



ICON: Babies Cry, You Can Cope
Minutes of Engaging with Men Steering Group
held on 20 April 2023

Attendees:

| | | |
|--------------------------|--------|--------------|
| Sue Anslow | (SA) | Chair |
| Ann Barber | (AB) | Admin |
| Darren Farmer | (DF) | |
| Abigail Hyde | (AH) | |
| Lois Fisher | (LF) | |
| Steve Macabee | (SM) | |
| Anila Khan | (AK) | |
| Elizabeth Hallett | (EH) | |
| Louise Ledgerwood-Care | (LL-C) | |
| Susan Gallagher | (SG) | |
| Thomas Cooper | (TC) | |
| Nicola Watling | (NW) | |
| Jill Broadhurst | (JB) | |
| Deborah Gibbons | (DG) | |
| Louise Masters | (LM) | |
| Krishnen Sawmynaden | (KS) | |
| Cheryl Beirne | (CB) | |
| Kerris Percival | (KP) | |
| Craig Johnson (Military) | (CJ) | |

Apologies:

| | |
|---------------------|----------------|
| Gaynor Lovatt | Kerry Matthews |
| Melanie Ponomarenko | Jamie Carter |
| Debbie Brown | Heather Barnes |

| ITEM | | ACTION |
|------|---|--------|
| 1 | SA welcomed the meeting and apologies received as listed in these minutes. SA asked if people could notify us if they don't receive an invite, as the group has a lot of new members. | |
| 2 | Minutes of meeting held on 19 January 2023 approved as accurate. | |
| 3 | Action Log Outstanding actions were discussed and updated, or marked as completed: | |

| | | |
|--|--|---|
| | <p>Action 20 - SA updated that we have been liaising with London Irish Rugby team and NHS Buckinghamshire to create an ICON video and as soon as Buckinghamshire commission ICON, we will be able to create this. Group also asked to link in with local sporting teams or any sporting contacts.</p> <p>SA advised that the ICON Executive National Steering Group would like them to focus on creating new ICON videos for engaging men – which would need to incorporate diversity. Birmingham have created some good videos and there were lots of ICON animations, and the group had created some amazing videos. In Morecambe, there was a boxer – Tyson Fury – and JB said she had messaged his agent with an enquiry. The new videos would need to target men so they can be shown at sporting venues, in GP surgeries etc.</p> <p>CJ suggested there were lots of ways the military could get involved and it would be great to involve military personnel, and they could create some slogans around shaking babies. SA added that some areas had good Comms teams who would be happy to be involved. Bauer Media recently ran a radio campaign for South Yorkshire on Hallam FM, and they could also create videos. LF advised she was sure that the person who recently created a video for Cambridgeshire, would be happy to be involved in a new video.</p> <p>It was suggested for people to contact any sporting teams who run community outreach programmes. They could also revolve one video around schools, or create a health awareness theme. SA advised that although it's been said that men don't engage so much on social media, their engagement with social media posts from ICON was increasing, and this was encouraging in terms of posting new videos.</p> <p>SA to share radio clip of Hush a Bye Baby by Bauer Media - who can target gender and socio-groups, and it's an example of what they can look at doing. CJ advised that the military have British Forces Broadcasting Services, and these programmes go far and wide overseas, so he could share a clip with them. They would be targeting future mums and dads, and SA agreed that getting into schools is where they need to start.</p> <p>Lancashire said they would contact Youth Plan, and everyone will link in with any sports teams. SA asked for people to keep her updated by the next meeting in July, with an aim to have the videos ready for ICON Week in September. They will also run a radio campaign. Last year there were some fantastic events organised for ICON Week including the illuminating of Blackpool Tower.</p> | <p>Group</p> <p>Group</p> <p>Group</p> <p>SA</p> <p>CJ</p> <p>Group</p> |
|--|--|---|

| | | |
|---|--|---|
| | <p>DF said that they always involve fathers in health visiting and ask about mental health so it's an inclusive way of working.</p> <p>SA mentioned she had shared a PowerPoint presentation, and CB can share this. It is very adaptable and good for drawing out conversation – it's just the small wins of making dads feel involved. CB to let SA know when they have done an audit of the difference that sending out letters to dads has made.</p> <p>An example for engaging men in one area had included ICON beer mats which were put in bars, barbers, hairdressers etc, and posters in men's toilets was suggested.</p> <p>Action 25 – action was looking at how to engage with agencies like probation, prison and police, and if they need to have individual training for them. Police will attend for domestic violence and they need to be able to have those conversations about baby crying and ICON, so it's about alerting them to this. SA asked how many people have contact with these agencies and if there is something we need to do around this, including drug and alcohol services? It could be that some dads are in prison, so if people could link in with those agencies and do some training, and SA is happy to provide this training if they don't have the capacity.</p> <p>JB commented that some of their staff members did not feel confident about having these conversations and they are focusing on improving that.</p> <p>SA explained that ICON is about having conversations around how you are coping with a crying baby, and looking at the crying plan, and getting support from their midwife or health visitor. The message is about saying that crying is normal and it's OK to walk away for a couple of minutes to take a breather, if they know the baby is safe, and to never, ever shake a baby. This is the simpleness of ICON and that they can cope.</p> <p>Could they also revisit nurseries to see if they have awareness of ICON there – SA is happy to do group training sessions online if people don't have the resources.</p> <p>Another important area to share the ICON message is A&E because that's where babies go in the middle of the night. SA to liaise with JC to do a PowerPoint presentation for them around this – maybe a quick 7-minute read. KP has got a 10-minute one she will send to SA for sharing.</p> | <p>CB</p> <p>Group</p> <p>Group</p> <p>SA/JC KP</p> |
| 4 | <p>Framework</p> <p>Resources will be added to the framework as examples that can be used by all areas.</p> | SA |

