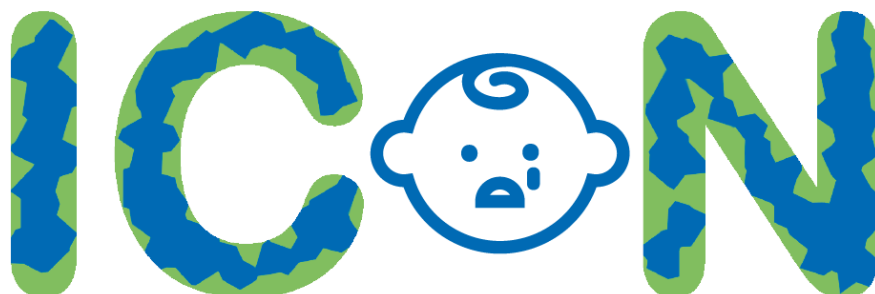


# NEWS UPDATE



## Babies Cry, You Can Cope

**DATE: AUGUST 2020**

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### MESSAGE FROM THE CHAIR – JANE SCATTERGOOD

Dear Colleagues,

I hope you are all well and continue to stay safe as we continue to live with uncertainty!

Thanks to all of you who attended a very vibrant and creative first National Strategic Group held under the new Collaborative hosting arrangements. It was a joy to hear of the progress that is being made in ensuring the ICON message reaches families through the dedication of the people delivering it.

Thanks also to all of you who responded to the survey. The emerging findings are making interesting reading and a full report will be available soon. Some headlines are included below.

You will read below of the exciting news about national evaluation of ICON, how we rate in search rankings and the development and availability of a new resource – C is for comforting techniques.

Finally, those of you who are members of the Association of Child Protection Professionals will have received your quarterly journal and noted it is a special edition focusing on Abusive Head Trauma. The call for papers for this edition was back in 2018 and ICON was only just getting going so we didn't submit a paper. However, it is good to read that the key interventions that are noted to be successful in the prevention of AHT are incorporated within the ICON programme and it reaffirms the validity of our plans to include young people in our target intervention group and include secondary preventative services such as social care in our future focus.

I mentioned last month that we were awaiting the results of the Hampshire 1 year on evaluation. Well it has arrived and some of the results are summarised below. The full report will be sent to you as a separate attachment.

Kind Regards,

*Jane*

## C is for Comfort Methods

In response to parents and professionals request for more information to be provided about different comfort methods, we have produced an infographic and animation which are available on the website. The information is included on the parents section. We put this out on social media last month and it got a lot of positive comments and shares. It is exactly the sort of thing that you can print out and display, or hand to parents, or simply point them in the direction of the webpage where they can access the information in another format. The information has been widely consulted on and I think you'll agree, it provides another useful resource in the ICON kit bag!

## Comfort methods can sometimes soothe the baby and the crying will stop.

Babies can cry for different reasons like when they are hungry, wet/dirty or if they are unwell. Sometimes babies can cry for no particular reason.

Check these basic needs and try some simple calming techniques. Some of these will work for your baby, some may not work and some may increase the crying. Something that worked for your baby yesterday, may not work today. It can be so frustrating but it really is just about staying calm, knowing your baby, understanding this is normal and you are not a bad parent, and that this is a phase that will pass.

### TRY THESE



Talk calmly to your baby. Stroke them gently. Try placing your baby face down on your lap, or hold them against you and try stroking their back rhythmically.



Hum or sing to your baby. Let them hear a repeating, constant and soothing sound. Classical music, including piano and guitar, can sometimes soothe some babies.



Hold them close – skin to skin.



Go outside with your baby and walk them in a pram or in a baby sling. The rocking motion can be very soothing for a baby. If you can't go outside try a gentle rocking motion inside. Walk around whilst gently rocking your baby.



Sucking can help relieve a baby's distress. If offering the breast is not possible, a dummy can soothe a baby and can be given from 4 weeks onward for babies where breastfeeding is established or at any time if the baby is formula fed.



Try giving them a warm bath.

### When should you worry about a baby's crying?

Medical professionals will always be prepared to see your baby if you have serious concerns. You should seek professional or medical help if you notice your baby has any of the following:

- A fit (seizure or convulsion);
- A cry that doesn't sound normal, like a very high-pitched cry;
- Breathing is a struggle or noisy or unusually fast;
- Skin is greyish, mottled, blue or unusually pale;
- When you check their temperature it is high:
  - Babies UNDER 3 months: 38° C/ 100.4° F;
  - Babies BETWEEN 3 – 6 months: 39° C/ 102.2° F;
- A rash that does not fade when you press a glass against it.

More information can be found here:

[https://www.rcpch.ac.uk/sites/default/files/2020-04/covid19\\_advice\\_for\\_parents\\_when\\_child\\_unwell\\_or\\_injured\\_poster.pdf](https://www.rcpch.ac.uk/sites/default/files/2020-04/covid19_advice_for_parents_when_child_unwell_or_injured_poster.pdf)

Not all of these will work all of the time but remember, that's OK.



Stay calm, this phase will pass.

## **NATIONAL INSTITUTE OF HEALTH RESEARCH call for bids to evaluate ICON**

NIHR has put out a call to evaluate ICON. The link to access the application is below and the closing date for proposals is **8<sup>th</sup> September.**

<https://www.nihr.ac.uk/funding/prp-research-call-to-evaluate-the-use-of-the-icon-programme-in-its-purpose-to-prevent-instances-of-abusive-head-trauma-aht-in-infants/25332>

This is extremely important progress for ICON and a recognition of how important establishing a UK evidence base for this work is. As you all know, ICON is founded on an extremely well researched evidence base mainly from USA and Canada. We have had to wait until we have enough areas implementing ICON before hoping to undertake effective evaluation of the programme itself. It is hugely important that the NIHR has put up this funding.

Please circulate to your academic colleagues!

## **Members Area**

Our digital content suppliers, Active Connections, are busily providing us with a new 'Members Area' on the website. That should be tested with a few people next week and then made available to everyone in September if not before.

The members area will be a place where you can easily locate resources including meeting agendas, minutes and papers. This will solve the problems that many of you have with receiving emails from the generic ICON mailbox.

## ICON Search Rankings

We have reached number 1 in rankings on google for the word ICON, which is amazing. It varies from day to day and some days we have been in third, but once you are up there you very rarely drop out of top 5. So this means the site will be highly visible for anyone searching for ICON.

The report produced by our digital content suppliers, Active Connections, shows other terms probably used by professionals such as ICON programme or ICON crying are at number 1. This is really positive news.

There has been some progress against terms more likely to be used by the general public such as baby crying or stop baby crying.

We are now visible and climbing the rankings! Keep sharing/reposting/retweeting and directing people to our website whenever you can! If one stressed out parent finds our advice, and chooses to walk away and take a breather, resulting in them and their baby feeling happier – it will be worth it!

## ICON during COVID: survey emerging findings

You will recall us encouraging everyone to partake in the survey to assess the degree to which ICON was being utilised as part of the NHSE/I COVID emergency planning arrangements.

These arrangements were put in place, and are still in place, back in April when a letter was circulated to all maternity units asking them to implement the hospital based part of ICON, provide the leaflet and the information offered in the script, to help mitigate the enhanced risks for harm to babies that lockdown and COVID restrictions brought with it.

A full report is being produced but the high level findings, which were shared with the National Strategic Group attendees in July include the following:

- The response rate was 65% - not bad at all for a national survey.
- Out of those who responded 75% had implemented ICON
- This equates to 48% of all maternity units in England!
- 55% of responses said that men were always/often or sometimes present.
- 45% of men were somewhat/very engaged which is really positive.
- 62% delivered the ICON message in under 10 minutes with 32% being under 5 mins.

### **Hampshire and ICON – 1 year on.**

Hampshire are, in many ways, the ICON flagship. Under the guidance of former Designated Nurse, Kim Jones, Hampshire did a huge amount to develop the art work and incorporate the ICON message into the leaflet and posters we all use as well as undertaking the **first full pilot** of the whole programme in the UK.

Hampshire launched ICON in 2018 and completed an evaluation of its use and impact in 2019. The report provides some interesting findings.

The aim of the report is to evaluate and summarise information, feedback and audits which have been conducted by the Hampshire organisations listed below, to establish how embedded the ICON Programme is across Hampshire. The report includes information received from:

- Southern Health NHS Foundation Trust (SHFT)
- Hampshire Hospitals NHS Foundation Trust (HHFT)
- Hampshire CCGs (Primary Care)

- Services for Children and Young People (SfCYP)
- Hampshire Safeguarding Children Partnership

Some key results include the following:

***Views of parents/carers:*** 87% of families were aware of the ICON message and when asked 95% of parent/carers were able to confirm that they had received and remembered the messages.

When asked '*Would you feel confident to share the advice on crying with other people who care for your baby?*' 100% of the parents and carers responded with 'yes'. Three parents also cited that they had already done so.

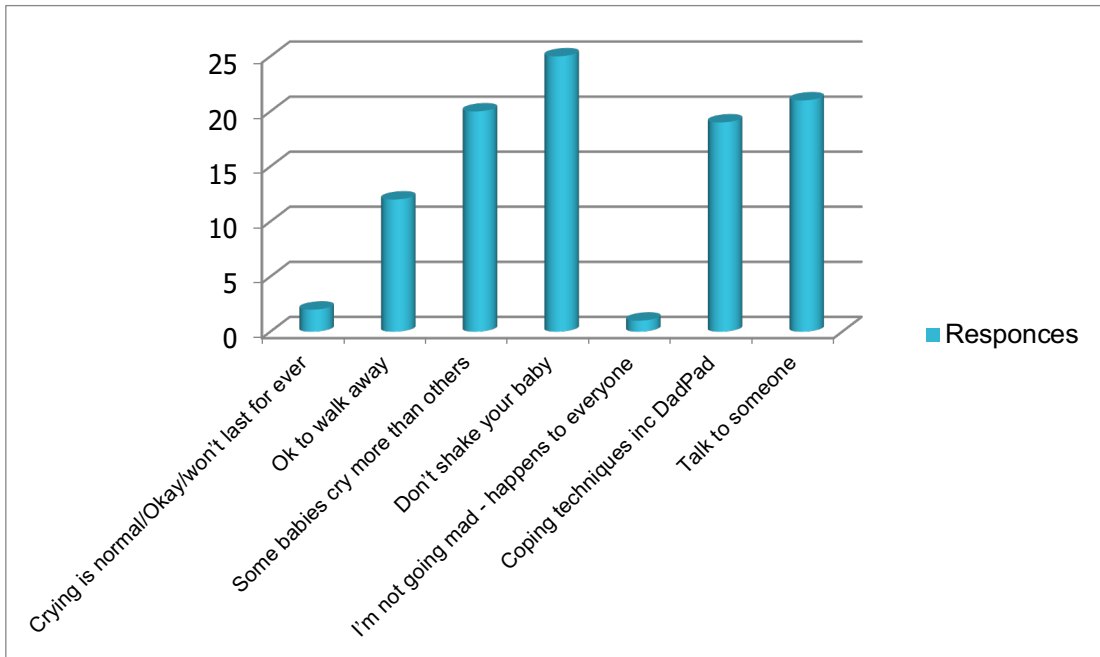
When asked 'After receiving the ICON information did you change your behaviour in relation to your babies crying?', the majority replied 'yes'.

Comments included:

- helped when she was crying
- looked up how to comfort a baby, not sure I would have if didn't see the leaflet
- My personal ICON plan helped a lot
- She didn't cry but I was ready if she did
- health visitor was great when I called and asked for help



The graph below summarises the key messages parents remembered from the ICON discussion with the Midwife.



**Views of professionals:** The team looked at how professionals have found discussing coping with crying with parents. Some of the feedback is summarised below:

- Easy
- There are posters everywhere and they already have the leaflet by the time they reach the ward so easy to cover on postnatal ward
- I like it
- It's second nature now if part of our discharge chat
- Have had questions about comfort methods, so need to have time to give advice, sometimes difficult on a busy ward
- Lots of questions during antenatal period, bit difficult to reach dads at the moment because we are not seeing them (due to COVID restrictions)
- One mum asked me about ICON at her 25 week appointment because her friend told her about it and she didn't have a leaflet in her booking pack
- Most women know about it now because dads have accessed Dadpad

- It's in the booking pack so women sometimes ask before 28 weeks, if not we talk to them then
- I have not had an bad responses, I find it ok
- OK

**GPs:**The report highlights how, out of total of 121 GP practices across Hampshire, 104 completed the audit questions in relation to ICON, (86% completion rate).

The pilot in 2018 indicated that only 10% of GPs routinely asked about crying, however audit indicated overall 95% of practices in Hampshire (who submitted a return) discuss coping with crying at the six week check.

The author notes that “it is also a fantastic achievement and worthy of celebration that 84% of GP practices are fully aware of the ICON programme and only 7% indicated that they are not, which will be addressed as per the action plan”.

**Impact:**Within the timeframe of 1 January 2019 to 1 January 2020, there have been five cases of Abusive Head Trauma referred into the Hampshire Safeguarding Children Partnership's Learning and Enquiry Group and one Serious Case Review was commissioned.

The report notes that:

“On closer examination of the cases, there is an interesting finding with regards to where the maternity care was accessed. In all five cases, the maternity care was not provided within Hampshire and in all cases the maternity care was provided in an area who were not (at the time) using the ICON Programme messages. It is difficult to draw evidence based conclusions on a small sample size, however the information would suggest that the maternity element of the ICON message is particularly important, as there have been no cases of Abusive Head Trauma referred

into Hampshire Safeguarding Children Partnership's Learning and Enquiry Group, whereby the parent/carers accessed their care from the local maternity provider who have been delivering the ICON message since its launch. “

These are encouraging findings and further assurance that the foundation, ethos and direction of travel for ICON is the correct one!

Many thanks to Hampshire Safeguarding Children Partnership and the report author Mrs Kim Jones for their continued commitment to using, supporting and contributing to the development of ICON as an approach to prevent the devastation caused by Abusive Head Trauma.

### **And finally....**

If you want us to feature YOUR news in this newsletter, please let Suzanne know at [info@iconcope.org](mailto:info@iconcope.org)