

## Dear colleagues

As we continue to raise awareness about ICON to help parents cope with crying and prevent abusive head trauma, we are doing so at a time where the horror of war in Ukraine and the terror faced by families and children is at the forefront of all our minds. There will be many of you who have family in Ukraine and many of the families who we are reaching out to with ICON for whom the reality of the war is only too real. The wider world wide impacts will be felt by us all on top of the consequences of economic recovery following COVID. Financial hardship with the increase in prices of fuel, food and tax will hit many families hard and a crying baby on top of these stressors can place parents/carers under intense pressure acting as a catalyst to the feelings of 'living on the edge'. The support we can give to enhance coping ability and capacity for parents/carers will make a difference - and has never been more important.

Kind regards

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

ICON ICON ICON ICON ICON ICON ICON ICON ICON

### ICON Radio Ad - South Yorkshire



In Southern Yorkshire a radio advert has been created for ICON. Double click in blue box to listen:



Angela Fawcett, Head of Safeguarding for Barnsley CCG, has spearheaded the campaign and is happy for other areas to contact her if they would like to do something similar. Bauer media run local radio stations nationally, so if anyone would like to use the advert please contact Angela who will help facilitate this. This would also save on the costs of development and production, as you would only need to pay for the airtime.  
[angela.fawcett@nhs.net](mailto:angela.fawcett@nhs.net)

### Schools Project Update



We are making great progress in finally getting the ICON message into schools. Mae, one of our Parent Ambassadors, has been heavily involved in putting this together and Rio, Mae's teenage son, has done a great job providing his teenage feedback.

We have been working with two PSHE leads (Personal, Social, Health and Education) in Lancashire who are really enthusiastic and one of them has developed a brilliant lesson, which will be delivered as a pilot to a small group of Year 10 students. Sue Anslow will observe the delivery and be involved in a discussion with the students for some feedback after the session.

**Mae:** *I feel really humbled that through what happened to Ellis, his story may stop other babies being shaken. In schools is the best place to start as this engages with male students.*

**Rio:** *I think this is great that this sort of message is going to be taught at schools. It would definitely be a lesson that would be remembered and talked about.*

## 7 Minute

## Briefing

A 7 Minute Briefing on the ICON touchpoints has been created for members:

1	<p><b>ICON</b> is an evidenced based programme to help parents and carers cope with a crying baby and prevent Abusive Head Trauma The programme has <b>four key messages</b>:</p> <p><b>I</b> is for Infant Crying is Normal and it will stop!</p> <p><b>C</b> is for Comforting methods can sometimes soothe the baby and the crying will stop.</p> <p><b>O</b> is for It's Ok to walk away for a few minutes if you have checked the baby is safe and the crying is getting to you.</p> <p><b>N</b> is for Never, ever shake or hurt a baby.</p> <p><b>There are 5 ICON CORE touchpoints (some areas add more)</b></p>
2	<p><b><u>TOUCHPOINT 1 (before discharge after delivery - midwife)</u></b></p> <p>In hospital/at home following delivery before the Mother and baby are discharged (this is the time when men are often present and the opportunity to engage with men at this point is crucial). The leaflet is provided and explained in detail using the ICON script as a guide if necessary.</p>
3	<p><b><u>TOUCHPOINT 2 (within first 10 days – community midwife)</u></b></p> <p>A community midwife will see the family at home and will provide a light touch reminder of the ICON message before baby is 10 days old. That might just be as simple as 'do you remember getting that leaflet about coping with crying, ICON? Might be worth you having another look in the next few days because 2 weeks old is when babies usually start to cry more...' etc.</p>
4	<p><b><u>TOUCHPOINT 3 (between 11 and 14 days – health visitor)</u></b></p> <p>A health visitor will make contact usually between 11 and 14 days and again will offer another light touch reminder perhaps exploring with parents what comfort techniques they've heard about or have used with their other children when they were babies.</p>
5	<p><b><u>TOUCHPOINT 4 (at 3 weeks)</u></b></p> <p>The next touchpoint is at 3 weeks which is outside of core service delivery but areas are being quite creative in finding ways to reach out to parents, by phone, by text, at clinic, to once again, offer a light touch reminder and maybe prompt parents to consider getting a plan ready for when the crying reaches a peak – the back of the ICON leaflet provides a template for this.</p>
6	<p><b><u>TOUCHPOINT 5 (6/8 week check – GP)</u></b></p> <p>At 6/8 weeks baby will have a review by the GP. This is the age when the crying is either at a peak or approaching it. GPs have available to them a short questionnaire that is part of the National Toolkit for GPs and which helps them structure a conversation around coping with crying, postnatal depression and domestic abuse. It's another opportunity to go through or hand out the ICON leaflet.</p>
7	<p>When you set up an ICON programme, you will need one person to be the designated lead and they will be responsible for disseminating training using the ICON Train the Trainer package.</p> <p>Further information and support can be obtained from the Members Portal on the ICON website <a href="http://www.iconcope.org">www.iconcope.org</a></p>

## Harlow Printing - ICON Products

Harlow Printing provide a variety of ICON products, which can be ordered from the Resources Page on the Members Portal. In addition to leaflets, posters and PCHR inserts, Harlow can also provide lanyards, fridge magnets, banners, and ballpens, which they will make to order.

They are also adding QR codes to all printed material - this code can be scanned on a phone to connect to the ICON website.

To order any ICON products from Harlow, click on **Go to Print Partner Website** on the Resources page:

[Go to Print Partner Website](#)

[Icon](#) | [Product categories](#) | [Health for all Children](#)



## NHS Calendar Events

The NHS Employers website has a calendar of national campaigns, awards and awareness days to help you plan activities for the year.

**April is Stress Awareness Month**

[Calendar of national campaigns | NHS Employers](#)

## E-Learning Update

An ICON E-Learning package is in the process of being developed and should be available in the Summer.

We will notify members as soon as it is available.

## Icon Programme Resources

Somerset County Council have kindly shared their resources with us for Children & Young People and ICON. It's a really innovative example of localising ICON whilst staying true to the integrity of the message. Please check out the fantastic resources created by Emily Hutt and her team from Public Health:

The public facing site and practitioners site can be viewed here:

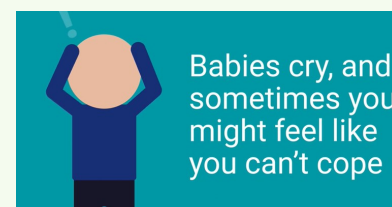
[Somerset children & young people : Health & Wellbeing : Safety Coping With Crying \(cypsomersethealth.org\)](#)



The ICON flipbook: [Icon \(pubhtml5.com\)](http://pubhtml5.com)



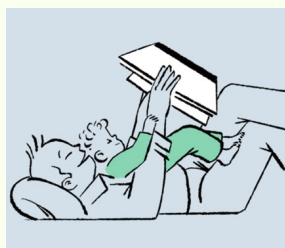
The somerset animation, added to the national resource series, viewable here: <https://youtu.be/lwyBIQdQYIw>



## Keep up the good work! A further update from Suzanne Smith ...

The creativity that you are showing in pushing out the ICON message is amazing. Have a look and listen to the work in North East, Yorkshire and Lincolnshire and Somerset for some inspirational ideas you might want to use yourselves. I have been liaising with academics from Western Sydney University about integrating ICON with the Maternal Early Childhood Sustained Home-visiting (MECSH) programme that a lot of areas are adopting in the UK and we're making excellent progress. Another important first for ICON! I have also met with senior NHS child protection colleagues in Scotland who are in a good position to pilot ICON in at least two areas – watch this space! Thank you as always for your energy and enthusiasm for helping parents cope with crying babies and for protecting babies from Abusive Head Trauma.

### Dadditude: The Happy Dad App



**Dadditude** have launched a self care coaching and community app for dads. They are encouraging dads to:

#### ***Start Your Dad Growth Journey***

*'We know you want to be a great dad, but we also know how stressful, and complex it is to feel like you're doing a great job. Dadditude is the app for becoming a happier, more confident dad.'*

There are currently four main areas of support for dads on the app, plus an 'On-Demand' coaching team of parenting professionals, therapists, and dad community leaders:

**Community & Coaching for all stages of Fatherhood**  
**50+ Fatherhood Guides to power up your #dadLife**  
**Exchange Tips and Advice or just vent to other dads**  
**Discover Dad News from around the world**

### ICON Website

Keeping the ICON website up-to-date is a key part of promoting the ICON message. To this end, we have just reorganised the **Parents Advice** page, which now has resources under the ICON mnemonic. Please take a look so you can help point parents in the right direction.

### ICON Newsletter

If you have any news that you would like to share in our next newsletter, we would love to hear from you.

Please contact:

[ann.barber@iconcope.org](mailto:ann.barber@iconcope.org)

## Next NSG meeting

The next National Strategic Group meeting is on **Tuesday 19 April at 14:00-16:00**. If you haven't had an invitation, please let us know and we will send you one - ([ann.barber@iconcope.org](mailto:ann.barber@iconcope.org))

**Suzanne Smith PhD**

**ICON Founder and Programme Advisor**