

## **Dear colleagues**

I can hardly believe a year has passed since our last ICON week and here it is on our doorstep again, as vibrant and vital as ever. We have a fantastic programme that showcases the spread and reach of ICON, and the updated and new resources that are driving ICON as an inclusive and effective programme, that helps protect babies from catastrophic injury and death.

So much has happened in the last year - it never ceases to amaze me when I step back to reflect on how far we have come, and how you have all adapted the programme to suit your populations' needs. I'm really looking forward to hearing more about those developments during ICON week.

Don't forget to send us what you are doing and tag us in any social media activity so we can share.

By now you should have your comms packs. If not, please email [sue.anslow@iconcope.org](mailto:sue.anslow@iconcope.org) or [info@iconcope.org](mailto:info@iconcope.org) and one will come to you asap.

See you all online!

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



**ICON Week** starts on 25 September and we hope as many of you as possible can join in our exciting and informative programme of webinars. You will have already seen our campaign on social media, and received the ICON Week Toolkit, and details can also be found on our website:

[www.iconcope.org/iconweek2023](http://www.iconcope.org/iconweek2023)

**We look forward to seeing you during ICON Week**

**Hush-a-Bye Baby Audio  
to use in Radio Campaigns  
during ICON Week  
and throughout the year**



Just to remind you of the great opportunity available to promote ICON on digital radio using the fantastic FREE Hush-a-Bye Baby audios clips, that we recently sent you.

South Yorkshire and Buckinghamshire, Oxfordshire, Berkshire West are currently working with James Footitt from Bauer Media to run the ads leading up to ICON Week. South Yorkshire have run similar campaigns previously and had fantastic success with an increase in hits to the ICON website, demonstrating it is working and people out there need support.

As ICON have paid for the production and the license, this means you can run these at a significantly reduced cost to yourselves - you would just need to pay for the airtime. Bauer Media can work with any sized budget, but obviously the more budget the more airtime. It is worth trying your partners in public health, family hubs or the safeguarding partnership as well as NHS pots. Bauer will also try to link you to the news desk for your area so you can get some free promotion by having it covered on local radio news.

This really is an effective and cheap way of promoting ICON, and would be great to do for ICON Week 25-29 September or any time throughout the year. If you have any questions or want to discuss more detail, please get in touch via ICON or James from Bauer Media - [james.footitt@bauermedia.co.uk](mailto:james.footitt@bauermedia.co.uk)



### **ICON SHORTLISTED FOR THE 2023 HSJ AWARDS**

ICON, in partnership with the armed forces charity SSAFA, is delighted to announce that the ICON programme has been shortlisted for the Military and Civilian Health Partnership Award at the HSJ Awards, recognising an outstanding contribution to healthcare and securing a place at the prestigious awards ceremony later this year.

A record-breaking 1456 entries were received for this year's Awards, with 223 projects and individuals reaching the final shortlist. ICON Founder Dr Sue Smith, said "This really is such exciting news! Being shortlisted in the HSJ Awards 2023 will be a huge boost for our dedicated and hard-working team, especially in a year when the competition was so tough with an unprecedented volume of entries from so many other equally deserving Trusts and individuals."

We wish ICON the very best of luck!

Link to join webinars:

[www.iconcope.org/webinar-iconweek2023](http://www.iconcope.org/webinar-iconweek2023)



25 - 29 September 2023



## WEBINAR PROGRAMME

Monday 25 September	
10:30-10:35	Sue Anslow – ICON Programme Manager <i>Welcome to ICON Week</i>
10:35-10:50	Dr Suzanne Smith PhD ICON Founder & Programme Advisor <i>Introduction</i>
10:50-11:00	Jane Scattergood – <i>A few words from our Chair</i>
11:00-11:15	Sue Anslow - <i>Feedback from Audit</i>
13:00-13:30	Joanna Garstang – <i>Birmingham Videos</i>
14:30-15:00	Laura Kefford and Monica Davis <i>Raising awareness of ICON and abusive head trauma within the multi-agency</i>
Tuesday 26 September	
10:00-10:30	Craig Johnson – SCPHN/Clinical Advisor for School Health for SSAFA, based in British Forces Cyprus <i>Delivering ICON to the teenage audience</i>
11:00-11:30	Tilly Pillay and Vijay Jobanputra <i>STORK Programme and ICON</i>
13:30-14:00	Eleanor Marcham - Team Leader 0-19 service <i>Locala's approach to ICON and male inclusivity</i>
15:00-15:30	Fran Acharya - ReachDeck <i>An accessible website for all</i>



Wednesday 27 September	
10:00-10:30	James Footitt Account Director - Bauer Media <i>Get Our Message Heard</i>
11:00-11:30	Lois Fisher Deputy Clinical Lead- ICON <i>Update from 0-19 HCP across Cambridgeshire and Peterborough</i>
13:30-14:00	Dr Giles Haythornthwaite - Consultant Paediatrician <i>Why the Major Trauma network in the UK are stakeholders in parent advice at birth and support the ICON message</i>
15:00-15:30	Deborah Gibbons - Safeguarding Midwife, Carla Clarke - Named Midwife Safeguarding, and Karen Turzynski - Clinical Practice Lead <i>ICON Developments in Lancashire</i>
Thursday 28 September	
10:30-11:00	Krishnen Sawmynaden and Professor Anna Tarrant <i>Rethinking Dads</i>
12:00-12:30	Emma Davis - Senior Probation Officer Warrington <i>Probation and ICON</i>
13:00-13:30	Jonathan Hill Brown, Karen Tyson-Lee and Monica Davis <i>MECSH and ICON in Harrow Health Visiting</i>
14:30-15:00	Dr Rachael Jolley <i>ICON in General Practice</i>
Friday 29 September	
10:00-10:30	Kieran Anders <i>Dad Matters and ICON</i>
10:45-11:30	Parents Ambassadors
11:30-12:00	Final thoughts and close from Dr Suzanne Smith

### THE ICON SURVEY

A big thank you to everyone for the fantastic response we have had to The ICON Survey - over 600 responses and the results will be collated and shared during ICON Week

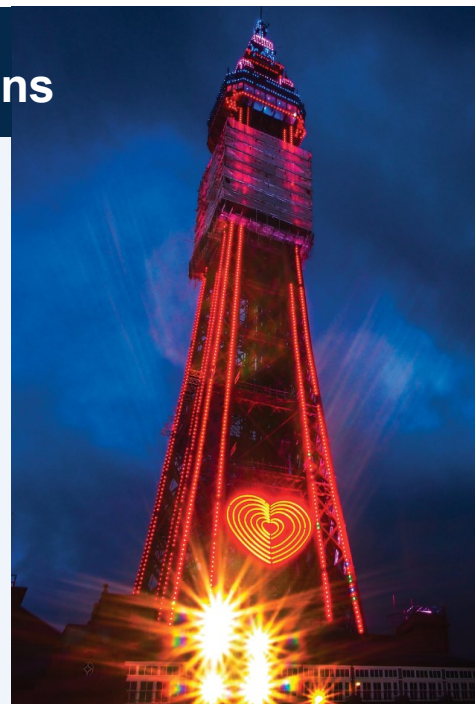
## ICON Week Blackpool Illuminations

To mark **ICON Week**, NHS Lancashire have arranged for the famous Blackpool Tower to be lit up again this year, which will be quite spectacular!

The entrance to their hospital will also be lit up, and they are engaging with local sports teams to promote ICON Week.

Walsall NHS are planning for different events to take place every day during ICON Week.

Leicester, Leicestershire and Rutland NHS have organised a conference during ICON Week and ICON Founder, Sue Smith, and Mae Pleydell-Pearce, Parent Ambassador, will be speaking at this. Mae has kindly sent us this photo of when Sue Smith first met the AHT Parents Group in Birmingham, and ICON was born.



### Next NSG meeting

The next National Strategic Group meeting is on Wednesday 18 October at 09:00-11:00.

**Suzanne Smith PhD**

**ICON Founder and Programme Advisor**