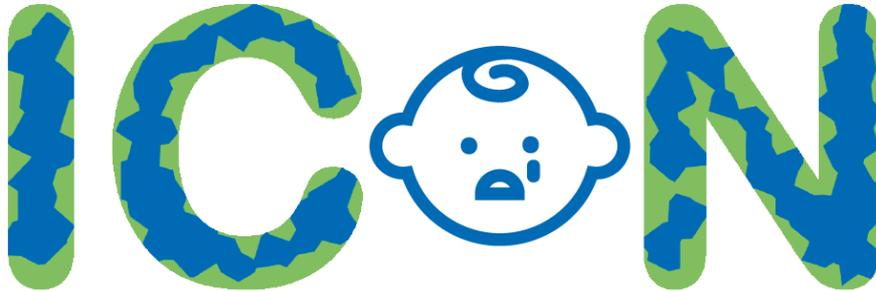


# NEWS UPDATE



**Babies Cry, You Can Cope**

**DATE: JUNE 2021**

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## MESSAGE FROM THE CHAIR – JANE SCATTERGOOD

How are you doing friends? Our world feels a little more optimistic doesn't it? Perhaps the worst of the Covid19 pandemic is over and we can look forward to seeing our friends and loved ones once more.

This will surely help parents of young babies cope with the demands of the early weeks of life and if we can get the ICON message to them, perhaps they will be able to rationalise their thoughts when frustration is mounting and together we will make our babies safer and protect the whole family from the tragedy of abusive head trauma.

There is much to be optimistic about in our newsletter too: plans are underway to share the ICON message with young people in schools, we are planning an ICON day on 1<sup>st</sup> October, we are making strides with encouraging more areas to adopt ICON and we have an advert out for a Programme Manager!

Please do take a look at the latest video it is extremely powerful.

Thank you for all that you do to support and promote ICON

Kind Regards,

*Jane*

## ICON in Schools.

The first ICON PSHE working group met on 21<sup>st</sup> June chaired by Jenny Whyte, Designated Nurse in Sussex. This is a piece of work that has been part funded by Public Health England. The group was well attended with 15 representatives from areas implementing ICON and concentrated on exploring how we can embed ICON within PSHE lessons for young people in schools. There was a huge amount of enthusiasm and ideas shared with a target date for March 2022 to have something to launch in schools. The remit of the group is to:

- Advise the development of resources, materials and education packages e.g.
  - Development of an e-learning package for teachers and students, developed with teachers and students.
  - Development of a social media campaign for Instagram and TikTok with young people.
  - Engaging with games developers to explore the benefit of taking a gaming approach to sharing the ICON message.
- Co-creating ICON materials aimed specifically at those experiencing intergenerational adversity and toxic stress for use in education settings.

## National ICON day/week **SAVE THE DATE 27<sup>th</sup> September to 1<sup>st</sup> October.**

Several members of the National Strategic Group have got their heads together and are putting plans in place to have a national ICON Day and week. It will be a great opportunity to really raise the profile of ICON and the essential message across the whole country at the same time. Steve Gowland, Jan Leslie and Jenny Whyte have drafted a plan which will be shared at the next meeting on 22<sup>nd</sup> July. The ICON day will be 1<sup>st</sup> October with a social media campaign in the week preceding this so from Monday 27<sup>th</sup> September.

## BBC's Tiny Happy People

Tiny Happy People is a BBC initiative to help parents develop their child's communication skills. It provides a range of simple activities and play ideas as well as a huge amount of educational information about early development.

Back in April Sue Smith and Jane Scattergood provided an interview for the BBC who have now included ICON as part of their range of materials.

<https://www.bbc.co.uk/tiny-happy-people/coping-with-constant-crying/zmwgvwx>

## Latest video

The latest ICON video is another powerful one. Sue Smith took the story from a dad who had felt himself getting angry with his baby and had his permission to make the animated video. All the words are his own and we think that reality comes across in the video. The key thing was that he remembered and used the ICON message and he not only calmed himself down at the time, but continued to do so on other occasions. The video was shared on all social media platforms and is easily shared so please continue

to do so to get the ICON message to men and let them know, they aren't the only ones who feel that anger creeping up on them when a baby cries, but that they can do something about it.

## **Harlow Printing**

ICON have partnered up with Harlow Printing, through Harlow's Print Partnership scheme, providing ICON with a full manufacturing and distribution service for information leaflets, posters and supporting products. The online shop is hosted at [www.healthforallchildren.com/icon](http://www.healthforallchildren.com/icon) alongside the specialist products that Harlow produces, such as the Personal Child Health Record, UK Standard Growth Charts and Child Growth Foundation measuring equipment.

The product list and resources available are being updated regularly as ICON gains traction all over the UK with its strong message and very clear guidance. Harlow's internal design studio is readily available to update both the website and ICON artwork for specific requirements of end-users.

## **North & Central London CCG**

We are really looking forward to North and Central London CCG joining the ICON community. Since April 2020, The Royal Free London NHS Foundation Trust has been doing great things with ICON under the watchful eye of Helen Swarbrick, Head of Safeguarding and Named Nurse.

After months of negotiation and meetings, Helen and Christine Jenkinson, Designated Nurse have got agreement for the CCG to commission ICON. This CCG covers Barnet, Camden, Enfield, Haringey and Islington and includes Great Ormond Street Hospital.

This is a major achievement and great news for babies in that part of London which has a birth rate of over 20,000! Fingers crossed, other London boroughs follow suit.

## **ICON National Programme Manager post**

We are delighted to announce that the ICON National Programme Manager post is now out to advert on NHS Jobs. Please circulate widely and encourage non-NHS as well as NHS applicants. The post is hosted by Warrington and Halton Hospitals NHS Foundation Trust as a 12 month secondment with a potential opportunity to extend. The post can be located anywhere in the country and applicants are not required to live locally to Warrington, however, if desk space is required, the wonderful Safeguarding Team there will provide hot desk facilities. This is a long awaited development for ICON and one that will help ensure the integrity of the programme is maintained.

## **Updated 'Train the Trainer' with voiceover and script now available.**

Just a reminder that the 'Train the Trainer' package has been updated and now makes reference to ICON: Premature Baby. This is accessible from the Members Portal. The audio will not work on old versions of PowerPoint which is why a slide by slide 'script' has been provided. If anyone is struggling to access it let Sue Smith know at [info@iconcope.org](mailto:info@iconcope.org)

## ICON Evaluation – off the blocks!

The successful bid for the NIHR grant to evaluate ICON has been awarded to Royal Bristol Children's Hospital and Bristol University research team. They are already underway with the planning phase and looking at which centres they will be approaching as part of the evaluation. This is a major development for ICON and not without challenge as so many areas have come on board during a global pandemic, but we are sure the research team have it covered!

## They've been busy at Leicester, Leicestershire and Rutland!

Things are moving well for ICON in Leicester, Leicestershire and Rutland. Claire Turnbull, the Designated Nurse for Leicester, Leicestershire and Rutland reports that the 'Train the Trainer' Power Point with voice over will be used across midwifery, health visiting/ 0 – 19 Services, and has been presented to GP safeguarding leads at the GP Forum.

Plans are also in place to deliver multiagency training with colleagues for Children's Social Care, Early Help and the voluntary sector. If this wasn't enough Claire has met with the University of Leicester and De Montfort University to consider adding ICON to the Safeguarding Modules for Midwifery, Public Health Nursing and Neonatal Courses.

The Perinatal Mental Health service is expanding in LLR and Dad Pad will be being launched locally and linked to ICON. There is support across the Paediatric Wards and the Paediatric Emergency Department covering our area. The Neonatal Units use the Stork Programme which is also linked to ICON and is used by the Home Nursing Team for families when their babies are discharged from hospital. The Leicester city and Leicestershire Safeguarding Children's Partnerships fully endorse ICON and their Logos will be added to all the ICON posters distributed across LLR.

Training should take place from September and a launch for practitioners in the Autumn which it is hoped Dr Sue Smith can be a part of. We are also exploring a celebrity Dad from Leicester helping us publicise ICON and the importance of reducing AHT.

Lots going on!

## Creativity at its best in Luton and Bedfordshire!

Luton and Bedfordshire Children's Community Services has been promoting the ICON programme through extensive social media posts,

website: <https://www.cambscommunityservices.nhs.uk/Bedfordshire/services/health-visiting/ABCbedsandLuton> and staff and stakeholder newsletters.



Comms Manager Lesley Innes explains 'We have been focusing on targeting men with our promotions and on Father's Day we had a video going out across our social media channels featuring dads and their babies:

<https://vimeo.com/564155271/c48f0a7a7b>'

This video is fantastic and a really powerful example of how local creativity and drive can enhance the core ICON products and messaging.

The services, part of Cambridgeshire Community Services NHS Trust, have also contacted pubs across the region supplying them with beer mats and posters to display in the gent's toilets promoting the campaign. In addition, we have an animation on the Luton Shopping

Mall electronic screens and we are contacting gyms, leisure centres, barber's shops and supermarkets asking them to display our posters. Luton Council and Bedfordshire Borough and Central Bedfordshire Councils have also been asked to support us in the campaign.

## ICON Premature Baby.

Following development of the Premature Baby ICON resource, the Training the Trainers narrated presentation has been revised to include the amended crying curve, and consideration of how the ICON message can be shared with parents of babies on the Neonatal Unit. The presentation also reflects the Easy Read resources and the Browsealoud function available on the website. Thanks to the NICU at James Cook Hospital in Middlesbrough for their support in developing the resource and the presentation.



## Lunch, Learn and Launch in Staffordshire and Stoke

It was an exciting week in Staffordshire and Stoke week commencing 24<sup>th</sup> May which saw the official launch of ICON for the core touchpoints. Rebecca Sage, Nurse Practitioner for Child Death Overview Process describes the launch that was supported by a week of lunchtime 'lunch and learn sessions'.

Introduction to ICON -Dr S Smith

'Ellis Story' -Rebecca Sage & Amanda Atherton

Learning from Case Reviews- Stephanie Nightingale, Designated Nurse Safeguarding Children

'Don't forget me.....Dads'- Kieran Davies, Social Worker & Lisa Parkinson, Early Years Practitioner

Q&A Implementation Panel

A newsletter was circulated to raise awareness. The lunch and learn sessions were well attended around 40-50 practitioners attended per session from a variety of partner agencies. These were recorded and are being used around the ICS for staff to access at their convenience.

**Child Death Prevention Newsletter**

**Introducing ICON May 2021**

**ICON**  
Babies Cry, You Can Cope

CDOP is delighted to share the commissioned parent education programme 'ICON'. This programme is all about helping people who care for babies to cope with crying. **ICON is here to help prevent abusive head trauma.**

Research points to persistent crying in babies being a potential trigger for some parents/caregivers to lose control and shake a baby (amongst other physical abuse). It also shows that around 70% of babies who are shaken are shaken by men. So any prevention programme should include male caregivers and use the best opportunities to reach them as well as support all parents/caregivers with information about crying and how to cope with a crying baby.

**About ICON**

- Infant crying is normal
- Identifying when it's not
- How to respond
- How to cope with a baby

Share information with friends and family. Please don't be afraid to ask for help.

**From Monday 24 May to Friday 28 May**  
A week of 'lunch and learn' sessions will be available via MS teams

**Monday** Introduction to ICON  
Dr S Smith  
[Click here to join the meeting](#)

**Tuesday** 'Ellis Story'  
[Click here to join the meeting](#)

**Wednesday** Learning from Case Reviews  
Stephanie Nightingale, Designated Nurse Safeguarding Children  
[Click here to join the meeting](#)

**Thursday** 'Don't forget me.....Dads'  
Kieran Davies, Social Worker & Lisa Parkinson, Early Years Practitioner  
[Click here to join the meeting](#)

**Friday** Q&A Implementation Panel  
[Click here to join the meeting](#)

All sessions will run from 12:00-12:30

Speak to someone if you need support such as your family, friends, friends, Health Visitor or GP. If you are worried that your baby is unwell contact your GP or call NHS 111.

For further information about ICON go to <https://iconscope.org/>

**ICON**  
Babies Cry, You Can Cope  
NHS

## Safeguarding professionals in Sefton support ICON – Local press coverage!

ICON was featured in Sefton local press thanks to the work of Steve Gowland and colleagues. <https://mysefton.co.uk/2021/05/11/safeguarding-professionals-in-sefton-support-icon/>

The fantastic public health and truly multi agency messaging they have driven was featured in 'My Sefton' who reported 'Health and safeguarding professionals have been working together to support new parents as part of Mental Health Awareness Week.' ICON is described and the ICON message and link to the website highlighted.



They finish with 'Sefton is the first local partnership in the country to use Fire Engines to help raise awareness of the ICON campaign. The campaign is being supported by the Local Safeguarding Children's Board, Southport and Ormskirk Hospital and Merseyside Fire and Rescue Service, and North West Boroughs Healthcare.'

Photo: L-R – Steven Thomas (Merseyside Fire Service), Dr Wendy Hewitt (Sefton CCGs), Angi Cullen (Southport and Ormskirk Hospital), Jan France (NorthWest Boroughs Healthcare)

### Next NSG meeting.

The next National Strategic Group meeting is on 22<sup>nd</sup> July at 13.00 hrs. If you haven't had an invitation, please let me know and I'll send you one ([info@iconcope.org](mailto:info@iconcope.org))

Dr Suzanne Smith PhD  
ICON Founder and Programme Advisor