

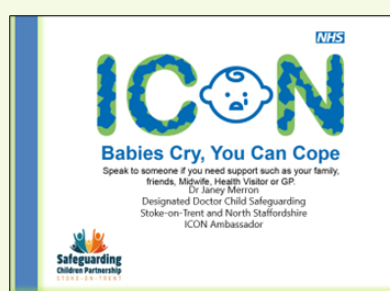
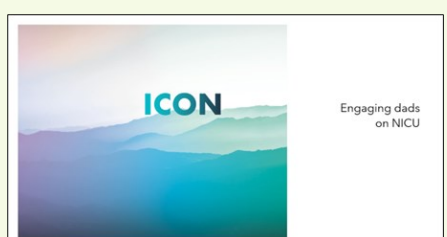
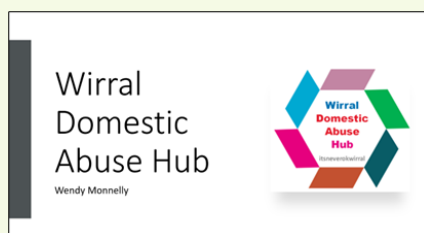
Dear colleagues

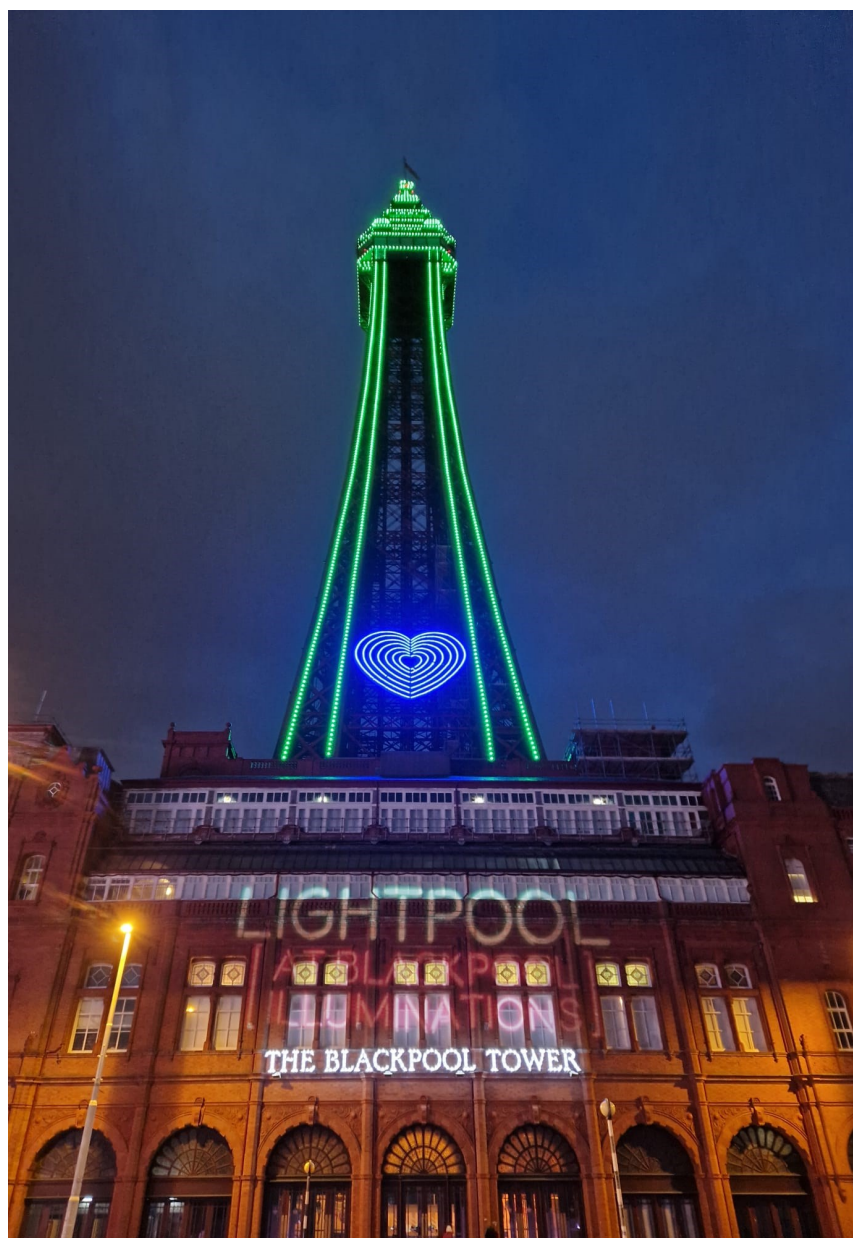
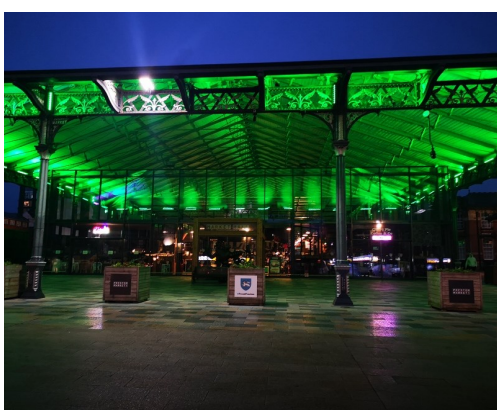
A big thank you and congratulations to everyone for their participation in ICON Week, which was a great success with 697 people attending the webinars over the week. Special thanks goes to the parent ambassadors who bravely shared their stories, which had a profound impact on listeners. Thanks also to the webinar presenters, and ICON staff - Sue Anslow and Ann Barber - who supported all the actions during the week, and Mark Britton who helped with the website. A great example of how having staff to run ICON makes such a difference!

We are also pleased to announce that we have a new parent ambassador, Alan Peacock.

Suzanne Smith PhD
ICON Founder & Programme Advisor

The Webinar Presentations for ICON Week can be found on our website under NEWS at [Icon Week 2022 | ICON](https://www.iconcope.org/news/icon-week-2022)



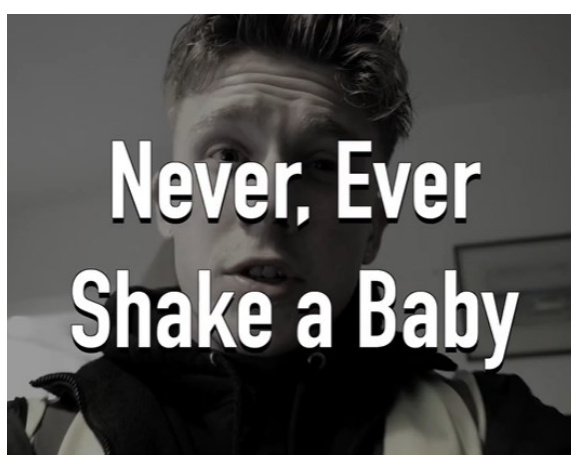


Blackpool Illuminations for ICON Week

To mark **ICON Week**, NHS Lancashire arranged for the famous Blackpool Tower to be lit up in the ICON colours, which as you can see was quite spectacular! The entrance to their hospital was also lit up, and their ED was illuminated. In Preston, their Flag Market was lit up as well as the Wallace & Gromit statue.

In other parts of the country, Walsall and Wolverhampton organised a radio campaign, and put billboards on ring roads, stalls in markets, and displays around their hospitals. Peterborough had great success with pop-ups in shopping centres, and teddy bears with ICON ribbons. Many NHS Trusts shared the **ICON Week** messages on social media.

Debbie Gibbons, Lead Midwife for Safeguarding at Preston Hospital and the organiser of the Blackpool illuminations, was interviewed by the Lancashire Evening Post during **ICON Week**. Debbie said: 'This is our second year running ICON Awareness Week to let parents and carers know that babies crying is normal. Quite a few years ago we dealt with several cases of abusive head trauma and during Covid there was a 20 percent increase nationally. 200 children are hurt or killed annually in the UK. We want to raise awareness all year round on this important topic—not just for one week'. The newspaper also published a poignant story by Joanne Seniors, a mother of a four month old baby who had been violently shaken by her partner, leaving him with irreparable brain damage, and she wanted to raise awareness for this during **ICON Week**.



Social Media Highlights of ICON Week

ICON Week was well supported with social media campaigns and videos aimed at engaging dads, with an overall report showing a big increase in engagement leading up to and including ICON Week.

Top videos included:

Stop right There - Thank You Very Much

Please pause at the door and make sure you are calm, careful and caring before you pick up a crying baby

Never, Ever Shake a Baby.

One clear and concise message for ICON week

Dads Not Alone

*Being a new parent is very challenging, but there is support and help out there. Your health visitor is a great source of information, before and after birth. Dads, and Dads to be, that means **you** as well. Don't be afraid to ask questions, speak to your health visitor.*

The top performing video on Facebook was **Stop Right There** which had over 145 shares and the total reach for our posts, particularly over ICON week, was 11,000 men (16.84% of reach) which is very encouraging.

There were also lots of other activities happening during ICON Week across the UK, and here are a few of those:

North Cumbria Integrated Care shared that they used wish bracelets and biscuits for parents during ICON Week, which encouraged staff to have conversations with them about ICON;

Humber and North Yorkshire set up 'Ask a Midwife' on Facebook during ICON Week to push the message;

Birmingham and Solihull ICB attended a Neglect Conference in Birmingham during ICON Week and delivered the ICON message;

Tayside in Scotland used ICON Week to do a soft launch.

ICON

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Keep us up to date with what you are doing in your areas with ICON by sharing your posts with us:
<https://www.facebook.com/iconcope>
 ICON (@ICON_COPE) | Twitter

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