



ICON: Babies Cry, You Can Cope
Minutes of Executive National Strategic Group (ENSG)
held on 4 July 2023

Attendees:

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| Jane Scattergood | (JS) | Chair |
| Suzanne Smith | (SS) | |
| Sue Anslow | (SA) | |
| Jenny Whyte | (JW) | |
| Katie Clarke | (KC) | |
| Giles Haythornthwaite | (GH) | |
| Jamie Carter | (JC) | |

Apologies:

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| Susan Gunson | Kimberley Salmon-Jamieson |
| Mae Pleydell-Pearce | |
| Celia Balbernie | |

| No. | ITEM | ACTION |
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| 1 | Minutes of meeting held on 11 January 2023 were approved as an accurate record. | |
| 2 | <u>Action Log</u> All actions complete or on target. Outstanding actions: Action 65: SA has contacted Bidin in N.I. without success. JS had a contact in N.I. when she was PHE and will use this to make contact. Action 66: Completed. SA to share PowerPoint slides re: ICON in Commissioned Areas. To be sent out with minutes. Action 69: GH to look at funding options for patient support in Bristol and will liaise with Mae Pleydell-Pearce about this. | JS SA GH |
| 3 | <u>Commissions/interest update</u> SA updated that since receiving NHSE funding, more areas have commissioned including: Hertfordshire and Essex Milton Keynes Buckinghamshire, Oxfordshire and Berkshire West Interested areas included: | |

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| | <p>Dorset and Dorchester, Devon & Torbay & Cornwall, Nottingham and Nottinghamshire, IOM, Frimley, Suffolk and North East Essex, Norfolk and Waveney, Mid and South Essex, and Wales.</p> <p>Most of the country have commissioned ICON, although a few areas in the Midlands, including Derbyshire, are yet to commission. We are getting a lot of interest from areas in Scotland and are seeking a contact for Northern Ireland. The Isle of Man is not included under NHSE.</p> | |
| 4 | <p><u>Parents/families Slot</u></p> <p>Mae Pleydell-Pearce – ICON Parent Ambassador - sent apologies for the meeting.</p> | |
| 5 | <p><u>ICON Team Updates</u></p> <p>SA referred to the report and updated that we are looking for GP Ambassadors, and Katie Brocklesby from Surrey is really keen to join. She is a paediatrician and she has asked Dr Saba Khan who is a Named GP, but as Surrey are newcomers to ICON they would like to establish themselves first.</p> <p>Mark Britten will be attending the NSG to give an update on E-Learning certificates. He is also working on a way of adapting the E-Learning on our website so it doesn't need to be downloaded, and also to create a certificate.</p> | |
| 6 | <p><u>Bauer Media</u></p> <p>SA advised we have been working with James Footitt from Bauer Media, and have already purchased the audio recording of Hush-a-Bye Baby, which SA will send out again.</p> <p>Bauer Media are hoping that areas purchase radio time and use it in a campaign leading up to ICON Week. It is free to use by individual areas on social media they would just need to pay for the radio time slots. James will be attending the next NSG meeting to give an overview.</p> <p>SS updated that we are awaiting some videography from Bauer Media to use with the audio, and we will continue to work with Angela Fawcett from Barnsley regarding finances with them. Angela has worked with Bauer Media for a long time and is inspirational in her work supporting ICON.</p> | SA |
| 7 | <p><u>Reachdeck Upgrade</u></p> <p>SS explained that Reachdeck is facility on our website that allows you to get a translation of anything and also have it read aloud. Part of the NHSE funding agreement is to upgrade our Reachdeck to make it more accessible using an auditor and editor scan facility, to ensure that the reading age for language used is around the national average. We are also going to add some information and podcasts on the website to show how to use Reachdeck to make it easier for people to access, especially parents.</p> | |

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| | <p>JW mentioned she is having some ICON leaflets translated and is happy to share these once they are completed. SS advised the only way to print them via Reachdeck is to screenshot them and these can be emailed out.</p> <p>GH suggested using a QR code to take the user to the translation part of Reachdeck, to select which language is required and then they could have that facility on their phone. Perhaps call it the Translator QR code. This idea was well received.</p> | JW |
| 8 | <p><u>Finance report</u></p> <p>JS advised this report has been shared and it shows a healthy balance which is good. The ENSG approved this.</p> | |
| 9 | <p><u>Social Media report</u></p> <p>SA reported that the report covers total website visits and looks at how men are engaging. Male followers are up by 4.3% on Facebook which is encouraging, and men's engagement is also up on Twitter and Instagram. Leaflets are the most popular download. E-Learning has been visited 103 times and 23 surveys have been completed with an overall positive feedback, and we will be adding a certification facility. Mark has also added a quick survey on the website when it's accessed to ask dob, gender and how they found out about ICON. SS asked if they could see how people engage with the material rather than just the clicks, and SA will mention this to Mark again to see how we can get these stats.</p> | SA/MB |
| 10 | <p><u>AOB:</u></p> <p>JS announced that ICON has been shortlisted for two prestigious awards – The Nursing Times Public Health Nursing Award, and The RCN Child Health Award. We are awaiting to hear if we have been shortlisted by the Health Service Journal in the category of Working with the Military, and we have made a strong submission for our work with military families. This will help with future commissions and rolling out ICON across the whole of the UK.</p> <p>GH gave an update on the evaluation work for ICON – the qualitative work is going well with messages from parents and staff interviews. They should get the data by the end of the Summer with the results a couple of months after that. They will then to look at how to make this permanent. SS advised that the data has shown that incidents have increased more with the cost of living crisis than they did during Covid, and she will update the evaluation literature review around this. JC to send SS any information post 2020 on either AHT specifically or head injuries or abuse generally in under 1s, and SS will put this into a more up-to-date evidence base. GH will check whether the evaluation has up-to-date information, and he will let SS know so there's no duplication.</p> <p>JC asked if anyone was aware of an organisation that collects national data on AHT in infants in the UK? GH advised that the</p> | JC/GH/SS |

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| | <p>Trauma Database will have all the major trauma of babies that survive. Another database is the National Child Death Audit and at the moment they are researching into traumatic deaths, and shaken babies come into that, and ICON is mentioned as an example of a strategy in their report. GH advised that the draft report will be coming out soon, and he will distribute it.</p> <p>JC suggested that if they could demonstrate, in the same time frame, what different communities are experiencing i.e. the same hit of lockdown and the same hit of poverty, and if areas with ICON are different, that would be phenomenal.</p> | GH |
| 11 | Date of next quarterly National Strategic Group is Wednesday 18 October 09:00-11:00. | |
| 12 | Date of next ENSG Meeting is Tuesday 17 October 2023 at 16:00-17:30. | |