



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

Attendees:

Sue Anslow	(SA)	Chair
Kerris Percival	(KP)	
Kirsty Aistrop	(KA)	
Jill Broadhurst	(JB)	
Sallie Ward	(SW)	
Karen Turzynski	(KT)	
Eleanor Marcham	(EM)	
Debbie Gibbons	(DG)	
Lois Fisher	(LF)	
Liz Hallett	(LH)	
Victoria Brown	(VB)	
Heather Barnes	(HB)	
Becky Case	(BC)	

Apologies:

Gaynor Lovatt

ITEM		ACTION
1	SA welcomed the meeting and apologies received as listed in these minutes.	
2	Minutes of meeting held on 24 April 2024 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 58</u> – Krishnen has been seconded to a different role in ICB. BC to pick this up on his behalf. DG can provide details of contact if required to BC.</p> <p><u>Action 60</u> – Deferred - SA awaiting update from Tim Roberts from Probation on creating a PowerPoint for training sessions. SA to invite KT and LH to meeting with Tim once arranged.</p>	<p>BC</p> <p>SA</p>

	<p><u>Action 61</u> – Completed. LF sent toolkit to Family Hubs so they could access the online training. LF to send toolkit to SA to add to framework.</p> <p><u>Action 62</u> – Completed. SA attended this training in Hertfordshire, and she will share this GP focussed version of Train the Trainer. This can be adapted if people want to use it with GPs.</p> <p><u>Action 64</u> – Completed. EM to email audit of Huddersfield 0-19 service to SA to add to framework.</p>	<p>LF/SA</p> <p>SA</p> <p>EM/SA</p>
4	<p><u>Framework</u></p> <p>This can be accessed on the Members Portal of our website as a resource tool, and SA adds information as it becomes available. If anyone needs the Welcome Pack to contact SA. SA to send this to VB.</p>	SA
5	<p><u>Area Updates</u></p> <p>SA will share an overview brief called Working with Dads, which was created in Durham, and this also will be added to framework.</p> <p><u>Lancashire LTHTR</u></p> <p>DG – They have got a Task & Finish Group to see how they can roll out Phase Two to GP surgeries. They are looking at training to include CDOP and Safer Sleep, and a pop-up on EMIS. SA explained that some areas do the contact as a post-natal and baby check, but some areas just do it as a baby check where dads can be taking babies to the checks. It is important to add this information on EMIS and SystemOne under the baby's profile. DG added that they have got funding for the Hush Little Baby radio campaign, which will run across the area up to ICON Week. SA advised that Bauer Media can adapt this radio campaign for anyone who would like to use it, within any budget, so please contact SA or James Foottit for more information. SA also advised that all our social media and videos are focussed towards men, to try and reach male carers that way.</p> <p><u>Humber and North Yorkshire</u></p> <p>BC – They have had some conversations about how they can better integrate and follow-up investigations with the CDOP group. They could then feed this back to other support teams like midwives and neo-natal. They are doing a pack for their GPs about how they can better support their 6-8 week checks more effectively. They did two surveys in the last two years to get feedback from service users at the 6-8 week checks, and dads were told they could be 'squeezed in' at the baby check. SA said it was important for dads to have these conversations at the 6-8 week check.</p>	SA

	<p><u>Hull</u></p> <p>HB – In June during Safeguarding Week, their Safeguarding Partnership held a range of webinars each day, and the theme was the vulnerability of babies. They held webinars on engaging fathers and partners, and ICON and Safer Sleep were included. Also webinars on bruising injuries to infants policy, and infant bonding and attachment. KA said they chose this theme as Hull and East Riding have seen a significant increase in learning reviews, particularly with infants presenting with bruising or injury. The week was part of a policy launch and ICON and Safer Sleep were some of the key messages.</p> <p>HB recommended that SA contact Future Men, a group that they have been working with, to ask about training. They are particularly interested in engaging with dads. HB to send contact details to SA. They also have a working group on emotional bonding and mental health for new dads, and they had a dads event on Father's Day in Hull with a theme of 'It all starts with MEN' (emphasis on ME), targeting dads with ICON and Safer Sleep messages. KA is happy to share information about this, and SA said it could be included in our next newsletter, along with any other news or events that people would like to share.</p> <p>KA advised that in Hull they have a new project running called The Crossroads Project, which is an amalgamation of their substance misuse and domestic abuse work, working with men. A lot of the men who attend are fathers or child carers, and there could be an opportunity to get the ICON messages shared in those groups, which KA will follow-up. SA agreed that if anyone has similar groups or projects, it was a great opportunity to have those conversations around ICON. Also if anyone would like to invite advisors from substance misuse groups, that would be really helpful to get their perspectives.</p> <p><u>Black Country</u></p> <p>KP – The CDOP they have funded shaken baby dolls across their area, so every Family Hub can take them out. They do targeted work for this. Feedback has been positive, although one area said they were a bit shocking to show to parents, although the point is to make them aware. Sandwell do a lot of work engaging with parent groups, as there is a high proportion of deprivation in that area so it's more universal. They will send something through for the next newsletter about this.</p> <p>They have got ICON embedded in EMIS and SystemOne and they will be doing an audit early next year to see how GPs and Practice staff are using it.</p> <p><u>Sussex</u></p> <p>LH – They have been working with CDOP and have devised a joint Safer Sleep and ICON programme, which they are running on a monthly basis. It is with multi-agencies e.g. nursery workers, social workers, health visitors, so they are</p>	<p>KA</p> <p>KA</p> <p>KP</p>
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	<p>getting high numbers, and the feedback has been good. Also their Maternity Forum have completed an audit to gain assurance that the ICON message has been embedded into practise. The findings show that fathers are being given the message but there is no discussion happening, and they need to look at a targeted approach, also with wider family members. SA agreed it was about having those conversations about how you are coping with a crying baby, rather than just imparting the message. There will be a new ICON leaflet called Friends & Family available soon, which is for other carers and wider family members, on how they can support the parents of a crying baby.</p> <p><u>Huddersfield 0-19</u></p> <p>EM – They have now included ICON training for all new starters. They are now looking at a yearly review to identify the people who have done the training. Their male inclusivity audit needs to be revisited and EM will hand this over to the new person coming into her post. They have had quite an increase in the number of men attending the antenatal groups. She presented the male inclusivity to their safeguarding group, and it highlighted domestic abuse, so that is something they are pushing forward as a service – having discussions with couples so they can identify any issues, and exploring incidents. SA agreed it was difficult to have those conversations. EM advised they have just taken back allocation, which means they are promoting continuity with practitioners, which helps assessments.</p> <p>They are promoting DadPad on Facebook and EM will look at promotion on their Facebook page of male inclusivity and ICON.</p> <p><u>Lancashire 0-19</u></p> <p>KT – They are using the Hush Little Baby audio/video on social media. On the first day of ICON Week, KT is going to a Women's Centre with the shaken baby dolls, and will be doing some work with the midwives. They will capture all visitors, including men. They are doing an induction for new HV students with ICON and Safer Sleep training, and KT will invite those students to the Women's Centre day as well. They use the shaken baby dolls in their Beyond Birth sessions, with partners. KT is looking at adding a section on Men's Health to the website.</p> <p><u>Lancashire CFW</u></p> <p>JB – They have received information about a Dad Matters drop-in group, asking if people need support with a baby under two. It's in two locations in Fleetwood, and JB is looking at supporting them with the ICON and Safer Sleep messages. There are a number of dads groups popping up in their area, so it's crossing over from health to parenting. SA agreed that there are more groups popping up for dads, and DadPad is becoming more widely used, which is fantastic. SA advised that Suzanne Smith was contacted by the police in</p>	<p>EM</p> <p>KT</p>
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6	<p><u>AOB</u></p> <p>SA confirmed that ICON Week is 23-27 September and this year we aren't doing the webinars. There will be a comms toolkit coming out, and we are hoping to have the new leaflets, and the theme is around different carers and how family and friends can support new parents/carers. If anyone is doing any conferences or webinars, please feel free to invite SA, or if you require help with anything.</p> <p>ICON has just got charity status, which is very exciting news, and it means we can bid for more funding. Scotland have also just come onboard with ICON, and a parent ambassador in Scotland is very pleased about this.</p> <p>SA added that everyone was doing great work, and it was an information sharing group, and all the resources and ideas were brilliant to share. Please continue to send SA all the fantastic work that everyone is doing, so this can be shared and added to the framework and newsletter. Continue to follow us on social media and share/tag our information as much as possible, and please keep us in the loop with anything that you are doing during ICON Week.</p>	
7	<p><u>Next meeting</u></p> <p>As SA role with ICON has changed, she will now be a volunteer, and this Steering Group will no longer have a quarterly meeting. However, if you have any updates you wish to share and include in our newsletter please email Ann Barber ann.barber@iconcope.org</p>	