



All Babies Cry Article for Professionals

All Babies Cry launches

Norfolk Safeguarding Children Partnership has just launched its next crucial campaign to support local families and it's called '[All Babies Cry](#)'. The campaign aims to help normalise babies crying and offer local support to parents.

Norfolk professionals are being encouraged to take an active role to support families, by asking parents at every contact how they are coping with the crying and then sharing the local [online resources](#) on www.JustOneNorfolk.nhs.uk/AllBabiesCry

In addition, a [template newsletter article](#) has been created for sharing **any parent facing communications**, along with a [digital flyer](#). More digital materials including videos, template social media posts and website buttons/widgets are available on the [All Babies Cry resource portal](#).

To find out more about 'All Babies Cry', see the [briefing message from Chris Robson](#), Chair of the Norfolk Safeguarding Children Partnership.