



ALL BABIES CRY

RE: Important Norfolk Safeguarding Children Partnership Update - All Babies Cry

Dear Colleagues,

The Norfolk Safeguarding Children Partnership has just launched its next crucial campaign to support our local community. It's called '[All Babies Cry](#)'.

This new campaign is endorsed by the partnered children's services working across Norfolk. It focuses on normalising babies crying and offering local support to parents.

Crying is a common trigger for parental depression, poor-parent child relationships and developmental concerns. In these challenging times, we want to make sure families know it's ok to find it difficult and to give them the support they need, when they need it the most.

After gathering feedback in the Norfolk community, families have asked for clear, easy to read information and simple connections to local support. To help, we have created a central online resource on JustOneNorfolk.nhs.uk containing advice, videos, coping strategies, links to extra support and we will be launching dedicated conversation feeds on the [parent community forum](#) in the New Year.

Whilst 'All Babies Cry' is about helping parents get advice, it's also about asking professionals to take an active role. As chair of the Norfolk Safeguarding Children Partnership I am asking for your help to support our local families.

How you can help?

1. At every contact with new parents, ask them how the crying is affecting them and if they would like help.
2. Highlight the '**All Babies Cry**' campaign by directing families to our Norfolk resource: www.JustOneNorfolk.nhs.uk/AllBabiesCry
3. If you send updates to other Norfolk professionals or have an internal newsletter, please include [our premade update](#) to spread the message.
4. If you share updates with families, please promote this campaign. A [template article](#) has been created along with a [digital flyer](#).
5. If you have a website please add our dedicated [website widget/button](#) to your webpages. (instructions provided)
6. Please share and like messages on social media feeds and look out for the dedicated hashtag #AllBabiesCryNorfolk. Some pre-made social media posts with images and videos have been created for you to use on your own feeds. Visit the [All Babies Cry resource portal](#) to download them: bit.ly/allbabiescry-resources. *All other materials listed are also available in the portal.

There will be updated resources and information as the campaign develops over the coming months. If any colleagues would like to be more involved, please just contact our campaign team on: ccs.cypsnorfolk@nhs.net

Kindest Regards

Chris Robson

Chair of Norfolk Safeguarding Children Partnership