

Help protect babies

We need your help to:

1. Spread the word: what is the Period of **PURPLE** Crying?
2. Knit & crochet: goal is 5000 **purple** caps by Oct. 1st
3. Support the campaign: donate yarn, volunteer time

Shaken Baby Syndrome is preventable



1. Spread the word

What is the Period of PURPLE Crying?

- **The Period of PURPLE Crying** is a normal developmental phase that all healthy babies experience between 2 weeks and 5 months. **Babies may cry 5 hours per day or more.**
- **Intense frustration with baby's inconsolable crying** is the most common trigger for an adult's split second loss of control and infant injury.
- The letters in **PURPLE** stand for the very frustrating characteristics of normal early infant crying:
 - Peak of Crying** – babies cry more each week, peaks at 2 months, less at 4-5 months
 - Unexpected** – crying can come and go
 - Resists soothing** – baby might not be able to stop crying no matter what
 - Pain-like face** – may look like the baby is in pain, even when they are not
 - Long Lasting** – baby may cry 5 hours per day or more
 - Evening** – baby may cry more in afternoon or evening, when parents are tired from work

What is CLICK for Babies: Period of PURPLE Crying Caps Campaign?

- **CLICK for Babies** is a grassroots campaign that invites knitters/crocheters across North America to make **purple** baby caps.
- In Oregon, 5000 caps will be shipped to 30 participating birthing hospitals to go home with families in November and December with a copy of the **Period of PURPLE Crying** DVD.

How to spread the word?

- **Post CLICK for Babies** flyers on social media, hang flyers at work, school, library, place of worship.
- www.CLICKforBabies.org
- **Ask** friends if they know about the **Period of PURPLE Crying** and the **CLICK for Babies** campaign.
- **Share** these links for more information: www.CLICKforBabies.org, www.LegacyHealth.org/SafetyCenter

2. Knit & crochet caps



Carefully follow these guidelines to help make 5000 purple caps by October 1st

OVER (Continued on back)

3. Support the campaign



Donate purple yarn. Volunteer time. Tell local yarn shops about **CLICK for Babies**

OVER (Continued on back)

2. Knit & crochet caps (Cont.)

Color: hats should be **50% or more** of any shade of **purple**.

Yarn: washable and baby-soft. The softer the better!

SIZE: 1 or 2 day old infants' heads are about 14" around (13-15"). If your cap fits snugly over a balloon blown to 14" around it should fit.

Style: either all gender-neutral (unisex) styles and colors, or equal numbers of girl-friendly and boy-friendly styles and colors.

Safety: to keep babies safe from choking and strangulation, **please do not attach:** pom-poms, tassels, bows, ribbons, buttons, etc.

Warmth: caps with smaller stitches are warmer than caps with larger and looser stitch patterns.



3. Support the campaign (Cont.)

Donate: washable and soft **PURPLE** yarn, the softer the better, to: Randall Children's Hospital (see address box below).

Sponsor: a knitter or crocheter by supplying their **purple** yarn.

Ask: someone to teach you how to knit or crochet.

Introduce: your local yarn shop to the **CLICK for Babies PURPLE Caps Campaign** and ask them to consider: making this flyer available as a handout, posting this flyer in stores and on social media, offering a discount on **purple** yarn, hosting **PURPLE** "Knit/Crochet-Alongs", being a **purple** caps drop-off site.

Volunteer: help staff knit-ins and work parties.

Mail caps and yarn donations by Oct 1st

Randall Children's Hospital at Legacy Emanuel
c/o Thonna Vela, Volunteer Services
2801 N. Gantenbein Ave.
Portland OR, 97227

Questions: Sandy Nipper, snipper@lhs.org

July 12, 13: Open house knit-in & work party

11am—3pm both days. Bring friends and family!

Pledge any number of caps and receive:

- Free **purple** yarn—while supplies last.
- Free **lessons** to knit/crochet.
- Free **patterns**

Help:

- **Make** caps
- **Sort**, tag and box caps

Randall Children's Hospital
2801 N Gantenbein Ave, Portland OR 97227

Details at: www.LegacyHealth.org/SafetyCenter

If you know a family with a newborn:

Offer: cooking, laundry, shopping, childcare assistance.

Ask: do they know about **The Period of PURPLE Crying?** Share the link: www.PURPLEcrying.Info

Offer: to be someone the family can call upon if they find themselves frustrated and needing a break.

Thanks to the following businesses for their generous support