



**ICON: Babies Cry, You Can Cope**  
**Minutes of Engaging with Men Steering Group**  
**held on 6 October 2022**

**Attendees:**

Sue Anslow	(SA)	Ann Barber	(AB)
Krishnen Sawmynaden	(KS)	Karen Turzynski	(KT)
Danielle Honey	(DH)	Emily Hutt	(EH)
Charlie (Dad Matters)	(Charlie)	Eleanor Marcham	(EM)
Becky Case	(BC)	Debbie Brown	(DB)
Thomas Cooper	(TC)	Rachel Dale	(RD)
Kerry Matthews	(KM)	Elizabeth Hallett	(EHa)
Lisa Snape	(LS)	Karen Hickey	(KH)
Andrea Blenkiron	(ABI)	Jasmine Wark	(JW)
Kerris Percival	(KP)		

**Apologies:**

Danielle Rees	Nicola Watling
Jamie Carter	Kelly Jones
Jill Broadhurst	Gaynor Lovatt
Mae Pleydell-Pearce	

ITEM		ACTION
1	<u>Terms of Reference (TOR)</u>  SA to send out TOR again for any comments and also the distribution list for people to check we have the correct invitees.	SA/AB
2	<b>Update from ICON Week</b>  SA thanked everyone for their support during ICON Week, which was a resounding success with over 700 people attending and 40-50 people on each webinar. All the presentations will be available on our website and there will be an action log of what went on in different areas so videos/photos can be shared – Blackpool Tower was lit up in ICON colours, as was Preston Market. Feedback has been brilliant and the Parent Ambassadors were moving and inspiring.	

	SA to look at whether to use just the green colour for ICON Week next year. The ICON colours of blue and green were used to light up the Blackpool Tower.	SA/AB
3	<p><u>Feedback from areas – sharing information</u></p> <p>SA said the purpose of the group was to share best practice in engaging men, and to see what was going on in different areas, so that people could link in to this and take away ideas.</p> <p><u>Humber &amp; North Yorkshire</u></p> <p>BC – LMS Lead – confirmed they had good engagement across the patch and LMS to be in their equality &amp; diversity plan for birthing. It was also about ensuring that they had adequate support for dads and there is a big focus on ICON and lots of maternity staff involved including in the military – there is a nursing team in Catterick they link in with via Elaine Whyllie. New Lead starting in November and she is going to push for more engagement. They are putting in the BadgerNet system.</p> <p>KS updated that during ICON Week they worked together and had a couple of drop-in sessions, and they had interested from two football players who offered to do a video to promote ICON, so he is pursuing that. Linking in with Grimsby Dads Collective, and they want to do an audit to see how the ICON message is filtering into GP surgeries, health visiting, and maternity. They have updated their safeguarding training to include engaging dads, so GPs can readily see this information.</p> <p><i>Feedback from SA:</i></p> <p>SA to invite reps from the RAF and military into the group, as part of the framework is to link in with military bases.</p> <p>There is a Snowmed read code for Emis and it automatically collects data on ICON, and SA to ask GP Ambassador Bryony Kendall to provide a step-by-step guide on using this for sharing with the group. There is also a Snowmed code for System One.</p> <p>SA advised we have been liaising with London Irish Rugby Team to promote ICON, and so if anyone else wants to link in with their local rugby or football teams.</p> <p>There was now a Key Stage 4 School Lesson Plan for ICON and SA advised this will also be developed for primary age, and there is a military school nurse. The lesson plan is on our website together with a student handbook, and it's about caring for babies and includes Ellis' Story by Mae, Parent Ambassador, and it shows men/boys how to engage with babies.</p>	<p>SA</p> <p>SA</p> <p>AB</p>

	<p>It's great news about auditing and there is a general audit form on the members portal and an audit form inside our welcome pack, which can be adapted for your area.</p> <p><u>Kirklees and Calderdale</u></p> <p>EM and KM updated that they had started an audit and it was more about 'his' health and parenting experiences. Also did a survey with dads to see if they needed more engagement and they found dads didn't feel included, so they have put in a training package on how to engage with dads in the region around ICON, and in future would be reviewing dad's records before visiting as well as mum's. They have changed their letters so it's a family appointment rather than just for mums, including antenatal appointments. They also promote DadsPad on Facebook, and are working with local support groups and midwifery services, and will be doing another audit to see the results of this. Very positive response from staff. SA asked if EM could share a copy of this family letter.</p> <p><u>Charlie, Dads Matter &amp; Home Start, Somerset</u></p> <p>Charlie confirmed that ICON training is a huge part of their work and in Dads Matter nationally, and this can be linked into Home Start. Also volunteer recruitment is central so it's critical to engage their volunteers in the ICON message.</p> <p><u>Lancashire</u></p> <p>KT updated they roll out ICON training to all new staff, and also Train the Trainer for men's mental health with a PowerPoint for new starters. They have a website for 0-19 years with a specific area for dads/boys giving info about ICON and other support networks. They are working with safeguarding on how to start recording the info for dads and partners, as well as on Emis. Will be getting BadgerNet. KT interested in family appointment letter.</p> <p>SA advised that the e-learning is in the final stages of approval and should be with people soon. IHV is very good training as well. Separate page for men/boys on website is a good idea so dads can have their own space and info.</p> <p>LS commented that mums might change partners during the pregnancy so it's around the invisible male – so it's important to get as much engagement with men as possible in terms of risk to baby.</p> <p><u>Somerset</u></p> <p>EH reported they had an ICON Steering Group and public health, health visiting and midwifery feed into this, and they had training embedded. It's also important to have these conversations at local level.</p> <p>SA asked if anyone had linked into A&amp;E during ICON Week, as lots of babies present with crying but it might turn out to be abusive head trauma (AHT). Are your A&amp;Es aware of ICON?</p>	<p>SA/EM</p> <p>SA</p> <p>Group</p>
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	<p>EH said they were looking at linking in with A&amp;Es and Pharmacy and also to promote ICON through digital screensavers and apps in libraries. This was good info to share.</p> <p>SA advised there was a texting service for health visitors on a primary visit and they can send a text about ICON – SA looking into how to involve dads in these texts.</p> <p><u>Sussex</u></p> <p>EHa updated they had DadsPad in West Sussex and they are looking to see how local systems could better support dads in perinatal period. They are moving into family hub working but just have 50% of health visiting workforce at the moment and this will impact on the 0-19 years service. They work with the West Sussex Pregnancy Board which has links with a lot of agencies, and they have developed some light-bite training for non-accidental injury, incorporating ICON. They deliver early years conferences to most mums and family embedded training, but biggest issue is getting confidence back in post-covid relationship based working. New safeguarding nurse is linking in with prisons and probation services. Also looking at dentistry and optometry in the future.</p> <p>SA commented that revisiting nurseries is key to making sure they've had ICON training, and prisons and probation is another national focus we are looking at. We can look at creating a steering group for this and pharmacy, so if anyone has done any work on this please can they link in with SA.</p> <p><u>Sandwell</u></p> <p>TC reported that about 50% of health visitors had been trained. They use System One and use a template to record if fathers have been included when ICON has been discussed. They also put a social media video out during ICON Week. TC interested in the family letter and in the health visitors text messaging service.</p> <p><u>Black Country</u></p> <p>KP and DB advised they hold regular implementation meetings and share good practices across the region. They ran radio ads before and during ICON Week, as well as advertising on billboards in the area. In the future they will have some links with Wolves FC, and they are also looking at education provision in schools. They have created a 7-minute briefing for GPs.</p> <p>SA commented that around the time of sporting events, incidents of domestic abuse increase, and we might look at doing a social media campaign to push this message out at that time. If you need a GP Ambassador to do any talks, contact SA. SA to send link of radio interview to KP and DB.</p>	<p>SA</p> <p>Group</p> <p>SA/AB</p> <p>SA</p>
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	<p><u>Shropshire, Telford and Wrekin</u></p> <p>RD updated they had contacted Shrewsbury Town FC and Telford Ice Hockey Team and they awaiting a response. They are looking to set up a meeting with military army bases to link in with the ICON message, and the ideas discussed today have been really helpful, as well as knowing who the contacts are in this group. They have commissioned a safeguarding review and will share the results when published.</p> <p>SA said please link in with anyone on this call, and perhaps people could look at developing an approach together to get local sports players to do something.</p> <p><u>Cambridge</u></p> <p>ABI advised they use System One and can code against ICON and record how they encourage dads. They are changing their letters so info today has been very useful. There's a lot about ICON on their website and ABI will liaise with her colleague who normally attends this meeting, to see what they can do to share information.</p> <p>SA summarised that everyone is at different stages and it's inspirational what people are doing in different areas. There's a lot of information about what people are doing, and she will pull this altogether in a framework to share, to ensure we can continue to progress.</p>	<p>RD</p> <p>Group</p> <p>SA</p>
4	<p><u>AOB</u></p> <p>The Steering Group Meeting is arranged for 1.5 hrs rather than 2 hrs and papers will be sent out prior.</p>	SA/AB
5	<p><u>Next meeting</u></p> <p>The next meeting for the steering group is arranged for <b>Thursday 19 January 2023 at 09:30</b>, and AB will send out an invite for this.</p>	AB