

Babies cry, you can cope

When babies cry it can be stressful and overwhelming.
Help is out there and all you need to do is ask.



Infant crying is normal



**Comforting methods
can help**



It's OK to walk away



Never, ever shake a baby



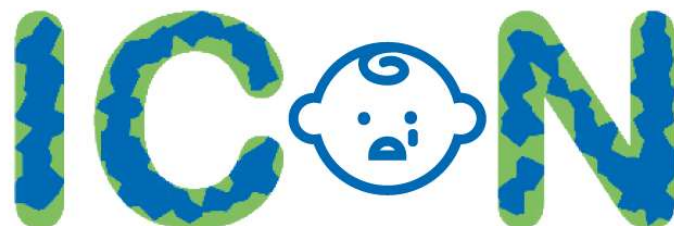
ICON Week 2026: 21-25 Sept:

We're raising awareness of simple, evidence-based advice to help parents and carers cope safely when a baby won't stop crying. Learn the ICON message, build confidence, and help keep babies safe. Together, we can support families and prevent harm.



Speak to someone if you need support such as your family, friends, Midwife, GP or Health Visitor .

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Babies Cry, You Can Cope!



Infant crying is normal and it will stop!

Babies start to cry more frequently from around 2 weeks of age.

The crying may get more frequent and last longer.

After about 8 weeks of age babies start to cry less each week.



Comfort methods can sometimes soothe the baby and the crying will stop.

Think about are they:

- hungry
- tired
- in need of a nappy change

Try simple calming techniques such as singing to the baby or going for a walk.



It's  to walk away if you have checked the baby is safe and the crying is getting to you.

After a few minutes when you are feeling calm, go back and check on the baby.



Never, ever shake or hurt a baby.

It can cause lasting brain damage or death.

If you are worried that your baby is unwell contact your GP or call NHS 111.

Speak to someone if you need support such as your family, friends, Midwife, Health Visitor or GP.

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Find out more and access resources at



www.iconcope.org



Videos: Explore ICON Week videos

