

ICON: Babies Cry, You Can Cope

Minutes of Engaging with Men Steering Group held on 20 April 2023

Attendees:

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: | |

| - | |
|---|----------|
| 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. | Group |
| 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. | Group |
| 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. | |
| 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. | Group |
| 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. | SA CJ |
| 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. | Group |
| | |

| Action 21 – SA asked if people could develop letters within their own areas to include dads/carers as well as mums. DadPad also support this. | Group |
|---|-------|
| KS commented that they will try and work out how to develop these. They are doing a lot of training around dads in the local area, and feedback is that they want to be spoken to and asked how they are. But it's only mums that are included as a contact. It's to do with parental responsibility, although sometimes there are domestic abuse or separation problems, and they are looking at linking this in at GP level. | |
| SA advised that they need to look at the systems because they are set up for only one contact which is for mums, although they are delivering the package of care to mothers. Gold standard would be for all dads to have a record, but just a start would be to send inclusive letters. They just need a simple linking-in system and SA asked if people could check they are linking in in their areas. | Group |
| DB advised they have done a lot of training to embed dads mental health but parental responsibility is difficult. They include dads name on Safer Sleep and ICON, and they have separate advice for dads on their website. Domestic violence increases during pregnancy so they have to look at safeguarding issues, and if there is a missing male they would need to know about this. | |
| KS commented that if the dad is married, they are involved in parental responsibility from the start, so if there's a concern about domestic abuse this will be highlighted from the beginning. | |
| SA added that it was just about chipping away in their areas to see what can be done, and a training link by Dads Matters was shared on Chat, called Fathers and Perinatal Mental Health: <u>https://ihv.org.uk/training-and-</u> <u>events/training-programme/courses/fathers-perinatal-</u> <u>mental-health-training/</u> | |
| SA advised that there is a new ICON baby scan card designed by AB, which will be available to buy from our website. | |
| CB suggested that a good place to get information about dads was at the registration process – they have set up a Steering Group and midwifery have a specialist meeting panel for domestic violence. They have changed the form to include father/other, so if there are any risk factors identified they can notify GP. Health visitors are now asking dad about their mental health, and also asking mum and dad about parental conflict. They are keeping the process simple to make a big difference – although they have a capacity issue. | |
| | |

| 4 | Framework Resources will be added to the framework as examples that can be used by all areas. | SA |
|---|--|-------------|
| | 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. | SA/JC KP |
| | 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. | Group |
| | 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. | |
| | JB commented that some of their staff members did not feel confident about having these conversations and they are focusing on improving that. | |
| | 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. | Group |
| | 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. | |
| | 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. | СВ |
| | DF said that they always involve fathers in health visiting and ask about mental health so it's an inclusive way of working. | |

| 5 | Area Updates | |
|---|--|-------|
| | SA to share LF's toolkit again, and we will develop our own generic version as well. | SA |
| | West Yorkshire | |
| | CB – has taken the male inclusive work to their local safeguarding board and they were very interested in it, so if anyone can get in touch with their safeguarding board they would be very interested, so it's a good place to start. KP asked if she can share this. CB to send to SA. | CB/SA |
| | Bristol, North Somerset and South Gloucestershire | |
| | LL-C – they recently held a DadPad conference and got very positive feedback from health visitors and midwives. Mae Pleydell-Pearce, ICON Parent Ambassador, and Sue Smith, ICON Founder, also attended. | |
| | SA mentioned that Dads Matter work in conjunction with HomeStart and they offer support online. You can refer to them and they will support a dad throughout the process, whereas DadPad is a resource. | |
| | SA summarised group actions from the meeting as follows: | |
| | a) Try to link in with sports groups, Comms teams, universities to create some new video resources; b) Also link in with prisons, probation and police and SA will do a 7-minute brief for this, and will be happy to do a presentation or come along and support; c) Link in with nurseries and A&Es SA has shared a presentation from CB - please use CB's presentation for creating your own letters if you wish. | |
| 6 | AOB | |
| | SA asked that as the group meet only quarterly, to send in their information before the next meeting in July. | Group |
| 7 | Next meeting | |
| | The next meeting for the steering group is arranged for Thursday 13 July at 9.30 – 11:00. AB to send out an invite for this. | AB |