



## Dear colleagues

There is so much packed into this Newsletter and just shows how we keep moving and developing based on feedback from parents and professionals.

I'm particularly proud of our new posters showing the beautiful Betsy-Mae in her dad's arms. Her Mum reached out to us and we have worked closely with her in producing these posters.

We've changed the school pack because we had feedback the picture of the baby showed them as being swaddled. This new picture meets with everyone's approval.

Finally, our eLearning programme now produces a certificate on completion. This followed feedback from professionals.

We are always doing everything we can to ensure nothing gets in the way of the key ICON message so as to maximise its impact and increase the likelihood of preventing abusive head trauma. Keep your ideas coming ...

Have a lovely Easter!

*Sue*

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

## ICON Week 2024 is 23-27 September

**SAVE THE DATE** for **ICON Week 2024**, which will be on 23-27 September.

We hope as many of you as possible will join us once again for the events that will be taking place during the week.

Further details will be posted on our website and social media, and we will also keep you up-to-date with **ICON Week** in our quarterly newsletter.



**SAVE THE DATE**  
**ICON Week: 23-27 September 2024**  
Let's make children safer, together

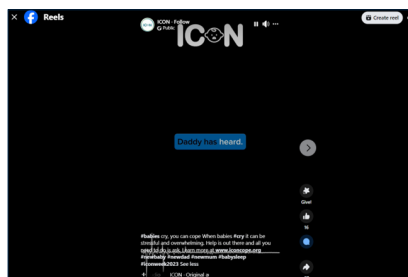
## SPORTING ICON WEEK!

If you know of any sports personalities or teams in your area who you might be interested in supporting **ICON Week**, please contact them and let us know!

It would really help to make the week extra special!



## HUSH LITTLE BABY FREE AUDIO FOR RADIO CAMPAIGNS



It is fantastic news that Birmingham & Solihull are currently running a radio campaign using the Hush Little Baby audio. You may have seen the Hush Little Baby video on our social media.

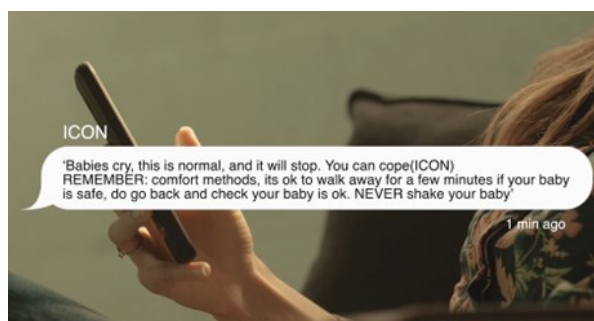
At the end of the financial year, it might be a good time to run your own ICON radio campaign with any use-it or lose-it pockets of budget you might have over, no matter how small! Please contact us, or Bauer Media.

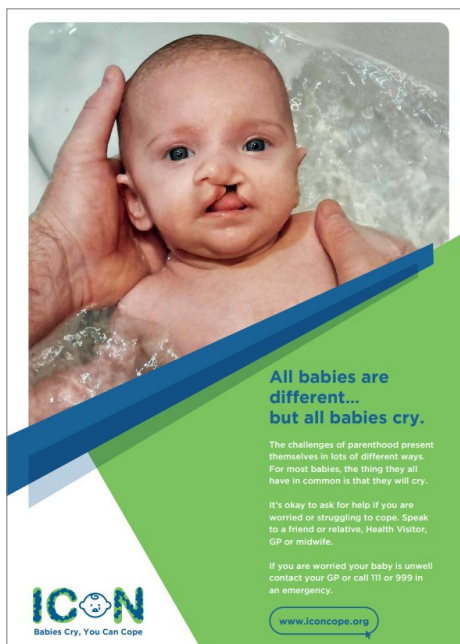
## Videos Update from Leicester, Leicestershire and Rutland

LL-R have updated their fantastic video which follows the ICON touchpoint steps from antenatal contact through to the GP 6-8 week check-up. The video features discussions with parents where ICON is explained, such as with the community midwife and health visitor. The Crying Curve is discussed at every touchpoint. There is also useful information regarding texting parents.

The original LL-R touchpoint video shows a baby with a hat (a doll in the original version). This video has now been re-filmed with a live baby, and will be shared in the near future.

LL-R are also producing a Dads video featuring the experiences of local fathers. in managing crying babies. The video is currently being filmed and will be shared as soon as it has become available.

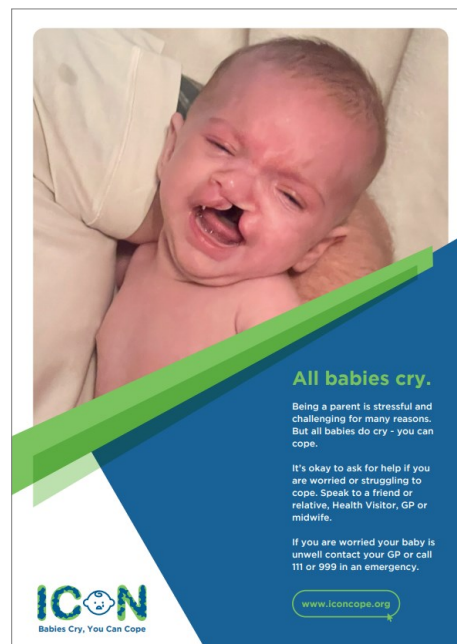




## NEW ICON POSTERS

We are happy to share that we have created some new posters for ICON.

Sue Anslow has been working with a mother of a baby with a cleft palate. She kindly sent us some photos, and we have created these two posters which can be purchased from Harlow Printing: <https://www.healthforallchildren.com/product-category/shop/icon/>



## Congratulations to Cornwall and to new ICON members

Congratulations to Cornwall for relaunching ICON over the past two months, and for sending us these photos.

Some of their activities have included:

- Train the Trainer of 80+ practitioners
- Information, banner info pens, and posters
- Info stand at RCHT Café
- Embedded into all Level 3 Safeguarding Children Training and Trust E Learning
- Social media and communications
- Videos broadcast on Trust TVS
- Inserts in Health Visitor red books

**We would also like to extend a big welcome to new ICON members:**

Coventry and Warwickshire

Frimley

BaNES - Bath, North East Somerset, Swindon and Wiltshire.

BaNES recently organised a really positive conference, focusing on unborn's and under 1's where ICON was presented.



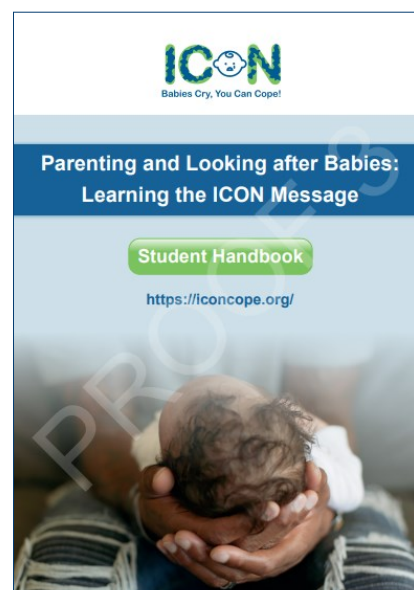
## EMIS POP-UP FOR GPs

Well done to ICB Black Country for creating an automatic Pop-Up for GPs, which will act as a prompt at the 6-8 week check. The Pop-Up alert is now live within EMIS and System 1 to remind clinicians to discuss ICON at the 6-8 week check, with the option to print off the ICON leaflet.

The 6-8 week check is Touchpoint 5, and includes a reminder of the ICON message and to give parents/carers the leaflet, as this is when the peak of normal crying is likely to be at its highest, or reaching that point.

The Pop-Up Brief has been circulated to NSG members, but if anyone would like more information, please contact Sue Anslow, or ICB Black Country.

We have been advised that Public Health Wakefield are also looking at developing a Pop-Up reminder for GPs, and we will keep you posted on this.



Following feedback regarding photos used in our Student Handbook, we have updated the photos so the baby is not being swaddled. This is available to order from Harlow Printing:

<https://www.healthforallchildren.com/shop-base/shop/icon/icon-parenting-and-looking-after-babies-student-handbook/>

The PowerPoint presentation will also be available to download from the members portal.

## Website Update



The ICON website now features a demo video on how to use the ReachDeck facility, in order to translate ICON leaflets into a foreign language. The Reachdeck symbol is at the top of our website and is shown by a white figure in an orange disc. The demo video can be found in the Resources tab, using the members login.

## April is Stress Awareness Month

Look out for our social media posts!



The ICON eLearning website is now updated, and includes a certificate upon completion of the web-based training.

You will first need to register and then you can complete the training. Please note that a password is not required.

If you do not have access to the members portal, you can still use this link, which can be shared with colleagues in your organisation:

<https://training.iconcope.org>

**The next National Strategic Group meeting is on Wednesday 17 April 2024 at 14:00-16:00**