



**ICON: Babies Cry, You Can Cope**  
**Minutes of Engaging with Men Steering Group**  
**held on 26 October 2023**

**Attendees:**

Sue Anslow	(SA)	<b>Chair</b>
Ann Barber	(AB)	<b>Admin</b>
Krishnen Sawmynaden	(KS)	
Kerris Percival	(KP)	
Jill Broadhurst	(JB)	
Emily Taylor	(ET)	
Lisa Snape	(LS)	
Elizabeth Hallett	(EH)	
Heather Barnes	(HB)	
Karen Turzynski	(KT)	
Lois Fisher	(LF)	
Craig Johnson	(CJ)	
Louise Ledgerwood-Care	(LL-C)	
Becky Case	(BC)	

**Apologies:**

Jamie Carter	Debbie Brown
Lesley Robson	Debbie Gibbons

ITEM		ACTION
1	SA welcomed the meeting and apologies received as listed in these minutes.	
2	Minutes of meeting held on 13 July 2023 approved as accurate.	
3	<b>Action Log</b> Outstanding actions were discussed and updated, or marked as completed: <u>Action 29</u> – SA to contact Rachel Dale. <u>Action 41</u> – SA updated that lots of areas had done videos. Bauer Media have done an audio and people can use this to put on social media. Leicester have done a touch point video but are currently reshooting one section of it. <u>Action 42</u> – SA had met with Tim Roberts, a health and justice manager from probation, and he will be providing	SA

	<p>some contacts, to see how we can roll out probation in other areas.</p> <p>Paediatric Consultants Giles Haythornthwaite (GH) and Jamie Carter, had put together a 7 Minute Briefing for A&amp;E which will be shared.</p> <p>GH did a webinar in ICON Week, so that is something that people can use in their A&amp;Es. All the webinars are on the ICON website. <a href="#">ICON Week 2023 - ICON Cope</a></p> <p>KT suggested sharing the generic one that EH has. SA to send out different ones for people to use/share as they wish.</p> <p><u>Action 47</u> – CJ commented that this is ongoing work and he will update during the area updates, later in the meeting.</p> <p><u>Action 49</u> – SA to pick this up with Cheryl Beirne.</p>	<p>SA</p> <p>SA</p> <p>SA</p>
4	<p><b>Framework</b></p> <p>SA This will be added to the Members Portal of the website. We continually update the Framework with the latest information which can be used.</p> <p>There is a YouTube link to our videos which can be used on social media, and for training or radio campaigns. The contact at Bauer Media is James Footitt – <a href="mailto:james.footitt@bauermedia.co.uk">james.footitt@bauermedia.co.uk</a> – and he can be contacted directly. He can provide work for varying budgets. Angela Fawcett from Barnsley is happy to help with any guidance on this.</p> <p>SA Please share anything that you wish to be added to the Framework, to contact her. There are generic presentations and training on the Framework, and these can be adapted by areas, to use and share. If anyone has done any work with the police, please contact SA..</p> <p>Support services – if anyone would like to add new members, please contact SA to let us know.</p> <p>Drug &amp; Alcohol – SA will keep updating these as people share this information. LH advised they work with Sussex police, and when they go on shift they have added an ICON prompt to their handheld devices.</p>	<p>SA</p> <p>SA</p>
5	<p><b>Area Updates</b></p> <p><b><u>Lancashire LTHTR</u></b></p> <p>LS - for ICON Week they illuminated the Blackpool Tower, the entrance to Royal Preston Hospital / maternity unit and the Preston Flag Market. The Preston ED and triage areas, and many of the wards also put up displays.</p> <p>Lancashire North West Ambulance, Enterpris, Midwifery and. Footballers from Preston North End, Burnley F.C. and</p>	

	<p>Blackburn Rovers all used large ICON letters saying what each letter stood for.</p> <p>LTHTR have also created videos that people can use and share, and these are on their YouTube channel.</p> <p><b><u>Lancashire 0-19</u></b></p> <p>KT – ICON Week went really well and coincided with the launch of their Family Hubs week. They organised stalls with trauma abuse dolls, and spoke to police who will look into whether community police are aware of ICON. They also spoke to students from one of the colleges, on health and social care, so they made lots of links. They are going to promote ICON to local football clubs.</p> <p>SA suggested that perhaps one of the community police officers could join one of their groups.</p> <p><b><u>Lancashire CFW</u></b></p> <p>JB – Birth &amp; Beyond launch week coincided with ICON Week so it was a good opportunity to bring ICON within the district launches. They were able to network, including with the Fire Brigade who were unaware of ICON, they provided them with information using the AHT dolls.</p> <p>JB advised they are making ICON training mandatory within the early years network, and this will be updated annually. Pre-school and nurseries are also asking for training so they are looking at delivering this. Year 10's were also extremely interested, and they can share the lesson plan. SA to share the lesson plan with JB.</p> <p>SA it is important that early years services are aware of ICON. The Fire Brigade is another service people can link in as they visit homes for fire checks. Housing is another sector we need to link in to, and the generic 7 Minute Briefing can be adapted for these.</p> <p>KT suggested to link in with their local Healthy Family Practitioner, and JB to take this as an action, and also to meet with KT about this.</p> <p>SA is happy to do any training via Teams for anyone, or network support if that helps.</p> <p><b><u>SSAFA</u></b></p> <p>CJ – all ICON messages shared during ICON Week, and they did some seminars as well. They are utilising ICON within schools sessions and also within local babysitting groups. In the playground they are talking to children. Everything is going very well. SA to send lesson plan to CJ.</p> <p>SA suggested watching CJ's webinar as it has got lots of tips on how to engage with school children. CJ explains how you can have a critical discussion using a whiteboard.</p> <p><b><u>Sussex</u></b></p> <p>LH – they have created some targeted posters for professionals, and have been auditing in West Sussex</p>	<p>KT</p> <p>SA</p> <p>JB</p> <p>SA</p>
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	<p>looking at the involvement of fathers, and will feedback on this at next meeting. They are progressing with lots of translation leaflets, and LH also attended a safeguarding schools day, and was able to look at the ICON lesson plan and push this with teachers.</p> <p>SA advised that leaflets can be translated and also reads aloud via Reachdeck. A library of leaflets that have already been translated is being created and these can be downloaded and printed from the website. We have also been working with the STORK programme to translate a couple of our videos and posters into a few of different languages as well.</p> <p><b><u>Hull</u></b></p> <p>HB – they did a couple of events in shopping areas during ICON Week, and ICON training is embedded within family hubs, and they will be refreshing this. They have developed a website and are linking this to the ICON website. They are looking at reducing parental conflict and ICON links to this RPC training, and 1001 days are making sure they are up-to-date with training for having conversations with families.</p> <p>JB said they will add another slide to their BBB presentation for conflict between parents, and also to their relationship conflict course, which they are piloting within Lancashire. SA asked if JB could send her some RPC information.</p> <p><b><u>Cambridgeshire 0-19 Service</u></b></p> <p>LF – they took a different approach to ICON Week, making it more social media based and talking to dads about their experiences. They liaised with local sports teams, and Cambridge Rugby and talked to some local dads via children's centres. Their comms team did posts on engaging men. Every health visitor that goes out uses an ICON sticker and this is also on their SystmOne template. There is a page on their website for ICON. They are rolling out passive parenting on how to cope with stresses within the home, and it is raising awareness of parental figures. Voice of a Child is also built into their template so they can see the perspective of a child. It would be interesting to see the RPC information from HB. LF to contact HB about this.</p> <p>SA advised that BadgerNet and EMIS have a snomed code that GPs can use that may need activating locally. KP commented that all their GPs use EMIS and SystmOne and there is a link on this for ICON, and they can print information.</p> <p><b><u>Humber and North Yorkshire</u></b></p> <p>KS – the training they are doing around dads has been going very well. They are engaging with probation and police, but are not getting health engagement, and no health visitors are attending this training. KS is linking in with the YMCA to push the dad's message, and they want to be pushing ICON in the male dominated industries. He will be speaking to the men in</p>	<p>JB</p> <p>LF</p> <p>SA</p>
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	<p>these industries about how dads can attend antenatal appointments etc, so if anyone has done anything like this, to please contact him.</p> <p>Also the charities that KS has linked up with have received training from national church organisations, but this is now being done through Lincoln University. They are setting up a whole centre for dads, but a lot of dads attending are separated dads, and health visitors don't really work with dads. So if anyone has any models of how this has worked within midwifery etc. and how it has been funded, it would help KS to set this up.</p> <p>BC mentioned that they have a new MPV person and she would be interested in engaging with KS. BC to link in with KS.</p> <p>SA commented that BadgerNet is a system that has been adopted by many midwifery teams across country.</p> <p>KS added that a lot of dads need support and help, so they need primary care to know who dads are. It would be useful if anyone has any ideas how they can start identifying dads. while BadgerNet is being sorted out. .</p> <p>KP said that 70% of GPs in Sandwell use SystmOne and health visitors use this as well. So long as they can get consent for disclosing information, and for other carers like grandparents, then they can be added on this.</p> <p>CJ suggested that the primary care baby immunisation appointments might present an opportunity to share information with parents, and they found a lot of dads come to those appointments.</p> <p>JB advised that they have set up a drop-in from 17:30-19:30, and will see if this brings in more dads and other carers. Male carers should have the opportunity to attend appointments, but it is up to the employers.</p> <p>LF added that they have got an evening group in two areas.</p> <p>HB commented that it is every contact from conception to one year old when you are embedding the messages – that's the aim of getting it on the agenda across the whole system.</p> <p>SA surmised that there is quite a lot going on across the regions and thanked everyone for their support.</p>	BC
6	<p><b>AOB</b></p> <p>KP reported that feedback from a member of the public around partners, was that the ICON message didn't allow for same sex partners.</p> <p>SA advised that 70% of perpetrators are men, and it is important they receive the message. ICON is aimed at anyone who cares for a baby.</p>	

	<p><u>ICON Week</u></p> <p>SA said there was lots of feedback and some great work being done and thank you to everyone for that.</p> <p>If anyone needs any support or needs to link in with anyone, to contact SA and she will help in any way she can.</p>	
7	<p><u>Next meeting</u></p> <p>The next meeting for the steering group is arranged for Thursday 18 January 2024 at 9.30 – 11:00</p>	