



## Dear Parents and Caregivers

BBC Children in Need have partnered with early years mental health experts, Bablu, this May as part of

### **'The Heaviest Backpack'**

May mental health campaign.

**The early years can be tough, but Bablu are here to make it easier!**

Think of Bablu as a wing-parent; a personalised toolkit to support the whole family's mental health. Their award-winning app offers support for parents and caregivers with children under 3.

### **Want to Discover More from Bablu?**

Bablu are offering a **FREE 30 day trial of their app** for anyone who signs up throughout the month of May! Bablu users can unlock personalized weekly content, expert tips, and practical activities tailored to your parenting journey.

**Bablu are there for you, so you can be there for your child.**

To learn more about BBC Children In Need's The Heaviest Backpack campaign, head to [bbc.co.uk/cin](https://bbc.co.uk/cin)



Scan the QR code below to sign up for your **FREE 30 day Bablu trial**:



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CHILDREN  
IN NEED

**Bablu**