



## TALKING POINTS

### CLICK for Babies Campaign

#### **What is CLICK for Babies?**

A grassroots campaign that invites knitters and those who crochet across North America to make purple colored baby caps which will be delivered to families in November and December alongside the *Period of PURPLE Crying* program.

#### **What's in a Name: Why "CLICK" for Babies?**

The name comes from the well-known "clicking" sound that knitters and crafters make with their needles as they create their works of art. Also, much of the campaign's excitement and awareness is generated through social media when people "click" the keys on their computers to gain and share information.

#### **The Goal**

The goal of the CLICK for Babies campaign is to increase awareness and educate others about the *Period of PURPLE Crying* that all infants go through, how to respond to prolonged crying, and the importance of never shaking your child - all in an effort to prevent the shaking and abuse of infants.

#### **How CLICK for Babies Raises Awareness**

Participants are encouraged to **KNIT** one cap, **TELL** two people and **GIVE** three dollars. This will increase awareness of the *Period of PURPLE Crying* and help to prevent shaken baby syndrome.

**KNIT 1:** The purple caps serve as a visual reminder of the *Period of PURPLE Crying* - when caregivers see the purple cap, they remember what they learned about normal early, increased crying. The caps also help to remind caregivers to look back at the educational materials they were given in the hospital.

**TELL 2:** It starts conversations in the community - whether it's between crafters, volunteers, or on social media, CLICK gets people talking about the *Period of PURPLE Crying* and SBS/AHT prevention.

**GIVE 3:** Monetary donations will be used to help prevent shaken baby syndrome and improve the overall care of infants.



## TALKING POINTS

### Period of **PURPLE** Crying

#### Importance of Education: Period of **PURPLE** Crying

- Did you know that frustration with infant crying is the number one trigger for a caregiver to shake or harm a baby? That's why education is so important! If parents and caregivers know what to expect from newborns, they can be prepared to handle this incredibly stressful and frustrating time.
- Most people know their new babies will cry but have no idea how frustrating, stressful and overwhelming it really can be.
- All babies go through a period of early, increased crying, known as the *Period of **PURPLE** Crying*.
- The *Period of **PURPLE** Crying* program is an educational program offered in hospitals and other community-based agencies where parents receive program materials (DVD/booklet or App/booklet). Both options contain two videos, a booklet, and bedside education about normal crying patterns, how to cope with unsoothable crying, and the importance of never shaking a baby.

#### What is the *Period of **PURPLE** Crying*?

It's a time when your baby will cry more than any other time in their life:

Some babies will cry more, some less, but all babies go through this period of increased crying in early infancy.

#### It's normal:

The *Period of **PURPLE** Crying* is a new way to help parents understand this time in their baby's life when they can cry for hours and still be healthy and normal, which is a normal part of every

#### It's not your fault:

During this phase of a baby's life they can cry for hours and still be healthy and normal. Parents often think there must be something wrong or they would not be crying like this. However, even after a check-up from the doctor which shows the baby is healthy they may still go home and cry for hours, night after night.

#### The Letters in **PURPLE** Stand for

<b>P</b>	<b>U</b>	<b>R</b>	<b>P</b>	<b>L</b>	<b>E</b>
<b>PEAK OF CRYING</b>	<b>UNEXPECTED</b>	<b>RESISTS SOOTHING</b>	<b>PAIN-LIKE FACE</b>	<b>LONG LASTING</b>	<b>EVENING</b>
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.



## TALKING POINTS - CONT'D

### Period of **PURPLE** Crying

When babies are going through this period, some of the crying bouts may be unsoothable. Nothing helps. Even though certain soothing methods may help when they are simply fussy or crying, bouts of inconsolable crying are different. Nothing seems to soothe them.

#### It's not going to last forever:

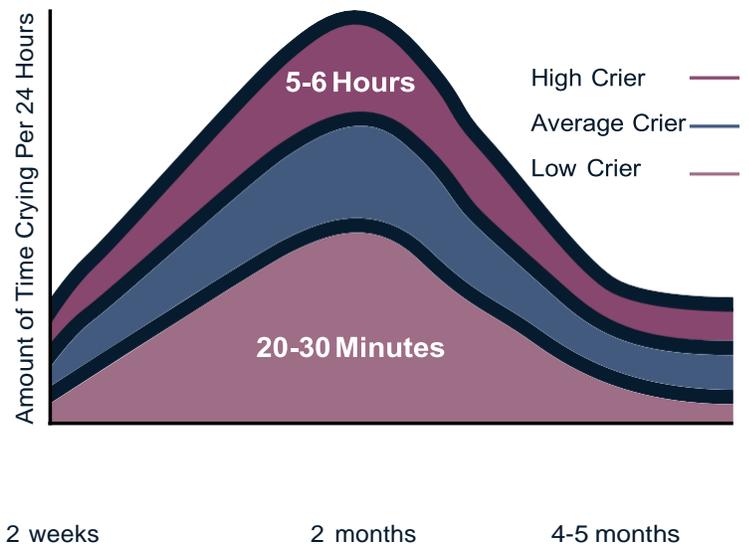
The *Period of **PURPLE** Crying* begins at about two weeks of age, peaks in the second month, and continues until about three to four months of age. All babies go through this period. It is during this time that some babies can cry a lot and some far less, but they all go through it.

#### It's a new way of thinking:

We know that this is a normal part of your child's development. It is confusing and concerning to be told your baby "has colic" because it sounds like it is an illness or a condition that is abnormal.

### Curves of Early Infant Crying

2 Weeks to 4 - 5 Months



Increased crying is not always colic - more often it is just part of the normal developmental phase we refer to as the *Period of **PURPLE** Crying*.

Research shows that crying in normal, healthy babies will increase and then peak during these early months of age. It doesn't mean that there is anything wrong with you or with your baby.

We can endure almost anything when we know it will come to end. The good news is that this crying **WILL** come to an end.

However, if you are ever concerned about your baby's crying, please bring them to a doctor or health care provider.



## TALKING POINTS

### Shaken Baby Syndrome

#### **What is Shaken Baby Syndrome?**

Shaken baby syndrome/abusive head trauma (SBS/AHT) is a term used to describe the collection of signs and symptoms resulting from violent shaking or shaking and impacting of the head of an infant or small child.

#### **How common is it?**

In the United States, it is the leading cause of death in child abuse cases.

About 30 per 100,000 children under age 1 suffer from shaken baby syndrome each year in the U.S, according to a study in North Carolina.

#### **When does it happen?**

Most often a caregiver shakes an infant or child out of frustration or anger. This most often occurs when the baby won't stop crying. Other triggering events include toilet training difficulties and feeding problems.

#### **What are the signs and symptom?**

- Lethargy / decreased muscle tone
- No smiling or vocalization
- Rigidity or posturing
- Seizures
- Extreme irritability
- Poor sucking or swallowing
- Difficulty breathing
- Inability to lift head
- Grab-type bruises on arms or chest in some cases but are rare
- Decreased appetite, poor feeding or vomiting for no apparent reason
- Head or forehead appears larger than usual or soft-spot on head appears to be bulging
- Inability of eyes to focus or track movement or unequal size of pupils

#### **Physical Consequences of shaking**

What Happens:

- The brain rotates within the skull cavity, injuring or destroying brain tissue.
- When shaking occurs, blood vessels feeding the brain can be torn, leading to bleeding around the brain.
- Blood pools within the skull, sometimes creating more pressure within the skull and possibly causing additional brain damage.
- Retinal (back of the eye) bleeding is very common.



## TALKING POINTS - CONT'D

### Shaken Baby Syndrome

#### Immediate Consequences:

- Breathing may stop or be compromised
- Seizures
- Decreased level of consciousness
- Inability to suck or swallow
- Death
- Extreme irritability
- Limp arms and legs or rigidity/posturing
- Vomiting; poor feeding
- Heart may stop

#### Long-Term Consequences:

- Learning disabilities
- Visual disabilities or blindness
- Speech disabilities
- Seizures
- Cognitive impairment
- Physical disabilities
- Hearing impairment
- Cerebral Palsy
- Behavior disorders
- Death

To learn more, please visit: [dontshake.org](http://dontshake.org).

Information on this page is not intended to replace advice by a healthcare professional. If you or someone you know is concerned about a child's health please consult a physician.