



## *preventing abusive head trauma*

# All Babies Cry

Abusive Head Trauma (Shaken Baby Syndrome) is the name for injuries to an infant's brain caused by vigorous shaking and/or blunt impact to the head. This kind of shaking most often happens as a result of a caregiver's overwhelming frustration in response to a baby's incessant crying.

Each year, approximately 1,200 to 1,400 young children nationwide are seriously injured because an adult caregiver vigorously shook them. The effects of Abusive Head Trauma are devastating for the victims and their families.

Approximately 25 percent of these young children die while many more live with severe lifetime disabilities.

### **What is All Babies Cry?**

An evidence-based, multi-media intervention, *All Babies Cry: Tried and True Tips for Comforting Your Newborn and Yourself* empowers new parents with practical demonstrations of infant soothing and clear strategies for managing normal stress in parenting.

*All Babies Cry* builds on previous maltreatment prevention efforts by promoting the "Strengthening Families" Protective Factors, creating messaging from formative research with parents, expectant parents and perpetrators, and by focusing on fathers, who appear in 70% of all media infant care and soothing demonstrations.

*continued on reverse*





“

**The Children's Trust is such a reliable, impressive organization.** The Matty Eappen Foundation has chosen to support Children's Trust initiatives because of exactly that – we trust that they are going to be doing the right thing with our grants.”

*Debbie Eappen, MD, founder of the Matty Eappen Foundation*

## Program Components

*All Babies Cry* is a multiple-dose intervention designed to prevent child abuse in the first year of life. Drawing from decades of research on infant behavior and brain development related to crying, we aim to help new parents adapt to parenthood. All materials are in English and Spanish.

1. introductory video for families to view on hospital closed-circuit TV systems, during home visits, or one-one with their provider
2. over 1-hour of additional media and resources for families to view at home, online or on the All Babies Cry mobile app
3. 14-page booklet with checklist and activities
4. customizable website and mobile app content
5. customizable program support components and training curriculum
6. video views and engagement

## Why it Works

What makes *All Babies Cry* a unique and effective prevention tool?

- positive, visual messaging promoting the “Strengthening Families” Protective Factors and strategies
- evidence-based intervention to prevent child abuse in the first year of life
- fathers-only and mothers-only focus groups influenced program content and style
- emphasis on identifying and mitigating parental stress during infancy
- separate and distinct media for introduction to All Babies Cry program for hospitals to install on closed circuit TV-systems and for parents to view with their provider or at home
- by documenting parents during the first six months of their infants’ lives the visual style incorporates certain elements of “reality tv,” creating an on-screen community of real parents
- digital content delivered in segments, sequenced according to viewers’ preference
- fathers depicted on-screen as primary caregivers who demonstrate most infant care and stress management techniques
- contributing content experts and reviewers came from the fields of: parent education; infant behavior and development; fatherhood; pediatrics; maternity nursing; public health; injury prevention; child abuse and neglect; domestic violence; cultural competency and more

Go to [allbabiescry.com](http://allbabiescry.com) or download the free mobile app to watch the videos and read the booklet.

## Contact

Rayna Charles  
Director of Prevention & Family Support Training  
617-502-8741  
[rayna.charles@mass.gov](mailto:rayna.charles@mass.gov)

All Babies Cry was produced in partnership with the MA Department of Public Health, Injury Prevention and Fatherhood Initiative.

