



ICON: Babies Cry, You Can Cope
Minutes of Engaging with Men Steering Group
held on 25 April 2024

Attendees:

Sue Anslow	(SA)	Chair
Ann Barber	(AB)	Admin
Liz Hallett	(LH)	
Emma Teasdale	(ET)	
Tom Cooper	(TC)	
Karen Turzynski	(KT)	
Surinder Jassal	(SJ)	
Carla Clarke	(CC)	
Debbie Gibbons	(DG)	
Craig Johnson	(CJ)	
Lois Fisher	(LF)	
Eleanor Marcham	(EM)	
Debbie Brown	(DB)	
Gaynor Lovatt	(GL)	

Apologies:

Krishnen Sawmynaden	Elaine Wyllie
Kerris Percival	Gaynor Lovatt
Emma Ajmal	Kerry Cronin
Heather Barnes	Jill Broadhurst
Jamie Carter	

ITEM		ACTION
1	SA welcomed the meeting and apologies received as listed in these minutes.	
2	Minutes of meeting held on 18 January 2024 approved as accurate.	
3	<u>Action Log</u> Outstanding actions were discussed and updated, or marked as completed: <u>Action 56</u> – Completed - Heather Barnes has sent SA Early Years information, which will be sent out with minutes. <u>Action 57</u> – Completed. Brief received from Debbie Brown re: pop-ups for GPs, and SA has sent this out to everyone.	AB

	<p>SA is meeting with a GP from Hertfordshire who has created a 7-Minute Briefing and a PowerPoint presentation, and she is doing some sessions for GPs with these. SA will share these on completion of the sessions.</p> <p>There are several 7-Minute Briefings on our members portal, which can be adapted for use in services, or people can create their own.</p> <p><u>Action 58</u> – Deferred as Krishnen not at meeting. KS to update at next meeting.</p> <p><u>Action 59</u> – Complete The framework pdf doesn't open the embedded documents so this has been reshared as a Word document, and the links can now be opened.</p> <p><u>Action 60</u> – Deferred - SA and Karen Turzynski and Liz Hallett have been working with Tim Roberts from Probation on creating a PowerPoint for training sessions, and they are awaiting his response to progress this.</p> <p><u>Action 61</u> – Completed. Lois Fisher was having conversations with Family Hubs re: a toolkit. SA asked that when the toolkit is completed, if LF could share it as a resource for people to have a look at.</p>	<p>SA</p> <p>LF</p>
4	<p><u>Framework</u></p> <p>This has been circulated. It is a resource toolkit on the Members Portal. If people are happy to share anything they have created, this can be embedded in the Framework.</p>	
5	<p><u>Area Updates</u></p> <p><u>Black Country</u></p> <p>DB – They have commissioned DadPad in all four areas of Black Country. TC added that in Sandwell they are amending their letters to engage more with dads. On their last audit, only 18% of male carers said they had received the ICON message, so they have done more training with staff. They are trying to get a universal opening of dad's records but it is not looking possible at the moment, so they have just text messaging at 3 weeks which generally goes to the mums. They text via SystemOne for people who have had a new birth visit.</p> <p>Audit information is recorded with a read code for the ICON message being delivered at new birth visits. There is a box to log carers they have spoken to, and they randomly select how many have recorded that the dad is there.</p> <p>They are launching DadPad in June.</p> <p><u>Huddersfield 0-19</u></p> <p>EM – They have made changes to letters to include dads/carers at antenatal and birth visit appointments. They did a re-audit which showed an improvement in dads being at</p>	

fortnightly coffee mornings for which they encourage dads to attend.

SA reminded everyone that we created some posters of baby with a cleft lip and palate, Betsy-Mae which we shared on social media and via the newsletter. These posters can be downloaded from our website, or are available to order via Harlow Printing. Harlow Printing have all our resources in translatable formats, and they can adapt these to include different information and logos. Betsy-Mae's parents loved the posters, and our posts received lots of hearts, likes and shares.

SSAFA

CJ – From a SSAFA global perspective, they continue to share the ICON messages through all social media channels, not just for Cyprus but also for other countries like Brunei, Germany, Canada etc. They routinely share the information via the e-Red Book app for dads to download. When personnel are away from home, the stresses of war conflicts are very high. Health visitor and midwives continue to have conversations around ICON, especially at the baby immunisation clinics, although dads cannot always be present at these. From a school perspective, they continue to deliver the message, also citing those who may be babysitters or young carers. The videos are played during assemblies and drop-in sessions. They have a weekly lunch-and-learn within some of their practices - including GPs, nurses, medics etc. – so that is another opportunity to raise the ICON message.

SA added that when those dads come home, they are going to be very anxious and stressed, so there are increased pressures for families.

Sussex

LH – They are looking at embedding ICON with their local authorities so that ICON becomes a standard action within their safeguarding plans. They are also developing a neglect toolkit and this will include Safer Sleep and ICON, and making sure that dads are primarily targeted within that, and the wider family.

Cambridgeshire

ET – They have commissioned DadPad, and their GPs are engaging with ICON on SystemOne.

Cambridgeshire 0-19

LF – They have ICON as part of their competency document, and are including it in their training packages for pre-reg paediatric students. They have a face-to-face and webinar version (including videos) of a pathway to parenting antenatal programme. Face-to-face includes shaken baby dolls, which demonstrates how dangerous even a small movement to a baby's brain can be. There is a template on SystemOne which has to be completed each time a practitioner has contact.

	<p>They are holding drop-in clinics again, and they hand out ICON stickers to put in the Red Book, which is good way of starting a conversation about ICON. They are also looking at creating a radio campaign.</p> <p>SA added that all the ICON videos are on our YouTube channel which people can use, which can be accessed via our website. Some of the videos are sub-titled so can be used in GP surgeries or clinics. The Leicester touch point video has been redone and will be added to our YouTube channel. SA will also share this with everyone.</p> <p><u>Frimley</u></p> <p>SJ – They recently commissioned ICON, although they were involved informally before with social media, posters, leaflets and training. They are mapping at how well it is being delivered across the region, and are looking at ICON training for GPs. They have got DadPad, and will look at how they can improve engagement with dads. They want to expand their steering group to include social care, health visitors, and a GP. SJ is interested in ICON in schools, and has found this meeting very useful for information sharing, and taking small steps.</p> <p>SA mentioned that there is an ICON presentation for use in schools and a student booklet available on our website. SA is happy to support with different projects or meeting with different people.</p> <p>SA added that this is a group for people to share different practices and to get information, and everyone was doing great work in sharing the ICON message.</p>	SA
6	<p><u>AOB</u></p> <p>SA asked that if anybody has any resources, she would be grateful if they could share them with her, so they can be added to the Framework. Also for audit results.</p> <p>We are still awaiting the Bristol independent evaluation results, but there has been a delay so won't be out until later in the year.</p> <p>Recently AB contacted the ICON leads to update our records, and SA will be contacting the leads to have a discussion about what touchpoints and other information is being delivered, so this information can be captured. This will help us see how the integrity of ICON is.</p> <p>If anyone needs anything, please contact SA.</p>	
7	<p><u>Next meeting</u></p> <p>The next meeting for the Steering Group is TBC.</p>	