

Knit or crochet purple caps for babies in the North

The period of PURPLE Crying program® raises awareness about normal infant crying and the importance of never shaking or harming a baby.



Northern Health is rebooting a winter campaign to help families learn about infant crying in the early weeks and months of life

- Crying is normal for babies. Inconsolable crying is the number one trigger for shaking.
- The Period of PURPLE Crying Program® is an important way to help parents and caregivers learn about soothing and coping strategies, as this can be a frustrating experience.
- Alongside the PURPLE education, purple caps will be given to families during the winter months by health care providers in hospitals and community settings.

How to get involved

Step 1: Choose a pattern

- Use soft, new, washable yarn - caps must be at least 50% purple
- Size: about 14" (35 cm) in circumference, about 6" (15 cm) in height
- Avoid adding buttons, strings, or removable decorations
- Keep smoke-free (pet-friendly is okay as they will be washed)

Step 2: Send your caps

- Do not drop off caps at your local NICU, maternity, or health unit
- Email us at HealthyStart@northernhealth.ca for drop off locations
- Interested in mailing them? Email us for a Prince George address

Step 3: Spread the word

- Invite friends, family, and fellow crafters to join

Stay connected

- Visit www.dontshake.ca/family
- Learn more about infant crying, coping, and soothing techniques (scan the QR code)
- Volunteer at work bees planned for Fall 2025



Questions?

Email us at HealthyStart@northernhealth.ca