



## Dear colleagues

Good grief it's been cold hasn't it? Like most folk, my daily work out has included breaking ice on my windscreen!

For some families struggling with the cost of living crisis, we know how the heating of one room and the whole family sleeping in that one room is their reality. The risks of unsafe sleeping arrangements for babies rises and of course, the ability to cope with extra stressors like a persistently crying baby decreases. The vital work you do to share the ICON programme is so important during these tough times. A big welcome to Scotland for joining ICON.

It is always so inspirational to read how different areas localise the delivery of ICON, especially when it comes to ensuring we reach men. The examples in this newsletter are no exception. Brilliant work! Thanks to everyone for sharing the social media content - we know it reaches people who engage with the content - especially men.

It has been just over a year since we appointed Sue Anslow and Ann Barber to the dedicated ICON roles and - wow - what a difference they have both made. I cannot thank them enough for grasping the nettle and driving forward the programme with such energy and expertise!

Finally, everyone on the ICON Exec team, our Chair Jane, Sue, Ann and I would like to wish you all a wonderful Christmas and New Year.

**Suzanne Smith PhD**  
**ICON Founder & Programme Advisor**

## NEW LAUNCHES FOR ICON



On 30 November, NHS Tayside became the first Board in Scotland to adopt ICON - so congratulations to them! They have posted a news release around this on their Facebook page, and have requested that all those who have social media platforms to kindly share this link:

<https://www.facebook.com/NHSTayside/posts/pfbid0dV7X5bUQbign8RipPqk3RwdSBR9R9d4M6SReQ611kxLAG935LNPEhrNR2Dxv6WCuI>



The London Borough of Merton and NHS partnerships also launched ICON on 30 November, following a second Train the Trainer session delivered by Sue Anslow, Programme Manager for ICON. The ICON Touchpoints were agreed by The Merton Task and Finish Group and attendees for the training session were encouraged to share these with their workforces. Many congratulations to Merton for their ICON launch!

## ENGAGING WITH MEN UPDATE

It is encouraging to see the number of new ideas being put into practice around the country on how to engage dads, and some of these initiatives were recently discussed at our Engaging Men Steering Group:

### Humber & North Yorkshire

Linking in with Grimsby Dads Collective, Humber & North Yorkshire want to do an audit to see how the ICON message is filtering into GP surgeries, health visiting, and maternity. They have updated their safeguarding training to include engaging dads, so GPs can readily see this information.

### Lancashire

Lancashire have a website for 0-19 years with a specific area for dads/boys with information about ICON and other support networks. They are working with their safeguarding teams on how to start recording Information for dads and partners.

### Kirklees and Calderdale

Kirklees and Calderdale have created an ICON training package on how to engage with dads in the region, and will be reviewing dad's records, as well as mum's, before home visits. They have also changed their letters so it is a family appointment rather than just for mums, and this includes antenatal appointments.

### Sussex

Sussex have a new safeguarding nurse, who is linking in with prisons and probation services. They are also looking at linking in with dentistry and optometry services in the future.

## ... LIGHT BITES ...

### E-Learning

Our E-Learning training package is now completed and a link is on the Member's Portal of our website - [eLearning – ICON \(iconcope.org\)](https://www.iconcope.org/eLearning)

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### Education

Sue Anslow and Beth Williams have been working with Helen Lord from Healthy Schools to deliver training to PSHE Leads in Leeds.

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### NHS Calendar of Events 2023

Keep up to date with healthcare events around the country with the NHS calendar of national campaigns: [Calendar of national campaigns | NHS Employers](#)

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### ICON Newsletter

If you would like to feature a story or event in our quarterly newsletter, please contact: [ann.barber@iconcope.org](mailto:ann.barber@iconcope.org)

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## Christmas Competitions & Events

There's lots going on in hospitals around the country to mark the festive season and here are a few highlights:



### *Warrington & Halton*

Warrington & Halton Hospitals have launched their popular Christmas 'Dress Your Door' competition, with wards and departments taking part. They are also running Mental Elf Day events and are inviting staff to pop in to see their counselling team for a chat/refreshments.



### *University Hospitals Dorset*

University Hospitals Dorset are excited to announce the return of Elf Dash at the stunning seaside venue of Branksome Dene Chine. The family friendly 2km 'dash' is on the prom route, so folk can run, walk, or skip their way along!



### *New Cross Hospital, Wolverhampton*

Staff, patients and guests gathered together in early December at New Cross Hospital for a Christmas extravaganza, with market stalls and music. The area around the Emergency Department was lit up and local businesses sold a selection of goodies. The crowd was serenaded by the Trust's choir the RWT Singers.



### *Southampton Hospitals Charity*

Southampton Hospitals held their popular Festive Ward Decoration Competition and this year's winner is the Royal South Hants Prep Team with this stunning Santa postbox sleigh!



### *Plymouth Hospitals Charity*

The NICU at Plymouth Hospital are holding a Christmas Draw with some great prizes, with all profits going towards their neonatal unit.





## Social Media around the World Cup and Christmas



To support World Cup fever, and Christmas time, we have been posting social media to reinforce the ICON message:



**World Cups** are times of great joy  
- but also times of great tension.  
The **ICON** goals will help  
keep the ball in the air:



Infant crying is normal, and it will stop  
Comfort methods will sometimes help,  
and the crying will stop  
OK to walk away if the baby is safe  
and the crying is getting to you  
Never ever shake or hurt a baby



Well done to England for  
qualifying in the last 16!  
But if you need time out from  
World Cup fever, check out the  
**ICON** website for help and advice



We're kicking off to a great start - but  
we can't take our eye off the ball at **ICON**.  
If you need time out, visit us at  
[iconcope.org](http://iconcope.org) to find advice and team  
support.



**ICON** wishes everyone a happy and  
peaceful Christmas and New Year!

Our website is full of advice if you are  
struggling to cope with a crying baby,  
and parents and carers can also  
speak to their health visitor or  
midwife for advice and support.

The Christmas season can be a stressful time for  
families, so don't forget to discuss your **ICON**  
Coping with Crying Plan with your Health Visitor  
or Midwife, so they can offer you support and  
advice.

**Coping with Crying: My Personal ICON Plan**

**I** Infant crying is normal - Remember: Babies Cry, You Can Cope

**C** Comfort methods I can try...  
Think about if the baby is hungry, tired, in need of a nappy change or unwell? Consider skin to skin contact, singing a lullaby or taking a walk outside...

Who I will call if the crying won't stop? (include contact numbers: friends, family, midwife, health visitor & GP)

What will I do if I need a few minutes to myself? What makes me feel better?

**O** Remember: It's OK to walk away if you are feeling stressed. Return to check the baby after a few minutes

**N** Never ever shake or hurt a baby

Keep this plan somewhere where you can easily access it. For more information see [www.ICONCOPE.org](http://www.ICONCOPE.org)

**ICON**  
Babies Cry, You Can Cope



Remember the England motto:  
**KEEP CALM AND CARRY ON**  
Check our website for support

### Next NSG meeting

The next National Strategic Group meeting is on Wednesday 25 January 2023 at 11:00-13:00.