



Campaign toolkit

www.iconcope.org/iconweek



Contents

About ICON: Babies Cry, You Can Cope.....	1
Engaging local media during ICON Week.....	2
Website.....	3
Newsletter.....	4
Get involved.....	5
Social media.....	6
Downloads.....	7



About ICON

About ICON: Babies Cry, You Can Cope

ICON: Babies Cry, You Can Cope is a national charity that helps parents and carers cope with infant crying. Its message is simple and memorable: babies cry, you can cope.

Through reassurance, practical advice and support, ICON helps families manage the stress that can come with caring for a crying baby while raising awareness of the dangers of abusive head trauma, which can occur when a baby is shaken or harmed in a moment of overwhelming frustration.

ICON was created by Dr Suzanne Smith PhD, a nurse and health visitor with a longstanding commitment to child safety. The programme was inspired by her Winston Churchill Memorial Trust Travel Fellowship to the United States and Canada in 2016, where she explored successful approaches to preventing abusive head trauma. A consistent theme emerged: families needed clear, memorable messages that could be recalled during challenging moments.

Working with health professionals, safeguarding partners and families, Dr Smith adapted this learning for the UK. ICON launched in Hampshire in September 2018 and has since grown into a national programme supported by health services, local authorities, charities, safeguarding partnerships and people with lived experience. This collaborative approach remains central to ICON's success.

The name ICON makes the key messages easy to remember:

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

ICON also encourages parents and carers to seek support when they need it, whether from family, friends, midwives, health visitors, GPs or other trusted sources.

On 23 July 2024, ICON: Babies Cry, You Can Cope became a registered charity (No. 1209260), strengthening its ability to raise awareness, protect babies and support families across the UK.

ICON Week is an annual opportunity to share these life-saving messages more widely. Through events, training, social media activity and community engagement, professionals, organisations, parents and carers come together to promote understanding and support. ICON Week reminds families that feeling overwhelmed does not make them a bad parent or carer, encourages them to seek help early, and reinforces the simple message at the heart of the programme: every baby deserves to be safe, and no family should face the challenges of infant crying alone.

For more information, visit www.iconcope.org.



Media

Engaging local media during ICON Week

ICON Week is a great opportunity to share the message that Babies Cry, You Can Cope with your local community. We encourage all partners to contact local newspapers, radio stations and community media to help raise awareness of infant crying, support for parents and carers, and the importance of keeping babies safe.

Whether you're running an event, sharing local activities, or highlighting how your organisation supports families, local media can help extend your reach and start important conversations. A template press release has been produced and can be downloaded and adapted for your local activity.

If you secure media coverage during ICON Week, we'd love to hear about it. Please let the ICON team know about any newspaper articles, radio interviews or other local coverage so we can celebrate your success and help showcase the impact of the campaign across the UK.

Together, we can help ensure more families hear the ICON messages and know where to turn for support.

[Download template
press release](#)





Website

Website

To support ICON Week 2026, we encourage partner organisations to publish the article below on their websites. Sharing the ICON message helps more parents and carers access trusted advice about coping with infant crying and keeping babies safe. Thank you for helping us spread awareness and support families in your communities.

ICON Week 2026: Supporting Parents, Protecting Babies

When a baby's crying becomes overwhelming, a few moments can make all the difference. That's the message at the heart of ICON Week 2026, a national campaign helping parents and carers cope with infant crying and keep babies safe.

The ICON programme is built around a simple message: Babies cry, you can cope. While crying is a normal part of a baby's development, it can sometimes feel stressful and exhausting. ICON provides practical advice and reassurance for families during these challenging moments.

This year's ICON Week focuses on improving engagement with fathers and men and promoting consistency and quality in the delivery of the ICON programme. The campaign recognises the important role of fathers, partners and male carers, while encouraging health and care professionals to share best practice and deliver clear, consistent messages.

Dr Suzanne Smith, nurse, health visitor and founder of ICON, said: "Persistent infant crying can be stressful and exhausting for any parent or carer. ICON Week is about reassuring families that they are not alone and reminding them that support is available."

The ICON message is simple:

- I – Infant crying is normal and will stop
- C – Comforting methods can help
- O – It's OK to walk away if the baby is safe and the crying feels overwhelming
- N – Never, ever shake or hurt a baby

Find out more and access resources at www.iconcope.org.

To support ICON's work helping families and protecting babies, please donate at www.iconcope.org/donate.



Newsletter

Newsletter

To support ICON Week 2026 (21-25 September), we encourage partner organisations to include the article below in their newsletters. Sharing the ICON message helps raise awareness of infant crying, promotes safe coping strategies and ensures more parents and carers can access trusted, evidence-based advice to help keep babies safe. Thank you for helping us reach families and communities with this important message.

ICON Week 2026: Supporting Parents, Protecting Babies

ICON Week 2026 takes place from 21-25 September, bringing together health and care organisations across the UK to help parents and carers understand infant crying and cope safely during challenging moments.

This year's focus is on improving engagement with fathers and men, while promoting consistent, high-quality delivery of the ICON programme across services.

Dr Suzanne Smith, nurse, health visitor and founder of ICON, said: "Persistent infant crying can be stressful and exhausting for any parent or carer.

"ICON Week is about reassuring families that they are not alone, helping them understand that crying is a normal part of infant development, and reminding them that support is available."

The ICON message is simple:

- I – Infant crying is normal
- C – Comforting methods can help
- O – It's OK to walk away if your baby is safe
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Find out more and access resources at www.iconcope.org.

To support ICON's work helping families and protecting babies, please donate at www.iconcope.org/donate.



Get involved

Get involved

ICON Week is a great opportunity for organisations, professionals and communities to help raise awareness of the ICON message and support families with young babies.

Raise Awareness and Share Best Practice

Help more parents and carers access consistent, evidence-based information by:

- Sharing ICON Week messages on your website, social media channels and newsletters.
- Displaying ICON resources in waiting rooms, staff areas and community settings.
- Hosting awareness events, parent sessions or information stands.
- Encouraging colleagues and partners to visit the ICON website and access resources.

Health and care professionals can also use the week to share best practice by:

- Holding team discussions or lunch-and-learn sessions.
- Sharing successful approaches to engaging parents, carers, fathers and male caregivers.
- Highlighting examples of effective partnership working and consistent delivery of the ICON programme.
- Celebrating teams and individuals who champion the ICON message.

Fundraise for the ICON charity

ICON Week is also a chance to support the charity's work through fundraising activities. Whether you're an organisation, team or individual, every contribution helps us reach more families with life-saving information.

Fundraising ideas include:

- Bake sales and coffee mornings.
- Sponsored walks, runs, cycles or swims.
- Dress-down days or workplace fundraisers.
- Raffles, competitions or community events.
- Personal challenges with sponsorship from friends, family and colleagues.

To donate or find out more about supporting the charity, visit:

www.iconcope.org/donate



Social media

Social media

Social media is a powerful way to help spread the ICON message and reach parents, carers, families and professionals during ICON Week 2026 (21-25 September). We encourage all partner organisations to take part by sharing campaign messages, resources and local activities throughout the week.

To make this as easy as possible, we've created a social media calendar with suggested posts and key themes for each day. Please feel free to use the content as provided or adapt it for your local audiences and channels. By working together, we can raise awareness of infant crying, promote safe coping strategies and help more families understand that Babies cry, you can cope.

Download the social media calendar

Download the social media cards





Downloads

Downloads

Everything you need to get involved in ICON Week is available to download from this page. Whether you're looking to promote the event, personalise your workspace, or catch up on key messages, you'll find a range of resources to help you make the most of the week.

ICON Week Logo

Download the official ICON Week logo for use in presentations, communications, digital content, and local team materials. Please ensure the logo is used in line with brand guidelines and is not altered.

[Download the logo](#)

Videos

Explore our library of ICON Week videos, including leadership messages, event highlights, tutorials, and feature content. These resources can be viewed live during the week or revisited afterwards at your convenience.

[Download the videos](#)

Microsoft Teams Backgrounds

Show your support for ICON Week by using one of our branded Microsoft Teams backgrounds during meetings and virtual events. A selection of designs is available to help create a consistent and engaging experience throughout the week.

[Download the Teams Background](#)



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