

ICON Week 2026

Social media calendar (Facebook)

Monday 21 September

👶❤️ It's the start of #ICONWeek2026!

This week we're raising awareness of infant crying and sharing the important message that Babies cry, you can cope.

Every parent and carer can find crying difficult at times. ICON provides practical advice and support to help keep babies safe and support family wellbeing.

🔗 Find out more and access resources at: www.iconcope.org/iconweek

@icon_cope #iconweek2026 #iconcope

Tuesday 22 September

👶👶❤️ Fathers, partners and male carers play a vital role in supporting babies and families.

One of the key themes of #ICONWeek2026 is improving engagement with fathers and men, ensuring they receive the information, support and reassurance they need to cope with infant crying.

📖 Learn more about the ICON message at: www.iconcope.org/iconweek

@icon_cope #iconweek2026 #iconcope

Wednesday 23 September

📝👶 Feeling prepared can help when a baby's crying becomes overwhelming.

The ICON Crying Plan helps parents and carers think ahead about how they can stay calm and who they can turn to for support during stressful moments.

⬇️ Download your FREE ICON Crying Plan today: www.iconcope.org/iconweek

@icon_cope #iconweek2026 #iconcope

Thursday 24 September

💛🏥 One of the key themes of #ICONWeek2026 is ensuring consistency and quality in the delivery of the ICON programme.

We're encouraging health and care professionals to share best practice, work together and help ensure families receive clear, consistent and evidence-based support wherever they access services.

💜 Find resources and learn more at: www.iconcope.org/iconweek

@icon_cope #iconweek2026 #iconcope

Friday 25 September

🎉❤️ As #ICONWeek2026 comes to a close, the message remains the same: Babies cry, you can cope.

Thank you to everyone who has helped raise awareness this week and support families across the UK. Together, we can help ensure more parents and carers receive trusted advice and support when they need it most.

🌟 Learn more or support the charity: www.iconcope.org/iconweek

@icon_cope #iconweek2026 #iconcope



ICON Week 2026

Social media calendar (Instagram)

Monday 21 September

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Every parent and carer can find crying difficult at times. ICON provides practical advice and support to help keep babies safe and support family wellbeing.

Visit @icon_cope to find out more and access resources.

#ICONWeek2026 #ICONCope

Tuesday 22 September

👶👶💖 Fathers, partners and male carers play a vital role in supporting babies and families.

One of the key themes of #ICONWeek2026 is improving engagement with fathers and men—making sure they receive the information, support and reassurance they need to cope with infant crying.

Visit @icon_cope to learn more about the ICON message.

#ICONWeek2026 #ICONCope

Wednesday 23 September

📝👶 Feeling prepared can make a difference when a baby's crying becomes overwhelming.

The ICON Crying Plan helps parents and carers think ahead about how to stay calm and who they can turn to for support during stressful moments.

Visit @icon_cope to download your free ICON Crying Plan.

#ICONWeek2026 #ICONCope

Thursday 24 September

💖🏥 One of the key themes of #ICONWeek2026 is ensuring the ICON programme is delivered consistently and to a high standard.

We're encouraging health and care professionals to share best practice, work together, and help make sure families receive clear, consistent, evidence-based support wherever they access services.

Visit @icon_cope for resources and more information.

#ICONWeek2026 #ICONCope

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Social media calendar (Twitter)

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Find practical advice and support for parents and carers at www.iconcope.org/iconweek

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Tuesday 22 September

👶👶💙 Fathers, partners and male carers play a vital role in supporting babies and families.

During #ICONWeek2026, we're focusing on making sure fathers and men have the information, support and reassurance they need to cope with infant crying.

Learn more: www.iconcope.org/iconweek

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Wednesday 23 September

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The free ICON Crying Plan helps parents and carers think ahead about how to stay calm and who they can turn to for support.

Download yours: www.iconcope.org/iconweek

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Thursday 24 September

💛🏥 A key theme of #ICONWeek2026 is delivering the ICON programme consistently and to a high standard.

Health and care professionals can share best practice and help ensure families receive clear, consistent, evidence-based support.

Resources: www.iconcope.org/iconweek

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Learn more or support

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