down Carry

Slide one hand between baby's legs and stomach. Use other hand to support baby's head and neck. Nestle baby close to you for comfort and support.



3 Months

Work on getting a total of an hour of Tummy Time daily.

Tummy Minute

Practice Tummy Time in small time increments:

- Use toys to encourage head turning and visual tracking.
- Practice after diapering or bathing so it becomes routine.



Baby Games Calendar
Free to download or print. Provides 300+ games based on baby's age.

6 Months

Baby's neck and trunk strength continue to develop through regular Tummy Time.

Baby Push Ups

Place hands under baby's chest and tummy. Use gentle lifting cues to get baby to push up on hands for brief periods.



Reach 'n Roll Play

Encourage baby to practice rolling and moving while on their tummy:

- Use toys to motivate baby to reach and rotate on their tummy to get the toys.





Crying is to be expected and is NORMAL.

Even healthy and well-cared for babies cry to let us know they need something. It can be very hard to understand what they need. Sometimes babies will cry for an hour or more at a time, even when you are working hard to calm them. Your efforts to calm your baby provides comfort, even if they continue to cry.

You are not a bad parent if you become frustrated with your baby's crying!

Baby's crying can be hard to handle, especially when you are physically and mentally exhausted! Babies are sensitive to your tension and respond to it. The more relaxed you remain, the easier it will be to console your baby. Hearing a wailing newborn can be agonizing, but letting your frustration turn to anger or panic will only intensify your baby's screams.

If your baby is crying and you feel like you are getting angry and might lose control, TAKE A BREAK!

If your partner or a support person is in the home, let them take the baby to attempt soothing.

If you are alone with your crying baby and you are frustrated:

1. Put your baby down in a safe place such as their crib or pack and play, with no blankets or toys, and leave the room. Take a short break for yourself (10-15min).
2. During that 10 – 15 minute break try to do something that will help you calm down: open your door or window and take a few deep breaths, take a shower, call a supportive friend or family member, listen to some music and dance. REMIND YOURSELF THAT ALL BABIES CRY AND YOU ARE A CARING PARENT!
3. After 10-15 minutes, if you are still feeling angry and stressed out, visually check on your baby. Do not pick the baby back up until you are CALM
4. Once you have calmed down, pick your baby up and try to soothe them again!

If your baby does not stop crying, or you feel like something is wrong with your baby, contact your pediatrician.

Every year in the U.S.

There are approximately 1,300 cases of Shaken Baby Syndrome

25% of these babies will die

80% of the surviving babies have lifelong disabilities

Shaken Baby Syndrome (Abusive Head Trauma) is the leading cause of child abuse deaths

Statistics: National Center on Shaken Baby Syndrome

Take a break if you are overwhelmed and frustrated with your baby's crying!

Reference:

<https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Abusive-Head-Trauma-Shaken-Baby-Syndrome.aspx>

<https://www.healthychildren.org/English/ages-stages/baby/crying-colic/Pages/Responding-to-Your-Babys-Cries.aspx>

<https://www.dontshake.org/learn-more/item/114-facts-and-info>

<https://www.cdc.gov/violenceprevention/pdf/SBSMediaGuide.pdf>



When to contact the Pediatrician:

- Fever of $>100.4^{\circ}$ F in a child younger than 60 days (2 months) old
- Congestion that is making feeding difficult for baby
- Babies often spit up, but forceful and large quantities of spit up are not normal.
- Vomit or stools that contain blood
- Abnormal feeding patterns such as not eating 8 or more times a day, refusing to feed or a sleepy baby that cannot be awakened enough to feed
- Odor, redness, bleeding or drainage around umbilical cord
- Distended, firm abdomen accompanied by increased baby crying
- Eye redness or yellow drainage from eyes
- White patches on tongue or inside of cheeks or gums; this may be thrush
- Diaper rash with beefy red or bleeding skin
- Irregular stools that are hard and ball-like; this may indicate constipation
- Don't hesitate to contact the nurse advice line if you have any questions or concerns! They want you to call so they can give you over the phone recommendations or schedule a time for your baby to come in to get assessed.

When to go to the EMERGENCY DEPARTMENT or CALL 911

- If unable to contact Pediatrician to consult about fever >100.4
- Difficulty breathing
 - Breathing faster than 60 breaths per minute. Babies have irregular breathing patterns so you must check the breathing rate over a full minute, ideally when baby is not crying.
 - Struggling to breath; baby's nostrils are flaring or you can see pulling in of the ribs when breathing
 - Unusual sounds such as wheezing, grunting or whistling when breathing
 - Skin or lips that look purple or gray
- Severe dehydration: mouth is dry, no wet diapers or sunken fontanel (soft spot on top of the head)
- Rhythmic jerking of arms and legs that persists even when you are gently holding the arms or legs. This is not the Moro Reflex! This may be a seizure
- Baby is floppy and difficult to wake or arouse
- Any injury that baby may have sustained from a fall

Reference:

<https://www.stanfordchildrens.org/en/topic/default?id=newborn-warning-signs-90-P02674>

<https://www.healthychildren.org/English/health-issues/injuries-emergencies/Pages/When-to-Call-Emergency-Medical-Services-EMS.aspx>