



ICON: Babies Cry, You Can Cope
Minutes of Engaging with Men Steering Group
held on 18 January 2024

Attendees:

Sue Anslow	(SA)	Chair
Ann Barber	(AB)	Admin
Krishnen Sawmynaden	(KS)	
Lisa Snape	(LS)	
Lindsay Walsh	(LW)	
Sallie Ward	(SW)	
Lois Fisher	(LF)	
Jill Broadhurst	(JB)	
Karen Turzynski	(KT)	
Kirstie Aistrop	(KA)	
Craig Johnson	(CJ)	

Apologies:

Liz Hallett	Eleanor Marcham
Debbie Brown	Kerrie Matthews
Debbie Gibbons	Tom Cooper
Felicity Pearson	

ITEM		ACTION
1	SA welcomed the meeting and apologies received as listed in these minutes.	
2	Minutes of meeting held on 26 October 2023 approved as accurate.	
3	<p><u>Action Log</u></p> <p>Outstanding actions were discussed and updated, or marked as completed:</p> <p><u>Action 49</u> – SA will share any info she receives from Eleanor Marcham regarding audit on letters to dads.</p> <p><u>Action 56</u> – SA to contact Heather Barnes re: RPC information.</p> <p><u>Action 57</u> – SA awaiting brief from DB and she will share when she receives this.</p>	<p style="text-align: center;">SA</p> <p style="text-align: center;">SA</p> <p style="text-align: center;">SA/DB</p>

	<p><u>Action 58</u> – KS advised they are rewriting the new maternity pathway for the dad's work called 'The Other Parent in the Room', and he will provide an update for this at next meeting.</p>	KS
4	<p><u>Framework</u></p> <p>SA advised this will be added to the Members Portal of the website. We continually update the Framework with the latest information which can be used.</p> <p>SA to take a look at problems encountered with opening documents embedded in the Framework.</p>	SA
5	<p><u>Area Updates</u></p> <p><u>Lancashire LTHTR</u></p> <p>LS – Updated they are continuing to spread the ICON message.</p> <p><u>Lancashire 0-19</u></p> <p>KT – They are continuing with the training for new staff. LS has now joined the group. KT still keen to work with SA on probation and prisons, to deliver some of that training. They have got AHT dolls and will follow-up to see how much they are being used by their teams. SA said that the dolls are not a universal resource - it is an individual area decision.</p> <p><u>Lancashire CFW</u></p> <p>JB – All training has now been completed and they have very good ICON resources, which will be shared with the County as well.</p> <p><u>SSAFA</u></p> <p>CJ – Specific updates relate to British Forces and within schools they continue to embed with all contact PHSE, and some of the first-aid courses include an ICON module. One of the most effective ways of getting the message across in secondary schools and sixth forms is in the breaktimes using flashboards to engage young people in conversations about ICON.</p> <p><u>Hull</u></p> <p>AK – They have a good partnership engagement in rolling out the Train the Trainer package, and will look at how to roll it out to probation services. A 7-Minute Briefing has been created with the ICON key messages, and they are looking at doing Lunch-and-Learn webinars about engaging men.</p> <p><u>Cambridgeshire 0-19 Service</u></p> <p>LF – Their new digital platform went live recently, and they have a dedicated section for ICON with links to website resources. They are also going live with their Pathway to Parenting in several areas, and ICON is implemented in the programme, and they have AHT dolls. The health visitors</p>	KT

	<p>have the training as part of their annual training, and LF had received an enquiry regarding a training package for Family Hubs. SA advised that all the training resources are accessible on the ICON website, and she would be happy to chat with the person. LF to facilitate this.</p> <p>SA received an email enquiry regarding the Cambridge University research on infant crying, and LF advised that a colleague had also received some communication about this.</p> <p><u>Humber and North Yorkshire</u></p> <p>SW – they are implementing a new IT system during February and March, which has more accessibility for personal information, and they are hoping to get more information from fathers. In Hull they do a monthly carousel that parents are invited to, and they can meet a multi-disciplinary team of health visitors, midwives, children’s services, etc. Feedback from fathers shows that they didn’t think they were allowed to come to appointments, so they are looking at addressing both parents on letters and making appointments more inclusive.</p> <p>SA mentioned that there were some generic letters on the framework that can be adapted. All the ICON animations are targeted at men and SA encouraged people to use these on social media and to follow ICON. The animations can also be used in GP surgeries and waiting rooms with the subtitles, so no sound is needed. One of the animations is actual words from a father who thought that he wouldn’t be able to cope, but then remembered the ICON message about walking away for a few moments to take a breather.</p> <p>Additionally on the website are videos and the webinars from ICON Week, which are very useful to revisit and share.</p> <p>SA clarified that the Members Portal requires a log-in and has information such as ICON meetings, training etc. and SA can send anyone a log-in for this if required.</p>	LF
6	<p><u>AOB</u></p> <p>KT asked CJ about dashboards for schools, which sounded like a great idea. CJ said they found that this way of engaging (which could be using a clipboard, iPad etc), was something that worked very well. They were also uniquely placed to be more visible within schools, which is a key bonus. The school nurse is quite different in the UK. CJ is happy to have a separate conversation with people about this to share information.</p>	
7	<p><u>Next meeting</u></p> <p>The next meeting for the steering group is arranged for Thursday 25 April 2024 at 9.30 – 11:00.</p> <p>The group agreed they would like to continue with the meetings every quarter to continue sharing good practice. If anyone has any queries, to contact SA.</p>	