

Welcome to ICON News ... and a very Happy Christmas to all our colleagues!

At last – introducing our ICON National Programme Manager and Administrator

It has felt like forever that we've been talking about this but finally we have our 2 secondment posts filled. I am thrilled to introduce Sue Anslow, ICON Programme Manager (sue.anslow@iconcope.org) and Ann Barber, ICON Administrator (ann.barber@iconcope.org). You will be hearing directly from Sue and Ann and I know you will make them feel welcome as they help us take ICON to the next level.

I thought you might like to hear from them personally ...

We have created a Christmas media video which is on Facebook, Twitter, Instagram and LinkedIn and there are posters to download. Please share on your social media.

The Christmas #PauseattheDoor and check the 3 C's. Read more [HERE](#)

Kind regards

Dr Suzanne Smith PhD

ICON Founder & Programme Advisor



My name is Sue Anslow, and I have the privilege of serving as the ICON programme manager. I was lucky to be able to pursue my childhood dream of being a nurse, and I've had the most incredible experiences as a midwife and a health visitor, assisting families and children in achieving the greatest possible start in life.

As a health visitor, I've witnessed first-hand the devastating effects that abusive head trauma has on children and their families. One of the most difficult tasks any of us will ever have, is being a parent and dealing with a crying baby. A health visitor's job is to help parents prepare for this difficult trip by setting realistic expectations, making sure they have all the information they need, and knowing where and how to get help.

I first became associated with the ICON programme two and a half years ago when I attended a train the trainer course. The compelling message drove me to want to be a part of and support the programme, as well as ensuring that it was embedded in practice. We are implementing the ICON programme into our dialogues with families in conjunction with midwives, CCGs, school health, and the local authorities.

I am very passionate about the ICON programme and looking forward to starting my role to ensure that all parents/careers and professionals are aware of its messages.

Channel4.com/support

Following a recent programme called *24 Hours in Police Custody* dealing with baby shaking, we were contacted by Channel 4 to see if we would like to add ICON to their Support Pages for:

[Child Abuse or Harm | Channel 4](#)
[Family & Relationships | Channel 4](#)

and ICON is now on both.



My name is Ann Barber, and I am the new administrator for the ICON programme. I hope to bring to the role my exceptional experience and skills gained from working in a variety of industries, and in more recent years for the NHS.

I am a trained PA/Administrator as well as a qualified graphic designer and journalist. I have written and designed a number of fun children's picture book stories on the theme of emotional development, and one of these is published. I recently moved from the Midlands to the Saltburn area, although I am originally from London.

National ICON week 27 September to 1 October 2021

Wow! Thank you to everyone who worked so hard in driving the ICON message during our very first national ICON week. Many of you used the comms pack provided by colleagues in Sussex and made it your own.

Twitter engagement was up 30% while FB page had an increase of visits by 297%. Though most of this traffic came on day 1 with the engagement and sharing of ICON WEEK content dropping throughout the remaining days and other ICON WEEK content.

There was a cascade to the website with an average of 600 users. This is compared to a normal average of 400 users within our ongoing campaign and under 100 outside of those periods.

The biggest increase in traffic to one page was the parents' advice page. This increased by 117% (1636 page views) in the week. Other pages of note were the resource pages where downloads saw an increase of between 100% and 200%.

All in all there was some real traction in ICON week. Here is some feedback from different areas.

Barnsley

Our link for accessing national guidance (<https://bit.ly/BMBIcon21>) got 29 clicks.

Facebook:

Our posts on the week had a combined reach of 9,572.

The advice videos we shared had 1,273 views, with 192 of these being over 15 seconds.

In total, the clips were viewed for a total of 321 minutes.

We had 21 likes, comments and shares.

Twitter:

Our tweets on the week had a combined 4,213 impressions.

We had 646 video views.

We had 12 likes and retweets.

Portsmouth Safeguarding Children Partnership

We used our [Twitter account](#) to share the tweets you so kindly shared a couple of weeks ago, using the hashtag #ICONweek. We also used this opportunity to promote our new training course we've developed

National ICON week cont/

with colleagues from our Health partners, that aims to help professionals understand how to use ICON and other initiatives (such as the Unborn/Newborn Baby Protocol) to effectively safeguard babies.

East Riding of Yorkshire

Please see coverage of our ICON press release, raising awareness of infant crying and how to cope, online at Greatest hits Yorkshire Coast. Dr Anne Jeffreys also gave an interview which will be used in their radio news bulletins:

<https://planetradio.co.uk/greatest-hits/yorkshire-coast/news/bridlington-east-riding-icon-week-baby-crying-cope/>

Dad Matters

As part of Dad Matters Gloucestershire, last week we did several posts promoting ICON week on our social media channels including Facebook, Instagram etc.

Reaching Out to the Military - a FIRST for ICON

The first Safeguarding Conference for Defence Primary Healthcare (North) was held in Catterick Garrison on 5 October 2021. Representatives from practices and bases across the North and Scotland attended.

A presentation on Safeguarding Children during Covid looked at several key issues, including the increase in injuries to non-mobile children. The two recent reports from the National Panel were reviewed, including their findings in respect of ICON as an AHT prevention initiative.

A presentation which focused specifically on ICON was also delivered and was warmly received by delegates, who recognised the role that military healthcare could play in terms of talking to young men and fathers about parenting and coping with crying.

Lisa Jennings (Head of Defence Global Safeguarding) will work with us to look at how ICON can be shared and implemented across military settings.

Lancs and South Cumbria moving up a gear

Following first phase implementation of ICON in acute settings across the ICS, work has now been completed to roll out the programme to Primary Care. Primary care will now have access to:

- An ICON E-Learning Package
- EMIS template for 6-8 week checks updated to now includes prompts for ICON discussion and sharing of materials

Resource library for Primary Care, including social media templates, in practice resources and materials to share with families.

All of this information will be shared via primary care leads for implementation in all ICS GP Practices as of 11/10/2021.

Work to share the ICON messaging is ongoing by CCG and Safeguarding colleagues across social media with recognition from ICON founder Suzanne Smith, for the work sharing campaign messaging at the Westmorland show.

Next NSG meeting

The next National Strategic Group meeting is on Thursday 27 January 2022 at 13.00 hrs. If you haven't had an invitation, please let me know and I'll send you one (info@iconcope.org)

Dr Suzanne Smith PhD
ICON Founder and Programme Advisor