

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 Danielle Rees Emily Hutt Nicola Wilkinson Louise Fletcher

ITEM		ACTION
1	The minutes from the previous meeting were agreed as an accurate record.	
2	Terms of Reference (TOR) 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. SA has sent the TOR and received comments and now agreed.	
	Action Log Action log was checked and updated.	

SA 3 The Invisible Man presentation will be added to ICON website as a resource. It was agreed for people to share this on their local networks. It also shows positive feedback at the end of the presentation and this can be adapted and used within areas. There is a course delivered by Keiron from Dads Matters which people can attend. The videos from Birmingham have also gone out. These have been very well received and CT said they are going to use them locally and in drug and alcohol misuse services. Feedback was good but GP practices were not willing to play the videos in their waiting areas, but they can be used with people who don't have English as their first language. SA confirmed they would use these videos as ICON videos and additionally they would go on YouTube, with the Birmingham references removed, although acknowledging their contribution. SA to share the SA Birmingham videos with this group, and they can adapt them to their own areas. 4 Feedback from areas – resources to share SA updated from Keiron's talk that although a good place to engage with men was football matches, they are with their mates so they can switch themselves off, so the best place for engagement is at appointments. Nick agreed that the best way to engage dads was at ante-natal appts. SA asked if areas were including dads into the appointment letters that go out? GL spoke about attending the Dads Matter Conference there were discussions about how dads feel forgotten about, especially in hospitals. It was important to get them engaged from the beginning. They need to develop trust with their HVs and to see that they are there to help them. JB agreed they are hard to reach – it's a push-me-pull-me situation where they have felt rejection along the way, and the key is not giving up and gradually building a relationship. They would try and get this info onto their JB intranet and on discussion page to make it a talking point.

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.

Group

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.

LH

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.

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.

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.

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.

A good way to engage is also by using video e.g. the Birmingham video.

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.

Group

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.

	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	AOB 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	Next meeting The next meeting for the steering group was arranged for Thursday 6 October at 09:30, and AB would send out an invite for this.	АВ