News Release
For Immediate Release
Contact:

National Campaign Launches to Spread Awareness about Normal Infant Crying and the Dangers of Shaking an Infant

Wichita, KS (May 20, 2014) – Frustration with a crying infant is the number one trigger for the shaking and abuse of infants. This summer, knitters across the country will be clicking their knitting needles together to make purple colored baby caps for the CLICK for Babies, Period of PURPLE Crying Caps campaign. The campaign aims to raise awareness about normal infant crying and the prevention of shaken baby syndrome/abusive head trauma.

Officially launched in May, 2014, this marks the fourth year that the National Center on Shaken Baby Syndrome (NCSBS), in collaboration with partners throughout North America, will launch its public education campaign.

The grassroots campaign invites knitters, crocheters, and crafters to make purple colored baby caps that will be delivered to families in November and December with the Period of PURPLE Crying program. The Period of PURPLE Crying is an evidence-based program that educates parents about normal infant crying, ways to cope with the crying and the dangers of reacting in frustration by shaking or abusing an infant.

Chelsea Naughton is the International Program Coordinator for the Period of PURPLE Crying program at the NCSBS, and is directing the campaign this year.

“CLICK really offers a fun and creative way to engage communities and start conversations about both normal infant crying and the dangers of shaking.” Naughton said. “The work it takes to organize the campaign - from knitters making caps to volunteers delivering them in hospitals - gets so many people in the community involved. I’m excited to see its reach this year.”

CLICK for Babies is a collaborative effort between the NCSBS and hundreds of birthing hospitals, nurse partnerships, home visiting programs, and other community groups across the continent. States participating this year include Oregon, Washington, Montana, Utah, South Dakota, Iowa, Kansas, Georgia, Maine, New Hampshire, New Jersey, Michigan, and Oklahoma, joined by British Columbia, Ontario, and Nova Scotia in Canada.

Caps will be collected from May through the end of September. Contact Anne Auld, Kansas Statewide Coordinator for Click for Babies, for drop-off locations throughout Kansas. Hats are due in Kansas by Oct. 1, 2014. Anne can be reached at 1-877-530-5275, ext 1322, or aauld@kcsl.org.

Shaken baby syndrome is the most common and most dangerous form of abuse in children under one. Approximately 80% of all infant who are shaken suffer significant brain injuries and upwards of 30% die as a result of their injuries.
To learn more information about the CLICK for Babies: Period of PURPLE Crying Caps campaign, visit CLICKforBabies.org. For more information about the Period of PURPLE Crying visit PURPLEcrying.info.

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CLICK for Babies is a grassroots public education campaign organized by the National Center on Shaken Baby Syndrome (NCSBS) in partnership with hospitals, public health and child abuse prevention groups to create awareness of the leading trigger for infant abuse, frustration with infant crying.

SBS/AHT is a form of child abuse caused by the violent shaking of a baby or small child, usually by an adult frustrated by the baby’s crying. The Period of PURPLE Crying aims to educate parents about the normality of early increased crying during the first months of a baby’s life, and the associated frustration. The program also seeks to teach parents techniques to soothe a baby, and healthy ways to cope with the crying when cry bouts cannot be soothed.