



ICON: Babies Cry, You Can Cope
Minutes of National Strategic Group (NSG)
held on 19 July 2023

Attendees:

Jane Scattergood	(JS)	Chair
Susan Anslow	(SA)	ICON Programme Manager
Ann Barber	(AB)	ICON Admin
Mark Britton	(MB)	
Elena Lloyd	(EL)	
Barbara Young	(BY)	
Toyah Carty-Moore	(TC)	
Stephanie Nightingale	(SN)	
Bridget Owen	(BO)	
Jude MacDonald	(JM)	
Janet Edwards	(JE)	
Louise Ledgerwood-Care	(LL-C)	
Stephanie Wells	(SW)	
Helen Hargreaves	(HH)	
Halima Mehmood	(HM)	
Pippa Nicolle	(PN)	
Sarah Pulley	(SP)	
Nikki Somerville	(NS)	
Sophie Read-Willetts	(SR-W)	
Sarah Clift	(SC)	
Mary Moroney	(MM)	
Claire Turnbull	(CT)	
Eileen White	(EW)	
Lois Fisher	(LF)	
Lucy Napthine	(LN)	
Angela Fawcett	(AF)	
Heidi Francis	(HF)	
Debbie Brown	(DB)	
Katie Clarke	(KC)	
James Footitt (Bauer)	(FT)	

Apologies:

Suzanne Smith (SS)	Mae Pleydell-Pearce
Caroline Wilson	Kimberley Salmon-Jamieson
Jonathan Darling	Jayne Smith
Giles Haythornthwaite	Sue Lloyd
Jenny Whyte	Rebecca Pinder
Katie Thomas	Karen Watson
Tim Woodings	

No.	ITEM	ACTION
1	Minutes of meeting held on 19 April 2023 approved as an accurate record.	
2	<p><u>Action Log</u></p> <p>All actions complete or on target. Outstanding actions were discussed and marked as Complete or On Target. Outstanding actions are:</p> <p>Action 74 - Completed. SA to set up steering group for prisons.</p> <p>Action 76 – Completed but will revisit again in the future.</p> <p>Action 86 - Deferred as SS not at meeting.</p> <p>Action 88 - SA to follow up with Samantha Smith.</p> <p>Action 90 – Deferred as SS not at meeting. SA said there was an article in the newsletter by Dr Rachel Jolley on being a GP Ambassador, and this would be helpful to anyone who would like to become one, so we can move this forward.</p>	<p>SA</p> <p>SS</p> <p>SA</p> <p>SS</p>
3	<p><u>Commissions/interest update</u></p> <p>SA updated that there had been a lot of interest in the last quarter for new areas, under NHSE funding, and there were not many areas left to commission. New areas included:</p> <p>Hertfordshire and Essex, Milton Keynes, Buckinghamshire, Oxfordshire and Berkshire West.</p> <p>There was also interest from:</p> <p>Devon & Torbay & Cornwall, Dorset and Dorchester, Nottingham and Nottinghamshire, IOM, Frimley, Suffolk and North East Essex, Norfolk and Waveney, Mid and South Essex, and Wales.</p> <p><u>Men's Steering Group</u></p> <p>Focus for the next quarter will be around prisons and A&Es.</p> <p><u>Website</u></p> <p>SA advised that we are upgrading our Reachdeck facility on the website, to include an auditor and editor scan facility for easier accessibility. A review from a blind user had been circulated, and they reported that the website was very user friendly, the resources were easy to download, and the Read Aloud facility was user friendly.</p> <p><u>Scan Card</u></p> <p>The scan card for use in maternity units, was now available to purchase from Harlow Printing (although they were having some technical issues with sharing a visual for this on their website).</p> <p><u>ICON Week</u></p> <p>Planning is well underway for ICON Week in September, and if anyone would like to do a Webinar during ICON Week, to contact SA.</p>	

	<p><u>Future Funding</u></p> <p>JS advised that they put in a bid for some NHS England money addressing violence within the home, which includes AHT, and were awarded around £115k, which will fund ICON for at least the next 18 months. There will also be an opportunity to bid for further funds in the future.</p> <p><u>Nursing Awards</u></p> <p>JS advised that ICON has been shortlisted for two nursing awards – The Nursing Times Award in the category of Public Health, and The RCN Awards in the category of Child Health. The winners will be announced in the Autumn. If we win, it will more endorsement for rolling out ICON in Wales, Scotland and Northern Ireland.</p>	
4	<p><u>Finance report</u></p> <p>JS updated that the finance report was approved by the ENSG – it shows we remain a project hosted by an NHS Provider Trust, and we are grateful to Warrington for hosting ICON finances. The NSG approved the finance report.</p>	
5	<p><u>Social Media Report</u></p> <p>MB shared his screen to show the ICON Digital Dashboard from April-June 2023. This report was also shared prior to the meeting.</p> <p>MB explained that because of security around user privacy, it was no longer possible to get more specific demographic information.</p> <p>The total number of website visits during this quarter was 12,874, with the majority coming direct, or from search engines. There was now a short pop-up questionnaire for visitors to the website, and 9-10% of visitors are male. It was encouraging that there were 8,985 downloads of leaflets just since 21 May 2023.</p> <p>Followers were up across Facebook, Instagram and Twitter, and there was a good response to videos posted, with 1,000 minutes watched on Instagram.</p>	
6	<p><u>Website and eLearning</u></p> <p>MB advised that they will be looking at the top language translation requests on Reachdeck, so they can have more leaflets available in these languages. They will also be obtaining stats for Reachdeck.</p> <p>Certificates would also be provided at the end of E-Learning. JS added that nurses and midwives would require the certificates for revalidation, so a two-page certificate would include the revalidation submissions. MB advised that he could provide certificates to those who had already done the training.</p> <p>MB added that E-Learning surveys are voluntary, and it was a very simple feedback survey. The new system will include training for parents.</p>	

	<p>There is no data as yet for uptake on a particular area but they will be adding this facility, so this information can be shared with area leaders. As part of the rebuild, they can also include data on professionals.</p> <p>SA commented that we are working on a new training programme and it will be available soon. JS said we need to offer the training to anyone across England, and midwives are part of the touchpoint provision as well.</p>	
7	<p><u>Bauer Media – James Footitt</u></p> <p>JF gave a brief overview – Bauer Media are Europe's largest media firm and they have representatives at local radio stations across the country. They have done radio campaigns with Barnsley.</p> <p>Instream is the latest way of listening to digital radio, with tactical targeted campaigns. You can pick which areas you would like to target for specific audiences, which can include ethnic backgrounds. The audience demographics are trackable, but for a detailed breakdown of male/female, age etc. it would incur an additional expense.</p> <p>JF shared his screen for a presentation and played the Hush-a-Bye Baby audio tracks which ICON have bought. There is a male and female version and these are free for anyone to use in radio campaigns – just the local radio airtime would need to be paid for. They can also be shared on social media.</p> <p>Bauer Media have got three ICON campaigns running throughout the year – through August, in ICON Week, and over Christmas and into the New Year.</p> <p>AF from Barnsley has worked with Bauer Media and suggested that if NHS England have any money left over at the end of the year, it might be worth asking for funding for the ad campaign.</p>	
8	<p><u>Area Updates</u></p> <p><u>Leicester, Leicestershire and Rutland</u></p> <p>CT – they have got a professor in their Neonatal Unit on the Stork Programme, and ICON is a module. There is a high level of diversity in LLR where English is not the first language, so they are targeting the more vulnerable families. The professor will present stats in ICON Week. They have shared their audit with SA and SS. Their next project is dads coping with crying, and they will be making videos where they will speak to individual dads about their experiences, using actors instead. They will be happy to share these videos during ICON Week if they are ready.</p> <p><u>Surrey</u></p> <p>EW – they are rolling out ICON and they hope to get it up and running by Autumn. There is an anxiety around the 0-19 service about imparting the ICON message because of the demands on their time, but it doesn't warrant face-to-face contact. It's a public health message so they are moving it into the public health arena</p>	

	<p>rather than safeguarding. It should be covered in all aspects of training, and not just safeguarding.</p> <p>SA advised that they don't want anyone going out on the 3-week contact – it can be done as a texting service or in other contact ways. It's a touchpoint and not a face-to-face contact.</p> <p><u>Warrington</u></p> <p>KC – they have had ICON since 2019 and it's well embedded. They have done training with Cheshire Probation Service, and nurses and childminders, with very positive feedback. They are also looking at training the advocate within the Cheshire Fire Service with the ICON message for when they visit families, and they are aiming to do this by 2024. They have done digital adverts at bus stops across Cheshire.</p> <p><u>The Black Country</u></p> <p>DB – they have been working on creating a pop-up reminder on GP systems, and it's almost ready. It will link to the ICON leaflet to download so it's a reminder and a resource for GPs. There is no cost to them for this as they are using their internal ICB department. They could also share this information with other areas once it has been rolled out.</p> <p><u>Sussex</u></p> <p>SW – ICON is embedded in Sussex and they are planning a mini relaunch next year, which is to refresh everyone on the ICON message. They had three steering groups across Sussex and they have made that into one steering group across the county.</p> <p><u>Buckinghamshire, Oxfordshire and Berkshire</u></p> <p>HF – is the new lead for implementing ICON across the region. They are considering what their approach might be, and it will be a big comms exercise to get the message across to parents, so it has been really useful to hear this information. Her daughter gave birth to twins and she sent HF a photo of ICON leaflet, so the message is getting out there!</p>	
9	<p><u>AOB</u></p> <p>SA advised that they have created an online audit survey and asked if people could share it as much as possible, so they can have the feedback by mid-August and share it during ICON Week. When completing the audit, if it could be broken down into which areas it covers and which professional has completed it, and they will then produce a report from this.</p> <p>SA also advised that if anyone uses MESCH they can incorporate ICON into the booklet, so they would need to speak to their MESCH lead about this.</p>	
10	<p><u>Next NSG Meeting</u></p> <p>Next meeting is Wednesday 18 October 2023 – 09:00-11:00</p>	