



**ICON: Babies Cry, You Can Cope**  
**Minutes of National Strategic Group (NSG)**  
**held on 19 April 2022**

**Attendees:**

Suzanne Smith	(SS)	<b>Founder and Programme Advisor</b> (volunteer)
Susan Anslow	(SA)	<b>ICON Programme Manager</b>
Ann Barber	(AB)	<b>ICON Administrator / Minute taker</b>
Elizabeth Hallett	(EHa)	Elaine Wyllie (EW)
Kerris Percival	(KP)	Ann Chadwick (AC)
Andrea Graves	(AG)	Pippa Nicolle (PN)
Emily Hutt	(EH)	Karen Watson (KW)
Katie Clarke	(KC)	Amy Baxter (ABa)
Charlotte Winder	(CW)	Rachel Rimmer (RR)
Karen Garside	(KG)	Ann Chadwick (AC)
Sarah Pickford	(SP)	Debbie Brown (DB)
Sarah Clift	(SC)	Catherine Bramley (CB)
Denise Phillip	(DP)	Sarah Booth (SB)

**Apologies:**

Helen Hargreaves	Mae Pleydell-Pearce
Sophie Read-Willetts	Kelly Jones
Samantha Smith	Jenny Whyte
Jamie Carter	Jane Scattergood
Nicola Wilkinson	Holly Fawzy
Jonathan Darling	

No.	ITEM	ACTION	PAPER
1	Minutes of meeting held on 27 January 2022 approved as an accurate record.	SS	Approved
2	<u>Action Log:</u> All actions complete or on target. Outstanding actions: Action 35: When KW receives contacts for YOI she will let SS know. They are due to update in May. Action 36: SA now dealing with work in schools. Action 37: SA to follow up info from pharmacies.	KW  SA SA	On target  On target On target

3	<p><b><u>ENSG Update:</u></b></p> <p><b>Commissions/interest update</b></p> <p>SA reported there has been a surge of interest from commissioning areas, which is very positive. Latest areas to commission are Harrow hopefully to include all Northwest London, Merton, North Somerset Bristol &amp; South Gloucestershire (BNSSG), Herefordshire &amp; Worcestershire and Scotland are going to do a pilot and are finalising their commissioning. Other areas showing interest are, Coventry, Warwickshire, and also Jersey.</p> <p>Active Connections are producing a commissioning map for the website so people can see which areas have commissioned, and the spread of ICON across the UK.</p> <p>MESCH (Maternal Early Childhood Sustained Home-visiting) is an Australian programme and they would like to integrate ICON into their manual, and to see if it would be of interest in Australia.</p> <p><b>Military Update</b></p> <p>EW reported that the Global Head of Defence Safeguarding was very interested in ICON, and they were looking at developing an awareness campaign in July, across the military in the UK to get the message out to serving soldiers, a high percentage of which are male. They are also working with the military in developing resources for personnel, and a military GP has contacted them about this.</p> <p>EW advised they will also be working with SSAFA to implement a modified touch point programme for health visiting services, but not for post-delivery services as these are implemented by local providers.</p> <p><b>ICON Team update</b></p> <p>SA provided an update as follows:</p> <ul style="list-style-type: none"> <li>i) Commissioning – positive interest as detailed above.</li> <li>ii) Men’s Steering Group – well attended with a lot of discussion around engaging men universally from the beginning, and dealing with mental health issues – split into two groups for different topics.</li> <li>iii) Schools – looking at how to get into schools. A school in Lancashire are going to do a pilot using a lesson plan, and Mae and her son Rio have been involved and have co-produced this presentation.</li> </ul>	SS/SA	Discussion
---	--	-------	------------

	<p>iv) GP Ambassadors – there are three for ICON and they are going to do a podcast and an awareness session, which will be sent out to all safeguarding boards. If anyone would like to get involved with producing a video, to contact SA. SS suggested getting a contribution from the Acute side, like A&amp;E, and KC would likely have a contact for this. This will be delivered as an online session for all services to attend.</p> <p>v) Welcome Pack – this is now complete and awaiting approval from the Executive National Strategic Group. The evaluation forms are available on the Members Portal of the ICON website. The Welcome Pack can be found on this link:  <a href="https://online.pubhtml5.com/yugul/atfd/index.html">https://online.pubhtml5.com/yugul/atfd/index.html</a></p> <p>vi) E-Learning - we are working with Barnardo's to create an E-Learning package which should be available in the Summer. A certificate will be issued on completion of this learning.</p> <p>vii) ICON Website - we are looking at developing social media with Active Connections, and running posts alongside NHS and DoH campaigns, which can be shared. ICON Week is in October and we will be working with Active Connections for this.</p> <p>viii) Newsletter – the quarterly newsletter for March was sent out and if anyone would like to feature any news or photos for June, please send these to: <a href="mailto:ann.barber@iconcope.org">ann.barber@iconcope.org</a></p>	<p>KC/SA</p> <p>SA/AB</p> <p>AB</p>	
4	<p><b><u>Area Updates</u></b></p> <p><b><u>Durham:</u></b></p> <p>Launched ICON over a year ago and had a recent rapid review and it was evident it is progressing well for key touch points. South Tyneside have got it in progress and North Tyneside want to implement ICON as part of their induction programme. KW to share the Impact Evaluation Report with the NSG.</p> <p>SS mentioned they were hopeful that they would end up with the code they wanted.</p> <p><b><u>Cheshire:</u></b></p> <p>KC reported it had gone a little quiet recently because of the impact of Covid but they were looking at relaunching it again next week, and are going to do Train the Trainer sessions with the ambulance and fire services. It has been very well embedded in their services for three years now.</p>	ALL	Discussion

	<p><b><u>Cambridge:</u></b></p> <p>SP reported it is well embedded, and their Comms strategy works perfectly – they have reached out to hairdressing and beauty salons and they ask people to send in photos to show how they are promoting the ICON message. Positive feedback is that they are talking more to dads rather than relying just on mums to relay the messages - it's a good opening conversation and a change of practice, but key is how to get all the evidence into a report to see how it is impacting dads re: support.</p> <p>SS suggested sending photos in for next newsletter.</p> <p><b><u>South Sefton:</u></b></p> <p>KG reported that they are liaising with their Comms team regarding using the Barnsley radio ads, and it was interesting to note the different regional accents.</p> <p><b><u>Kirklees:</u></b></p> <p>DP advised they had been with ICON for just over a year and were engaging in audit, similar to what has been discussed. Feedback from providers was that touch points were being done, and they are launching baby sleep key messages and working this in with ICON, and they need to show this on the audit template.</p> <p>SS mentioned there was someone in Kirklees who would like to get involved with ICON so could she put her in touch with DP, if this was appropriate.</p> <p><b><u>Lancashire:</u></b></p> <p>RR said they launched ICON in 2019 and it was very active across the region. They are looking at doing conference which will involve delivery of scenarios via a drama group Afta Thought. There is a campaign in April/May across Lancashire involving local areas and sub-groups. They have an ICON audit in November and will produce a report for this, and they have updated their Train the Trainer package. They have put ICON posters on buses, but it wasn't allowed on trains for safety reasons.</p> <p><b><u>Peterborough:</u></b></p> <p>AG reported they have a similar partnership group – in the last few months they have launched a programme about engaging fathers, mainly teenage dads, and also engaging with ICON, and they are doing a press release for this. SS asked if AG could send her a couple of sentences for engaging young dads.</p>	<p>SP/AB</p> <p>SS/DP</p> <p>AG/SS</p>	
--	--	--	--

	<p>KW suggested any photos for this could go on the ICON website.</p> <p><b><u>Leeds:</u></b></p> <p>SC had just taken over the ICON programme and reported that they had a few meetings with voluntary groups and would be reporting on this at the next NSG.</p>		
5	<p><b><u>Finance report</u></b></p> <p>SS advised that the report showed ICON to be in a quite healthy position and the support of the admin team – SA and AB – had been invaluable.</p>	SS	Circulated
6	<p><b><u>AOB</u></b></p> <p>EH asked if there should be a steering group for translation services, to get resources translated into several languages as a collective, to use as a national resource. SS asked if anyone has had anything translated, or has any translation resources to contact SA so they can share this with our printer, to keep costs down. SS advised that there were no margins showing for printing when using the Professional Advice page on the website.</p>		
7	<p><b><u>Next NSG Meeting</u></b></p> <p>Date for next NSG: <b>Wednesday 20 July – 2:00-4:00</b></p>		