



**ICON: Babies Cry, You Can Cope**  
**Minutes of Engaging with Men Steering Group**  
**held on 14 July 2022**

**Attendees:**

Sue Anslow	(SA)	Ann Barber	(AB)
Debbie Brown	(DB)	Lois Fisher	(LF)
Carla Clarke	(CC)	Becky Case	(BC)
Elizabeth Hallett	(EH)	Louise Masters	(LM)
Amy Baxter	(ABa)	Deborah Brown	(DeB)
Shelly Knight	(SK)	Michelle Molyneux	(MM)
Nick (Dad Matters)	(Nick)	Jill Broadhurst	(JB)
Gaynor Lovatt	(GL)	Claire Turnbull	(CT)

**Apologies:**

Karen Garside	Nicola Wilkinson
Danielle Rees	Louise Fletcher
Emily Hutt	

ITEM		ACTION
1	The minutes from the previous meeting were agreed as an accurate record.	
2	<p><u>Terms of Reference (TOR)</u></p> <p>SA updated that they attended a COPD Conference in Lancashire on 11 July and lots of areas across the country are focussing on men, and the meeting will be a place for resources to be shared with the group to be used across all areas.</p> <p>SA has sent the TOR and received comments and now agreed.</p> <p><u>Action Log</u></p> <p>Action log was checked and updated.</p>	



	<p>SA suggested that each area look at what is available to give to dads when they go out to visit. Gold standard is that we have to engage from the beginning.</p> <p>LH to share results (send to SA) of research done by East Sussex County Council to see how systems can improve re engagement with fathers during peri-natal period.</p> <p>BC advised they are implementing Badgernet, and they did an assessment in York re: safeguarding and connecting with men and AHT, and they need to see how fathers can be linked with babies as well – using tech to make or break links.</p> <p>SA advised they are working on a Snomed code but is unsure if this can be included in Badgernet - it would be good to tick to show that ICON info has been received by fathers. There is a lot of potential for using tech to engage more with men.</p> <p>SA asked if men came to ante-natals, and if there are still face-to-face ante-natal groups since Covid? Responses were that because of staffing issues, face-to-face groups hadn't picked up again since Covid. They only had face-to-face meetings with safeguarding families. Additionally for ante-natals, men might attend for the first baby but not for follow-up babies.</p> <p>Scan departments don't have info re: AHT or contact info to give to dads re: ante-natal support, and a lot of dads don't attend. There are ICON leaflets at birthing centres and on NICU in some areas.</p> <p>A good way to engage is also by using video e.g. the Birmingham video.</p> <p>SA reiterated that appointment letters need to be directed at both parents. Suggestions were to use a QR code in ante-natal departments, and maybe a weekly shout-out for dads on Facebook. An action for the group would be to look at where men are going to be.</p> <p>Nick said from his experience, men are going into these situations in a carer role as they are side-lined because of how the system is worked, so all the focus is on the woman. It is critical for early engagement with dads because they will see they are important, and using QR codes are something that men engage with. They can use 10 second shouts on ICON for post natal depression, for example, so dads can start thinking about this in their role as dads, and they have to protect mum and bump. There are specific posters for men to access for general information and they can interact with them how they wish, otherwise it's information overload in hospitals.</p>	<p>Group</p> <p>LH</p> <p>Group</p>
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	SA agreed that scan appointments are crucial, and maybe putting a QR code on all ICON leaflets (speak to Harlow Printing about this). Change how they engage with men and family wellbeing, from the beginning so it's the dads journey as well, and dads need to engage with the HVs.	SA
5	<u>AOB</u>  SA reminded the group about ICON Week from 26 September, and there will be a programme of webinars on MS Teams, and more information will be sent out in due course.	SA/AB
6	<u>Next meeting</u>  The next meeting for the steering group was arranged for <b>Thursday 6 October at 09:30</b> , and AB would send out an invite for this.	AB