



ICON: Babies Cry, You Can Cope
Minutes of Engaging with Men Steering Group
held on 24 March 2022

Attendees:

Sue Anslow	(SA)	Ann Barber	(AB)
Krishnen Sawmynaden	(KS)	Michelle Molyneux	(MM)
Faye Johnson	(FJ)	Karen Turzynski	(KT)
Elizabeth Hallett	(EHa)	Nichola Watling	(NW)
Kerris Percival	(KP)	Carrie-Anne Panting	(C-AP)
Claire Turnbull	(CT)	Jane Heath	(JH)
Ann Chadwick	(AC)	Sarah Boot	(SB)
Emily Hutt	(EH)	Karen Garside	(KG)
Lynne Sweeney	(LS)	Cheryl Beline	(CB)

	ACTION
<p>SA welcomed the meeting and advised they had received an enormous response for the steering group, and she thanked everyone for this. SA then shared a PowerPoint presentation.</p> <p>They were here to look at how they can engage with men and to reduce AHT, and a report into this mentions ICON, and 14.1 and 14.2 of the review were summarised. SA advised they need to look at how to improve their engagement and they are looking at social media e.g. Dads Cry had over 10,000 views, and everyone was asked if they could share this on Twitter, FB etc. ICON ran a No Smoking Day campaign on 9 March 2022.</p> <p>The steering group was then split up into four rooms on MS Teams and were given questions to discuss and report back on on 10 minutes.</p> <p><u>Group 1 – What is happening in other areas for targeted males?</u></p> <ul style="list-style-type: none"> • AC reported they are taking a safeguarding approach to targeting dads and families. • EM advised there is a funds co-ordinator for dads, and they are hoping to establish father groups. • CB attended a meeting in Kirklees called For Babies Sake which deals with domestic violence which starts in pregnancy. 	

Group 2 – What is happening for universal engagement?

- JH summarised they give the ICON message during pregnancy and hand-in-hand with Safer Sleep, and it was working very well. Midwives are trained in ICON and they are getting fathers more involved.
- KS advised he had done the ICON training and they had done a video about being a dad and ICON, and they were engaging GP surgeries. It was slow progress with dads and they need more resources, but they were trying to get dads involved in all appointments and parent groups rather than just mum. Record keeping for dads was proving difficult. CB agreed that records information for dads was also lacking.
- KP reported that they had just got funding for the rest of the black country and were trying to enable discussions with dads to take place.
- LS advised that they complete the universal maternal mental health assessment, but this record keeping should be for dads and everyone.

Group 3 - What are, if any, your reservations for asking men question about mental health and how they are coping with a baby crying?

- FJ responded that generally there is not a good attendance from dads especially if there are social concerns with the family, and they get defensive if you ask questions.
- LS reported that sometimes dads don't feel appreciated so they include them right from the start and use texting, and it's working very well. She also asks dads about the depression scale and they want to be included. SA agreed with the mental health aspects and dads needed to be involved from the beginning.
- KP advised that on midwifery records, biological dads are included but information is not communicated to all visiting teams.
- KT said they are doing work with MEC SH (The Maternal Early Childhood Sustained Home-visiting) and they need to look at including men.

Group 4 – What is our gold standard?

- KP summarised they discussed starting ICON really early in schools and pre-conceptually and during ante-natal periods, and there should be a co-ordinated approach to social marketing and targeting contraception services as well as all hospitals and primary care services, in addition to sharing information – the e-learning from EH in Somerset was very helpful.
- EH likened it to BFI as it is evidence based and they were looking for a pathway of development to achieve that quality standard, and it was really important to capture their learning.

<p>SA advised they were working on getting into schools and would like an e-learning package but unfortunately at the moment, ICON is not national. It was about getting dad's information on the record as soon as the pregnancy happens, and dads have felt that they weren't involved previously – births are traumatic for dads and they should discuss their mental health afterwards, so it's having those resources as well for men to refer to.</p> <p>SA saw them moving forward in small groups, and it would be good to go back to health visitor training and see how they can involve men from the beginning, and that it was okay for them to say 'I'm struggling'. The message could go out in football stadiums, GP surgeries etc. There could be further discussions on publicity.</p> <p>Group 1 how to engage men universally, and to look at systems.</p> <p>Group 2 How do we ask men how they are coping with crying and their mental health, and getting support e.g. DadsPad.</p> <p>SA will put the groups into a Chat Box to see which one they would like to link in with, so if everyone could contact her with their choice.</p> <p>Another question for discussion would be: how do we get hold of the vulnerable parents and those men who are very hard to reach?</p> <p>EH said there was an opportunity for them to use their own MEPS and ask the fathers how they want to be engaged with.</p> <p>SA suggested that everyone has someone they could contact about this. It may not run so smoothly at first until the group gets underway. There were a lot of papers out there on mental health and engagement with men i.e. a lot of footballers have talked openly about their mental health struggles. LS asked if any surveys had been done and she would bring statistics to the next meeting.</p> <p>NW advised that a lecturer in Lancashire, Karen Whitaker, had done a research project on engaging dads, and it was a study that started in 2019, and she would contact her about this.</p> <p>SA said she had a lot of information for any concerns re: men and baby crying and what tools to use to engage men, and if they could get the message out to those men who are hard to reach and committing baby shaking crimes - people could email each other with information.</p> <p>The next meeting for the steering group was arranged for Thursday 5 May 2022 at 09:30, and SA would send out an invite for this.</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>LS</p> <p>NW</p>
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