



Babies Cry, You Can Cope

NEWS UPDATE

DATE: JUNE 2020

MESSAGE FROM THE CHAIR – JANE SCATTERGOOD

Dear Colleagues,

I hope you continue to stay safe and well as we move into another phase of the COVID19 pandemic and the challenges it brings to professionals and public alike.

is continuing to move forward at pace to support both as part of the COVID19 emergency planning arrangements and by introducing the full programme to new areas.

We have worked with the Paediatric Trauma Network to circulate a brief survey to assess how the NHS England/Improvement ICON speciality guides have been implemented. We're doing quite well (nearly 50% response rate) but need to push up

response rate a little bit further. It would be much appreciated if you could contact all your local maternity units and encourage the completion of the survey so we have a representative response rate:

<https://chdredcaplive.bris.ac.uk/redcap/surveys/?s=EATD47H774>

Continuing progress is being made financially which will further support our next steps and development. Below you will read about how an award of a Winston Churchill Memorial Trust Grant will support the continued digital content development and administrative/coordination support.

I chaired a meeting of the ICON Collaborative last week and am pleased to announce the date of our first quarterly National Strategic Group meeting since being Chair. We will circulate dial in details and an update template to you soon. Please note the date and time:

Friday 17th July – 15.00 hrs – 17.00 hrs.

I am really looking forward to introducing myself and hearing about your updates.

Jane

North and South Tees launch ICON, in lockdown!

Launching ICON during lockdown and COVID19 restrictions was always going to be a challenge but North and South Tees have smashed it! Designated Nurse at NHS Tees Valley CCG, Alison Ferguson, shared these fantastic photos of their new banners displayed in community, antenatal, post natal and neonatal areas throughout the patch. Well done Tees Valley and welcome to the ICON teams!



NHS England NORTH ANNOUNCEMENT

The North region of NHS England have agreed to commission ICON for the remaining areas of the region who have not already joined ICON. This is a major milestone in the ICON journey and will allow us to push forward with some of the developments that have paused. A planning meeting to organise the roll out has taken place and we are ready to support the different areas

implement the programme. First on the list are Sefton and Tameside who are already developing plans for implementation recognising that there has never been a more important time! Welcome Steve from Sefton and Charlotte from Tameside!

Winston Churchill Memorial Trust ACTIVATE fund

As you know, the ICON programme was designed by founder Dr Suzanne Smith following her trip to USA and Canada after being successful in securing a Winston Churchill Memorial Trust (WCMT) Fellowship. Being a WCMT Fellow has opened up other opportunities for Suzanne such as the ACTIVATE fund. She applied for this last year and after an interview was awarded £20,000 this month. This will be paid into the ICON pot in 2 installments. The funding will be spent on:

- Strengthened social media campaign and digital content
- Coordinator and administration function
- Contribution to the evaluation of the implementation and impact of the ICON COVID19 speciality guides.

We will be coming out to you soon seeking expressions of interest for the coordination and admin roles.

Of course, in order to get the funding, Suzanne has to write two reports which we will be sharing on our website and I am sure will be a great review.

ICON on the BBC ... AGAIN!

In light of the press release from WCMT about the Activate Fund awards, Suzanne was contacted by BBC Radio Tees for an interview with presenter Gary Philipson. It was an opportunity to raise awareness of the ICON message and the Tees Valley launch. The presenter really understood the issue and told his story about being a 19 year old dad in a tiny flat in Newcastle crying on the stairs because he felt himself 'losing it' with his

baby. Hopefully, this has chimed with listeners who will welcome the introduction of ICON across the North.

Social media update.

Just to let you know how we are doing on the social media front. There seems to be still a good level of engagement on the Facebook page even though we posted less towards the end of May. This suggests content that has been created is still being shared. What has dropped off is the new visitors to the website, which would indicate that the engagement whilst high is not having the pull to take people off Facebook. This could be explained by a page that support families sharing an ICON post, their audience seeing it but not either seeing it as relevant or relevant enough to leave Facebook.

What is interesting is that there has been a marginal drop in men engaging but still an increase in women. With the drop in posts I would have expected a drop in both. Seems to suggest women are more actively searching or aware when they see ICON content of it's importance. Still work to do to keep the message reaching men!

Drop off of new website visitors correlates to the drop off in social media content. This is also highlighted in the traffic sources where a similar drop off is shown in referrals from Facebook. There is also some decline in google referrals but only a very small percentage. Which after some significant growth in the last few months is good to see it is holding its own!

Please keep sharing/retweeting/reposting on Facebook, Twitter and LinkedIn. It is the best way to reach men but won't happen without us all sharing.

Lancashire's new poster available for all.

The Pan Lancashire ICON team have produced a new poster that they have kindly agreed to share with all of us. This striking new poster is now available on our website! Many thanks to Rachel for sharing.



Hampshire's ICON GP success!

As you know, Hampshire CCG and Safeguarding Children Partnership have led the way with introducing the whole of the ICON programme at pace back in 2018 and making a massive contribution to the design of our core materials. One of their major successes was the introduction of the GP questionnaire, developed by Named Dr Jenny Rattray, which successfully integrated other vital messages alongside the ICON message as part of the 6/8 week check along the lines of the SEEK programme in Baltimore that inspired this ICON touchpoint.

Hampshire's audit demonstrates that there has been a considerable improvement within Primary Care practice, especially regarding asking about coping with crying. The pilot in 2018 indicated that only 10% of GPs routinely asked about crying, however the 2019 audit indicates that 95% of practices in

Hampshire (who submitted a return-response rate 86%) discuss coping with crying at the six week check.

Hampshire have done a wider evaluation of ICON in their area and we are excitedly awaiting to hear the results!

NHS 111

Last month, we highlighted that NHS 111 had agreed to bring forward the introduction of the ICON message into their call handler algorithm/scripts. The revised algorithm was circulated to all centres on May 11th. It's good to know that parents who do contact NHS 111 as we advise on our leaflet, can be advised about coping with crying once emergencies have been eliminated.

ICON: Premature Babies

James Cook Hospital in Middlesbrough have designed and are piloting a new ICON leaflet that is designed for parents of premature babies who are on a Neonatal Unit. Professor Jonathan Wyllie and Clinical Nurse Specialist Irene Redpath have collaborated with York/North Yorks Designated Nurse Elaine Wyllie to research how the crying curve looks for premature babies and produce and pilot this leaflet. The evidence is that premature babies start to cry more 2 weeks of after the date they should have been born. This often coincides with the age that babies are discharged and can be quite alarming for parents. The pilot is yielding some really positive feedback:

“The special considerations for prem babies section is very useful as the other leaflet doesn't take prem babies into account” (we showed them both leaflets)

“Tips on helping baby are really useful. Good that it reminds of corrected gestational age”

“All made sense and easy to read. We didn’t know this, so it was useful to read about prem babies. Thank you!”

“Everything was helpful and explained well. Maybe some more numbers/websites that can help”

As soon as the leaflet is available for downloading/printing, we’ll let you know.

And finally....

If you want us to feature YOUR news in this newsletter, please let Suzanne know at info@iconcope.org