



CLICK for Babies Campaign - TALKING POINTS

What is CLICK for Babies?

CLICK for Babies is a grassroots campaign that invites knitters, crocheters, and crafters across North America to make purple colored baby caps that will be delivered to families in November and December along with 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 main goal is to increase awareness of the *Period of PURPLE Crying* and help prevent the shaking and abuse of infants.

How CLICK for Babies Raises Awareness

CLICK raises awareness in several ways:

- 1) It starts conversations in the community - whether it's between crafters at a knit-in or volunteers tagging caps, CLICK gets people talking about the reason they're stitching so many purple colored baby caps and giving them to families.
- 2) The purple caps serve as a visual reminder of the *Period of PURPLE Crying* - when parents see the purple cap, they remember what they learned in the hospital about normal early, increased crying. The caps also help to remind parents to look back at the educational materials they were given in the hospital.

Why Knit 1, Tell 2, Give 3?

While the *CLICK for Babies* campaign is a campaign with knitted and crafted hats at its center, the concept of Knit 1, Tell 2, Give 3 reminds us that the campaign is more than just about the hats. Knit 1, Tell 2, Give 3 offers three steps to being part of the campaign.

Knit 1 gets people on board by having them knit 1 cap. After knitting 1 cap, the second step to the campaign is to Tell 2 people about the *Period of PURPLE Crying* to help spread awareness about this important period of time in a baby's life where they will cry more. And finally, after telling 2 people about the *Period of PURPLE Crying*, those involved in the campaign are invited to Give \$3 and donate to help the campaign continue.

