



ICON: Babies Cry, You Can Cope
Minutes of Engaging with Men Steering Group
held on 13 July 2023

Attendees:

Sue Anslow	(SA)	Chair
Ann Barber	(AB)	Admin
Lisa Howell	(LH)	
Krishnen Sawmynaden	(KS)	
Kerris Percival	(KP)	
Deborah Gibbons	(DG)	
Elizabeth Hallett	(EH)	
Karen Turzynski	(KT)	
Melanie Ponomarenko	(MP)	
Cheryl Beirne	(CB)	
Gaynor Lovatt	(GL)	
Carla Clarke	(CC)	

Apologies:

Jamie Carter	Debbie Brown
Louise Ledgerwood-Care	Lois Fisher
Kerry Matthews	

ITEM		ACTION
1	SA welcomed the meeting and apologies received as listed in these minutes.	
2	Minutes of meeting held on 20 April 2023 approved as accurate.	
3	<p>Action Log</p> <p>Outstanding actions were discussed and updated, or marked as completed:</p> <p><u>Action 20</u> - SA updated that we have contracted Bauer Media to do some campaigns. They have created a Hush-a-Bye Baby audio with a talk-over for a radio campaign and anyone can use this for free, or share it on social media – you will just need to buy the radio time slots. James Footitt from Bauer Media is attending the NSG on 19 July. Angela Fawcett from Barnsley has done some campaigns with them.</p>	

	<p><u>Action 43</u> – SA asked if anyone had done any training with A&Es, as they needed to roll this out and look at how to get this out with contacts, so if anyone could do a meeting on this for about 30 minutes? SA to arrange meeting with DG, KT, GL, and paediatrician - Jamie Carter.</p> <p>KT advised she had made links with A&Es in Lancashire and also spoken to Paediatric Liaison to look at training in those areas. GL said their safeguarding team had done training at A&E, and she would check the urgent care side.</p> <p><u>Action 44</u> – Completed but SA will share Hush-a-Bye audio clip again, and will add to our social media videos for people to share. AB to post this on social media.</p> <p><u>Action 47</u> – Completed. MP mentioned they can cover this on the radio.</p>	<p>SA</p> <p>GL</p> <p>SA</p> <p>AB</p>
4	<p>Framework</p> <p>SA updated that the Framework is a resource tool for when you create something, and asked if anyone had used it or found it useful? MP advised they will be doing a general scoping with dads later in the year and have found it useful. SA to share the Male Inclusive Training document again.</p> <p>SA asked if anyone had linked in with the police? They could look at police work as part of the probation and prisons steering group. LH commented that Sussex police had engaged well with ICON and they have a series of prompts about ICON, when they come onto shift. They also include it in their baby briefings.</p> <p>SA mentioned that the police need to know how to handle a situation when they visit a family in crisis, so they could perhaps create a resource toolkit for them.</p> <p>SA asked if people could map out what is available in their areas as support services, so if there's anything specifically for dads they could add it on and share it.</p> <p>DG will resend a link and video resource for adding to the Framework.</p> <p>SA asked if anyone had linked in with drugs and alcohol services? KS suggested they look at trying that message with parents, so if everyone could have a brainstorm session around this, and also in regards to domestic abuse services.</p> <p>DG said they do a joint clinic with Inspire so perhaps SA could invite someone from there, and they could look at how to share these resources nationally rather than individually i.e. domestic abuse, prisons and probation. Also if people are willing to be a champion for this, SA will add this to the Action Log.</p> <p>CB advised that locally they invited the midwifery and safeguarding leads to a meeting to discuss training for lots</p>	<p>SA</p> <p>Group</p> <p>DG</p> <p>Group</p> <p>SA</p>

	<p>of different organisations. They have set up a local group so they have regular meetings and they are working with Home-Start and AndyPands as well.</p>	
5	<p>Area Updates</p> <p><u>Black Country</u></p> <p>KP – they have a dropdown box on EMIS for GPs, and nurses so they can print off an ICON leaflet for patients. They have got DadPad in some areas of Black Country and are looking at getting Wolverhampton on board.</p> <p>KP asked if there were any BSL resources for those using sign language. SA advised there is an Easy Read leaflet, and asked KP for feedback on whether this was helpful.</p> <p><u>Lancashire HCRG</u></p> <p>KT – they are in the process of getting the ICON leaflet sent out with antenatal appointment letters.</p> <p><u>Lancashire ELHT</u></p> <p>GL – they have got DadPad in Lancashire and ICON is on this, and they promote this in antenatal clinics and suites.</p> <p><u>Lancashire LTHTR</u></p> <p>DG – they are awaiting a delivery of DadPad packs.</p> <p><u>Sussex</u></p> <p>LH – they are launching DadPad this week, and are looking at developing posters to focus on including dads. They will launch these in September and will share them.</p> <p><u>West Yorkshire</u></p> <p>CB – they have got some stickers to put on Red Book from DadPad. They have also been running antenatal fairs and one stall is around ICON and people and other stall holders have found it useful.</p> <p>CB also advised on feedback they received from dads who said they couldn't go to appointments because they were within work hours.</p>	
6	<p>AOB</p> <p><u>Prisons and the Justice System</u></p> <p>This item was covered earlier.</p> <p><u>ICON Week</u></p> <p>SA said ICON Week was coming up on 25-29 September, and the focus this year is on dads. The programme should be ready within the next few weeks.</p>	

	<p>CB was leaving her current job but has offered to do a presentation on how to engage with men, and will also ask AndyPands to do something. There will also be an update on Reachdeck, KS will be giving a presentation, as will Craig from SSAFSA, and parents will be doing a session. LH advised she will try and get someone from probation and will contact SA about this – lisa.howell@hullcc.gov.uk</p> <p>SA asked if anyone works with Fire, Housing, A&E and in agencies that deliver ICON, to share the ICON message, so we have as many commissioning agencies as possible.</p> <p>SA updated that we will be sending out a full comms, like last year, and posting social media using the Hush-a-Bye audio, and if anyone has anything they are planning, please take pictures and share this. Harlow Printing can create imagery like banners, so please contact them for a quote.</p> <p>DG advised they had some posters from last year and CC to link in with DG about this.</p> <p>AB to send Microsoft Teams background for ICON Week to everyone.</p> <p><u>ICON shortlisted for Nursing Awards</u></p> <p>ICON has been shortlisted for two prestigious awards – The Nursing Times award in the category of Public Health, and The RCN award in the category of Child Health. We are awaiting to hear if ICON has been shortlisted for the HSJ awards for its work within the military.</p> <p><u>ICON Funding</u></p> <p>ICON has received funding from NHSE and part of the agreement is to get the rest of England on board, so if you live within an area that hasn't yet commissioned ICON, please try and link in with them, and also contact SA.</p> <p><u>Survey</u></p> <p>An online survey has been created which SA will be sharing with everyone, and we would like all areas to complete it so this feedback can be presented during ICON Week.</p>	<p>LH</p> <p>Group</p> <p>CC</p> <p>AB</p> <p>Group</p> <p>SA</p>
7	<p><u>Next meeting</u></p> <p>The next meeting for the steering group is arranged for Thursday 26 October at 9.30 – 11:00. AB to send out an invite for this.</p>	<p>AB</p>