



**ICON: Babies Cry, You Can Cope**  
**Minutes of Executive National Strategic Group (ENSG)**  
**held on 10 January 2024**

**Attendees:**

Jane Scattergood	(JS)	<b>Chair</b>
Suzanne Smith	(SS)	
Sue Anslow	(SA)	
Ann Barber	(AB)	
Jenny Whyte	(JW)	
Katie Clarke	(KC)	
Scott McLean	(SM)	
Giles Haythornthwaite	(GH)	

**Apologies:**

Andy Knox	Elaine Wyllie
Jamie Carter	

No.	ITEM	ACTION
1	Minutes of meeting held on 17 October 2023 were approved as an accurate record.	
2	<u>Action Log</u>  All actions complete or on target. Outstanding actions:  Action 78: SS is preparing updates on AHT and will contact Jamie or Giles to see if there is anything else. Action: JW to ask Jamie for this.  Action 79: SS to contact GH and ask him to circulate draft report from the National Child Death Audit. AB to ask GH for update.  Action 80: SS and SA had a meeting with SM to put together a letter to the Chief Nurse's in Scotland, and they will send this off.  Action 84: Contact Leads info is being updated and SA to contact them regarding audit interviews.	JW   SS/AB  SS/SA  SA
3	<u>Commissions/interest update</u>  SA updated: <u>Interested Areas</u> Frimley ongoing conversations	

	<p>SS having conversations with Bath and North East Somerset (BaNES), Swindon and Wiltshire</p> <p>Coventry and Warwickshire</p> <p><u>Difficulty getting responses</u></p> <p>Derbyshire</p> <p>Northamptonshire</p> <p>Norfolk and Waveney</p>	SA
4	<p><u>Parent/Families Slot</u></p> <p>SS updated that all the parents, especially Mae, are currently taking a back seat, as ICON Week really drained them. SS suggested gently enquiring if Jo will be attending, or if they would like to contribute in a different way e.g. taking a pre-meeting without having to attend.</p> <p>JS said they will pause the involvement of parents but their intervention is so powerful, so maybe they could do something to support them in the meantime. SS suggested sending them flowers, which they really appreciated, so they should think about how to fund this.</p> <p>SS reported that George at Asda were selling a vacuum packed duvet with the words "Shake me to wake me" written on. However, following an intervention by SM on Twitter on 10 January, (after the ENSG meeting) George at Asda responded and assured change implementation. Well done Scott!</p>	<p>SA</p> <p>SS/JS</p>
5	<p><u>ICON Team Updates</u></p> <p>SA referred to the circulated report. Men's steering group are creating resources including a 7-Minute Brief to be used with probation. With support of Tim Roberts some training sessions will be piloted in the NW.</p> <p>ICON Week 2024 will be held on 23-27 September. The plan is for a full day mid-week conference, for which funding for a venue would be required. We are currently considering Lancashire cricket ground. SA spoke with a cricket person that knows Freddie Flintoff but he is not doing any work at the moment.</p> <p>SS advised that the conference would replace the daily webinars, and they would need funding in the region of £10k. JS to approach NHS Safeguarding for sponsorship. Attendance at the conference would be accredited for CPDs. Event details could be added to Eventbrite. JS mentioned she had some contacts in Radio Lancashire for promotion or sponsorship.</p> <p>SS asked for colleagues to give some thought as to the topics that will need to be raised, and asked if GH could provide an update on the research. GH said this should be completed by ICON Week, and he will follow this up.</p> <p>SA advised that Cambridge University are doing some research around responses to baby crying, which would be interesting.</p>	<p>SA</p> <p>JS</p> <p>JS</p> <p>Group</p> <p>GH</p> <p>SA</p>

	<p>GP Ambassadors - SA met with Andy Knox and they are looking at how they can promote ICON more within primary care and AK suggested social media as one option- AB is tagging in RCGP on social media posts.</p> <p>E-Learning – previously a SCORM file was provided by Barnados but unfortunately there were a couple of errors, and that team has now left. Mark Britton has the software and is now re-doing the E-Learning, and he is currently testing this. He will be able to create certificates on completion of training. The SCORM option will be removed from the website. So the E-Learning facility for the website is taking a bit longer, but will be available soon.</p> <p>JS commented that it is useful to have a report to see how many people have accessed E-Learning for the training, so we can supply evidence. As there might be some areas who don't get on board, this will help with the evidence.</p> <p>SS agreed – anything they could add to the pot is important to show what ICON have done. The question should be – how will we set up the second portion of the funding, rather than when will we get the second portion of the funding. We want the admin team but that is not sustainable without the extra funding, so it would be securing that, but pushing it out locally as well. We are struggling to get the audits in so we need to look at a resource for this to get the audit responses in.</p> <p>SA added they want to do some interviews with ICON Leads and AB has contacted all the contact leads to confirm that they are still the leads, so we can send out some questions and set up an interview date. We need to speak to the leads to find out what is going on e.g. some GPs are not giving the ICON message etc.</p> <p>JS commented that this is something that ICON needs to look at for the future, and the effectiveness of the touchpoints, and subject to an evaluation. We need to look at that data and compliance because any evaluation depends on how effectively it's delivered, so it is evidence based.</p> <p>GH asked if there are any existing evaluations as there is quite a lot of scrutiny so perhaps doing a bullet point on those important reviews – we are in between paediatric and maternity services so it is unsure how we would manage to lever it into this.</p> <p>SS replied that this was a really good idea because the DoH are looking at providing a specialist medical service for children with head injuries, and as part of that you can include any findings. We are contacting the leads in the areas to give us an overall view of how ICON is being delivered in that area, because it covers many areas e.g. health visiting, maternity etc. We are also happy to look at other ways. SM agreed that the intelligence of how it is working locally is really important – finding an easy framework to look at investor and fidelity for leads, is really helpful for evidence based interventions.</p> <p>JW added that they have a quarterly ICON Steering Group with all the leads from the three local authorities, so they can share what is happening. SA and SS agreed they would like to attend.</p>	<p>MB</p> <p>JW</p>
--	--	---------------------

	<p>SS suggested getting leads to sign a commitment statement for collecting data, and also a nurse could turn up randomly to see how ICON was working e.g. the next phase of SA's role could be outreaching and dropping in on people to see how ICON is being delivered.</p> <p>JS supported this and suggested looking at UNICEF funding models and provide a quality assurance model. We could show ICON to be so critical that CQC want to know about it, and Trusts are prepared to make a contribution to the QA process, and to make a contribution to future compliance. SS agreed to work this up with JS around fidelity and compliance.</p>	SS/JS
6	<p><u>Bauer Media</u></p> <p>SA updated we are still encouraging people to use the Hush-a-Bye Baby audio track for local radio campaigns. The funding is the restriction. Lincolnshire are currently running a campaign, and we are promoting use of the track on social media.</p>	
7	<p><u>Reachdeck Upgrade</u></p> <p>SA advised that a demo video has been added to our Resources page on the website, which shows how to translate leaflets. Statistics from October to December 2023 show that 418 translations have taken place.</p>	
8	<p><u>Finance report</u></p> <p>JS reported that we are still in the black but are looking at getting the second payment of NHS money. SS advised that alongside this, they need to apply for charitable status, and this is also the preferred choice of Paul Havey. They will be trustees and will produce an annual report. They need to engage with KC about continuing the hosting by Warrington, and move to a more permanent relationship if possible, or to look if another Trust can do this. SS and JS to set up a meeting. SS and JS thanked Warrington for doing such a great job. JS said they need to host ICON within the NHS so their employees can maintain their NHS terms and conditions.</p>	SS/JS
9	<p><u>Social Media report</u></p> <p>SS referred to Mark Britton's (MB) report highlighting there had been 10,000 downloads of the Preventing Traumatic Head Injury Video in the quarter October-December 2023. There was a slight drop in website visits in this quarter but this was expected after ICON Week, and it would be good to see a trend analysis. SS added that MB has been a huge asset to ICON – he is excellent in what he does and it has made a massive impact on ICON. SA added that AB and SA meet with MB regularly on Teams, and they would like to thank him as well.</p>	
10	<p><u>Harlow Printing</u></p> <p>SA updated that royalties for the purchase of ICON Information Leaflets from Harlow Printing, currently total nearly £800.</p>	

11	<p><u>AOB:</u></p> <p>SS advised that she had now retired from the civil service and has set up her own safeguarding consultancy, so she is freelancing. JS congratulated her on this.</p> <p><u>Relatives and Friends Leaflet / Poster for baby with cleft pallet</u></p> <p>SA updated that we are currently drafting a relatives and friends leaflet, and SS has suggested sending it out to a group such as parents or professionals, for their feedback. We have also received an email from a mum with a baby who has a cleft pallet, and she has asked if we would like to use some photos for posters. AB has designed two posters, and will send these to the ENSG for comments. JW suggested it might be worth linking in with the CLAPA organisation for the posters.</p> <p>JW advised that they had created some hard-hitting posters for professionals e.g. using the crying plan, and she will share these. They had also developed some translated leaflets. JW said people could be signposted to Sussex if they wanted to use these.</p> <p>STORK were going to support with translating some of the videos and leaflets but the person has left and so SA is going to chase this with Tilly.</p> <p><u>Business Plan</u></p> <p>SS confirmed they will be doing a business plan for 2024.</p> <p><u>LGBT Foundation</u></p> <p>SS has had a meeting with the LGBT Foundation and DadPad to do a joint bid for funds in creating more resources, and they are very keen to work with us on this.</p> <p>JW advised that their ICB is going into consultation in February and there are likely to be redundancies or some moving around, and she just wanted to make people aware of this. JS confirmed this is the same in a number of ICBs.</p> <p>KC said that she will keep in touch with SS and will be having conversations with the new Chief Nurse, Ali Kenner, regarding ICON. JS and SS thanked KC for this.</p>	<p>JW</p> <p>KC</p>
12	<p>Date of next quarterly NSG meeting is Wednesday 17 April 2024 at 14:00-16:00.</p>	