



ICON: Babies Cry, You Can Cope
Minutes of Executive National Strategic Group (ENSG)
held on 17 October 2023

Attendees:

Suzanne Smith	(SS)	Chair
Sue Anslow	(SA)	
Ann Barber	(AB)	
Jenny Whyte	(JW)	
Katie Clarke	(KC)	
Andy Knox	(AK)	
Scott McLean	(SM)	

Apologies:

Kimberley Salmon-Jamieson	Jamie Carter
Jane Scattergood	Joanne Peacock
Elaine Wyllie	

No.	ITEM	ACTION
1	Minutes of meeting held on 4 July 2023 were approved as an accurate record.	
2	<p>SS welcomed some new members to the ENSG:</p> <p>Paul Havey is an extremely experienced senior NHS finance director who has offered to provide ICON with his expertise. We have met and have been discussing funding models.</p> <p>Andy Knox is a GP and Associate Medical Director for NHS Lancashire and South Cumbria ICB. He has agreed to bring his passion, skills and connections to ICON as a GP ambassador.</p> <p>Scott McLean is Chief Operating Officer at University hospital of Morecambe Bay Foundation Trust. Scott want to give ICON some of his time, leadership and connections. We've met and Scott is helping us make senior connections in Scotland.</p>	
3	<p><u>Action Log</u></p> <p>All actions complete or on target. Outstanding actions:</p> <p>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. SA to follow-up with JS.</p>	SA

	<p>Action 76: Jenny Whyte is looking into printable resources for foreign languages. STORK want to translate leaflets and videos and will provide ICON with some translated videos. SA liaising with JW.</p> <p>Action 78: SS will update briefing and try and contextualise information re: post 2020 on AHT specifically or head injuries or abuse generally in under 1s.</p> <p>Action 79: SS to contact Giles Haythornthwaite (GH) and ask him to circulate draft report from the National Child Death Audit.</p>	<p>SA/JW</p> <p>SS</p> <p>SS</p>
4	<p><u>Commissions/interest update</u></p> <p>SA updated that since receiving NHSE funding, more areas have commissioned including:</p> <p>Dorset</p> <p>Devon, Torbay and Cornwall</p> <p>Mid and South Essex</p> <p>Suffolk & North East Essex</p> <p><u>Interested Areas</u></p> <p>Frimley</p> <p>Nottingham and Nottinghamshire</p> <p>Conversations ongoing with Scotland – SM to help with getting a national roll-out</p> <p>Wales – are in contact with us again</p> <p><u>Difficulty getting responses</u></p> <p>Derbyshire</p> <p>Coventry and Warwickshire</p> <p>Northamptonshire</p> <p>Norfolk and Waveney</p> <p>Bath, Swindon and Wiltshire</p> <p>SA advised they are looking to get areas in the Midlands on board, and issues being encountered in Scotland and Wales is that they want ICON to be more like Safer Sleep, whereas ICON is more to do with crying. SM will engage with senior staff, and will contact the Health Board about this.</p> <p>SS to do a presentation for Swindon and Wiltshire.</p>	<p>SM/SA</p> <p>SS</p>
5	<p><u>Parent Ambassadors</u></p> <p>SS updated that the contribution made by Parent Ambassadors during ICON Week was phenomenal, and it took a lot out of them to do these presentations. They are getting closer to organising their get together.</p>	
6	<p><u>ICON Team Updates</u></p> <p>SA referred to the circulated report, and updated that work with probation was progressing within the quarterly Men's Steering</p>	

	<p>Group. Warrington Probation Service did a presentation during ICON Week, and they will be looking at models across different areas, so it was important to get the message to probation. Some areas had already been reaching out e.g. Sussex.</p> <p>SA advised that Rachael Jolley was a GP Ambassador and they can arrange for ICON leads to meet her online. Some areas were struggling to engage with GPs, so this would help. Andy Knox now joins Rachael as another of our GP Ambassadors.</p> <p>A special edition newsletter was produced prior to ICON Week, and another edition is being produced in October with ICON Week highlights.</p> <p>ICON Week was a great success again – 569 live webinar attendees – all webinar videos were recorded and are available on our website. Mark Britton (MB) will let us know how many people watched the live event and how many have accessed the recordings online. SS commented that it was inspiring to hear what everyone has done.</p> <p>SA and AB have amended the Parents Advice page using the Reach Deck auditor and editor. They have brought the reading age down and added some more information onto the page.</p> <p>GH and James Carter have put together a 7 Minute Briefing on how to ensure staff on A&E are aware of ICON, so that anyone who goes in with a young baby is given that message when appropriate. SA will send out to NSG for everyone to share. Also looking at a QR code. KC mentioned that the turnover of staff on A&E is high and a lot are agency, so perhaps provide some information to NHSP where most of the staff come from, and share the 7 Minute Briefing with them. SS agreed it was a good idea. She added we want to see a reduction in AHT but are struggling to get people to do the audit templates (in the Welcome Pack). We need to think of how to encourage people to complete and submit the local audits. GH thinks the the Bristol University research will be done before the end of the year, and the qualitative research was very encouraging. They may not see a fall in the incidents of AHT but if there is something that is saying that emerging signs are good, then that would be very good for us.</p>	<p>MB</p> <p>SA</p> <p>SS/SA</p>
7	<p><u>Bauer Media</u></p> <p>SA updated on the use of the Hush-a-Bye Baby audio track. Leicester are going to be using the resource and SA has asked James Footitt for a breakdown of any campaigns being planned and reach. KC advised she will keep trying to get a campaign going but there is a question of funding. They are aiming for the Gold Package and ICBs are looking at this. SS suggested that we consider a national campaign centrally as an incentive to encourage people. SA to look at how this might be achieved.</p>	SA
8	<p><u>Reachdeck Upgrade</u></p> <p>As mentioned under Item 5, SA and AB have amended the Parents Advice page using the Reachdeck auditor and editor.</p>	

	<p>They have brought the reading age down and added some more information onto the page.</p> <p>SA and AB will be meeting with MB to discuss including a video demo of how to use Reachdeck on the website, especially in regards to the translation facility.</p>	SA/AB/ MB
9	<p><u>Finance report</u></p> <p>SS advised that the current balance for the year 2023/24 stands at £145,000, with the bulk being taken up in the employment of SA and AB. The current funding is due to expire in June 2024 and we need to look at alternative funding streams like setting up ICON as a charity, and we can bid for grants if we have charity status.</p> <p>JW commented that ICBs across the country are facing major financial pressures and there is no extra funding for projects like ICON.</p>	
10	<p><u>Social Media report</u></p> <p>SS referred to MBs report highlighting that we have had a big increase in website visits, and this has been helped by radio campaigns. The most popular pages are Parents Advice, ICON Week, and Easy Read. Reachdeck didn't have quite so many visits over the same period, although Reachdeck have said that there has been a big increase in people using the facility since September. SS suggested that we need to make a video of how to use Reachdeck.</p> <p>SA updated that MB should have the certificates facility within the next week or so. SA to ask MB to present the Tracker report to the ENSG at future meetings.</p> <p>JW advised that their Steering Group has decided to make their social media messages more hard-hitting to professionals and agreed to share materials that are currently in draft..</p>	SA/MB JW
11	<p><u>Harlow Printing</u></p> <p>Royalties for the purchase of ICON Information Leaflets from Harlow Printing, have totalled £200 from July-September.</p>	
12	<p><u>AOB:</u></p> <p>SM asked if there was a formal work plan for the next 12 months. SS advised that there was no formal business plan as they concentrated on topics like improving the website. But they did need to have more of a business plan, as another agenda item, and in Quarter 4 they need to be agreeing their focus for 2024/25 i.e. what they are going to concentrate on, so a forward look would be helpful. They would need an audit trail that the Charity Commission would like to see.</p> <p>AK suggested that if ICON was not going to get funding from NHSE, is it worth putting together a package of what Trusts would get for their money, so we have a more pro-active approach? Perhaps wrap the package up to see what is</p>	SS/SA/ AB

	<p>available, and each ICB would contribute a small amount to fund ICON.</p> <p>SS advised she was hesitant to go back to NHS Trusts again for contributions especially given the multi agency nature of ICON, but felt approaching Safeguarding Children Partnerships might be worth considering..</p>	
13	Date of next quarterly ENSG meeting is Wednesday 10 January 2024 at 10:00-11:30.	
14	Date of next quarterly NSG meeting is Wednesday 24 January 2024 at 10:00-12:00.	