



## COMMUNICATIONS TOOLKIT

[www.iconcope.org/ICONweek2025](http://www.iconcope.org/ICONweek2025)

#ICONWeek2025

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# Background

## About ICON

The idea for the ICON programme and the different interventions within it was conceived by Dr Suzanne Smith PhD, following a Winston Churchill Memorial Trust Travel Fellowship to the USA and Canada in 2016, which included the study of effective interventions and research into the prevention of Abusive Head Trauma (AHT). Research suggests that some lose control when a baby's crying becomes too much. Some go on to shake a baby with devastating consequences.

Suzanne found that the most effective evidence-based programmes studied provide a simple message that supports parents/caregivers to cope with infant crying. Apart from preventing AHT, most people who have ever cared for a baby appreciate some advice about comforting a crying baby and coping when it goes on for a long time.

ICON is about helping people caring for babies cope with crying.

ICON stands for ....

I	Infant crying is normal
C	Comforting methods can help
O	It's OK to walk away
N	Never, ever shake a baby

Speak to someone if you need support such as your family, friends, midwife, GP or health visitor.

More information and a wealth of resources are available on the ICON Cope website – [www.iconcope.org](http://www.iconcope.org)

## Press release (please localise)

### ICON Week 2025 – Supporting Parents, Protecting Babies

“Babies cry, you can cope!” This September, NHS services, local authorities, charities and healthcare organisations across the country will join together once again to share important messages with parents and carers during **ICON Week 2025 (22–26 September)**.

Now in its fourth year, ICON Week will focus on *mental health and staying calm*. The campaign reminds parents that infant crying is normal, provides practical coping strategies, and raises awareness of the dangers of shaking a baby - an action that can cause **Abusive Head Trauma (AHT)**, leading to devastating brain injuries, disability, or even death.

The ICON programme is built around a simple, evidence-based message:

- **I** – Infant crying is normal and will stop
- **C** – Comfort methods can sometimes soothe the baby
- **O** – It’s OK to walk away for a few minutes if the baby is safe and the crying feels overwhelming
- **N** – Never shake or hurt a baby

This year, ICON Week is also highlighting that coping with crying is an issue for **both men and women**. For some men, finding someone to talk to and calming down before handling a baby can be an even bigger challenge. ICON encourages all parents to recognise the importance of asking for help and planning ahead for those difficult moments.

One simple coping strategy is to cut down on stimulation – turning off screens, dimming lights, and creating a calm environment for both parent and baby. Families are also being urged to use the **ICON Crying Plan**: a practical tool to remind parents of what helps them personally to stay calm when stress levels rise.

Dr Suzanne Smith, nurse, health visitor and founder of ICON, said: “Persistent crying can be extremely stressful for any parent. People often say, ‘just calm down’, but in the moment that’s not easy. The ICON Crying Plan helps parents think ahead about what works for them - whether that’s stepping outside for fresh air, calling a friend, or taking a few deep breaths - so that when the crying gets overwhelming, they have a strategy ready.

“No parent is alone in this. Support is available through midwives, health visitors, GPs and online resources. Reaching out for help is a positive step for both parents and babies.”

For more information and to download a crying plan template, visit [www.iconcope.org/iconweek2025](http://www.iconcope.org/iconweek2025).

**ENDS**

# Website, intranet and newsletter copy

## ICON Week 2025: Helping Parents Stay Calm When Babies Cry

This September, organisations across the country will come together to support parents and carers during **ICON Week 2025 (22–26 September)**.

The national campaign shares the important message: **“Babies cry, you can cope!”**

Crying is a normal part of every baby’s development. For many parents, it can feel overwhelming – especially when combined with the pressures of everyday life. ICON Week helps families understand why babies cry, offers practical coping strategies, and highlights the importance of looking after your own mental health.

The ICON message is simple:

- **I** – Infant crying is normal and will stop
- **C** – Comfort methods can sometimes soothe your baby
- **O** – It’s OK to walk away for a few minutes if your baby is safe and the crying feels too much
- **N** – Never shake or hurt a baby

This year’s theme is about *mental health and staying calm*. And that applies to everyone – mums, dads, and carers. For men in particular, talking about stress and finding ways to calm down before handling a crying baby can be a big challenge. ICON encourages both men and women to reach out for support, talk to someone they trust, and take breaks when needed.



### Coping tips that can help:



- Create a calm space – turn off screens, lower the lights, and reduce noise. This can help both you and your baby feel more settled.
- Plan ahead with the **ICON Crying Plan**. In the heat of the moment, being told to “calm down” isn’t always helpful. The Crying Plan helps you think in advance about what works for *you* – whether that’s stepping outside for a breath of fresh air, calling a friend, or listening to music. Having a plan makes it easier to cope when the crying feels too much.

Dr Suzanne Smith, nurse, health visitor and founder of ICON, said: “Crying can push any parent to the edge, and it affects men just as much as women. ICON Week is about reassuring families that crying is normal, encouraging parents to care for their own mental health, and showing that support is always available. Taking steps to stay calm – whether that’s using the Crying Plan, reducing stimulation, or reaching out for help – can make all the difference.”

 Download the Crying Plan and find more advice at [www.iconcope.org/iconweek2025](http://www.iconcope.org/iconweek2025)

# Social media schedule

<p><b>Day 1 (Monday – launch)</b></p>	<p>🎉 It's here – <b>#ICONweek2025</b> has officially begun!</p> <p>All babies cry, and it can feel really tough at times – but remember: <b>babies cry, you can cope.</b> 😊</p> <p>Crying often increases around 2 weeks and peaks at 6–8 weeks. This phase will pass, and you are not alone. ❤️</p> <p>👉 Find out more: <a href="https://bit.ly/ICON-day1">https://bit.ly/ICON-day1</a></p> <p>#ICONWeek2025 #ICONcope</p>	<div data-bbox="954 286 1182 524">  <p><b>ICON Week 2025</b> 22 to 26 September</p> <ul style="list-style-type: none"> <li>I Infant crying is normal and it will stop</li> <li>C Comfort methods can sometimes soothe a baby and the crying will stop</li> <li>O It's OK to walk away for a few minutes, if you've checked the baby is safe</li> <li>N Never shake or hurt a baby</li> </ul> <p><a href="http://www.iconcope.org/iconweek2025">www.iconcope.org/iconweek2025</a></p> </div> 
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<p><b>Day 4 (Thursday – coping strategies)</b></p>	<p>There are many ways to soothe your baby. 🧡 But if the crying feels too much, it's OK to put your baby in a safe place and walk away for a few minutes until you feel calm.</p> <ul style="list-style-type: none"> <li>✓ Comfort methods can help</li> <li>✓ Support is always available</li> <li>✓ Staying calm keeps everyone safe</li> </ul> <p>More tips here: <a href="https://bit.ly/ICON-day4">https://bit.ly/ICON-day4</a></p> <p>#ICONWeek2025 #ICONcope</p>	 <p>ICON Week 2024 22 to 26 September</p> <p>For help and advice on soothing a crying infant and coping with crying visit <a href="http://www.iconcope.org">www.iconcope.org</a></p> <p><a href="http://www.iconcope.org/iconweek2025">www.iconcope.org/iconweek2025</a></p>
<p><b>Day 5 (Friday – key reminder &amp; call to action)</b></p>	<p>It's tough when a baby won't stop crying. 😞 You might worry something is wrong or fear losing your cool – but you can cope.</p> <p>💡 Remember:</p> <ul style="list-style-type: none"> <li>• Take a break 🛑</li> <li>• Ask for help 🤝</li> <li>• Never, ever shake your baby 🚫</li> </ul> <p>More advice here: <a href="https://bit.ly/4fW3z5S">https://bit.ly/4fW3z5S</a></p> <p>#ICONcope #ICONWeek2025</p>	 <p>ICON Week 2025 22 to 26 September</p> <p>Babies start to cry more frequently at about two weeks of age.</p> <p>Crying may get more frequent and last longer during the next few weeks, hitting a peak at about six to eight weeks, sometimes a little later.</p> <p>Every baby is different but after about two to three months, babies start to cry less and less each week.</p> <p><a href="http://www.iconcope.org/iconweek2025">www.iconcope.org/iconweek2025</a></p>

## Additional social media posts

🌟 **ICON Week 2025 Tip:** When comforting a crying baby, try using a soft, soothing voice. Your calm demeanour can be incredibly reassuring! 💬 #ICONWeek2025 #ICONcope

😊 **ICON Week 2025 Tip:** A warm hug can be magic for a crying baby. Physical touch helps babies feel safe and loved. ❤️ #ComfortingBabies #ICONWeek2025 #ICONcope

🧸 **ICON Week 2025 Tip:** Create a comfort kit with your baby's favourite items—soft toys, blankets, or calming books. It's perfect for those fussy moments! 📖🔍 #ParentingHacks #ICONWeek2025 #ICONcope

🌈 **ICON Week 2025 Tip:** As part of ICON Week, remember that a consistent routine helps crying babies feel more secure. Stick to regular mealtimes and bedtime. ⌚ #ComfortingBabies #ICONWeek2025 #ICONcope



## Artwork and graphics

Download the graphics [here](#)

### Microsoft Teams backgrounds

Version 1



### Email footer

