



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1559

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

The program is designed to educate new and expecting parents and caregivers on understanding infant crying and preventing shaken baby syndrome (abusive head trauma). Using the evidence-based Period of PURPLE Crying curriculum, the program equips families with the knowledge and tools to navigate the challenging early months of parenting with confidence and care. The program teaches parents about the natural and temporary patterns of infant crying, emphasizing that crying is a normal developmental stage. Through interactive workshops, participants learn about the six characteristics of PURPLE crying—Peak of crying, Unexpected, Resists soothing, Pain-like face, Long-lasting, and Evening—and effective, safe soothing techniques to manage these behaviors.

5. **State Agency to receive requested funds**

State Agency contacted?

6. **Amount of the Nonrecurring Request for Fiscal Year 2025-2026**

Type of Funding	Amount
Operating	150,000
Fixed Capital Outlay	0
Total State Funds Requested	150,000

7. **Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	150,000	94%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	10,000	6%
Total Project Costs for Fiscal Year 2025-2026	160,000	100%

8. **Has this project previously received state funding?**

If yes, provide the most recent instance:

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. **Is future-year funding likely to be requested?**

a. **If yes, indicate nonrecurring amount per year.**

b. **Describe the source of funding that can be used in lieu of state funding.**

Other grant funding or funding from private foundations or individual donors.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1559

Complete questions 10 and 11 for Fixed Capital Outlay Projects

10. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

e. What funding stream will be used for ongoing operations and maintenance of the project?

11. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

12. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	President & CEO \$240,500 @ 5% = 12,025 (Salary + Fringe)	12,025
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs		
Salary and Benefits	Vice President of Programs - \$117,000 @ 20% \$23,400 (Salary + Fringe) Sr. Director of Family Services - \$100,100 @ 20% = \$20,020 (Salary + Fringe) Community Outreach Coordinator - \$58,500 @ 100% = \$58,500 (Salary + Fringe)	101,920
Expense/Equipment/Travel/Supplies/Other	Mileage - 375 miles x 12 months x \$0.67 = \$3,015 Office Supplies = \$1,500 Other - Meals for Program Participants = 300 x \$10 = \$3,000 Other - Community Baby Shower Items = 300 x \$50 = \$15,000	22,515
Consultants/Contracted Services/Study	Counselor - \$13,540	13,540
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		150,000

13. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1559

The overarching goal of the program is to educate new and expecting parents about infant crying and the prevention of shaken baby syndrome (abusive head trauma). The primary goal is to increase parents' knowledge of normal infant crying patterns, as outlined in the evidence-based Period of PURPLE Crying curriculum, and equip them with effective and safe soothing techniques. By empowering parents with this knowledge and skills, the program aims to reduce caregiver stress, prevent abusive behaviors, and foster healthy parent-infant relationships. Additionally, the funds will support outreach efforts to underserved communities, ensuring equitable access to this critical education and resources for all families.

b. What activities and services will be provided to meet the intended purpose of these funds?

The program will provide direct services to new and expecting parents, including educational workshops based on the evidence-based Period of PURPLE Crying curriculum. These workshops will teach parents about normal infant crying patterns, soothing techniques, and ways to prevent shaken baby syndrome (abusive head trauma). Participants will receive printed and digital educational materials, hands-on guidance from trained facilitators, and access to culturally relevant resources in multiple languages. Outreach efforts will target underserved communities to ensure equitable access to these services.

c. What direct services will be provided to citizens by the appropriation project?

Conduct educational workshops led by trained facilitators to teach parents about infant crying, soothing techniques, and child safety.
 Provide evidence-based resources in the form of brochures, videos, and digital materials to reinforce learning at home.
 Implement community outreach initiatives to engage families in underserved areas, ensuring widespread access to the program.
 Offer ongoing support services, connecting families to additional resources as needed.
 Measure program impact through pre- and post-tests to evaluate increases in knowledge and confidence among participants.
 These activities will directly contribute to healthier family dynamics, reduced caregiver stress, and the prevention of abusive behaviors, fostering a safer and more nurturing environment for infants and their caregivers.

d. Who is the target population served by this project? How many individuals are expected to be served?

The program targets new and expecting parents, caregivers, and families with infants, particularly those at risk of experiencing stress or lack of support during the early stages of parenthood. Special emphasis is placed on serving underserved and vulnerable communities, including low-income families, single parents, and those with limited access to parenting resources and education.
 The program is expected to serve approximately 300 individuals annually, including parents, caregivers, and family members. This estimate includes participants in workshops, recipients of educational materials, and families engaged through outreach efforts in the community. By addressing the needs of these individuals, the program aims to create a ripple effect that benefits the broader community by promoting healthier family dynamics and preventing abusive behaviors.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The expected benefit of the program is to increase parents' and caregivers' knowledge about normal infant crying patterns and safe soothing techniques, reducing caregiver stress and the risk of shaken baby syndrome (abusive head trauma). The program aims to foster healthier parent-child relationships, improve parenting confidence, and promote safer, nurturing environments for infants. Additionally, the program seeks to reach underserved communities, ensuring equitable access to critical education and resources.
 The program's outcomes will be measured through: *Pre- and Post-Tests: Parents and caregivers will complete surveys before and after workshops to assess changes in their knowledge of infant crying patterns, soothing techniques, and the risks of shaken baby syndrome. Improvements in test scores will indicate the program's effectiveness in increasing awareness and understanding.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Standard contract penalties.

14. Is this project related to mitigation, response, or recovery from a natural disaster? No



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1559

a. If Yes, what phase best describes the project?

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

18. Recipient Contact Information

a. Organization



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1559

b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number **Ext.**

19. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.