



ICON: Babies Cry, You Can Cope
Minutes of National Strategic Group (NSG)
held on 18 October 2022

Attendees:

| | | | |
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| Susan Anslow | (SA) | ICON Programme Manager | |
| Suzanne Smith | (SS) | ICON Founder (Volunteer) | |
| Bernadette Jones | | Ann Chadwick | |
| Katie Thomas | | Sarah Pickford | (SP) |
| Emma Ajmal | (EA) | Andrea Graves | |
| Janet Wilson | (JW) | Sophie Read-Willetts | (SR-W) |
| Stephanie Wells | (SW) | Amy Baxter | |
| Helen Hargreaves | (HH) | Jayne Smith | (JaS) |
| Becky Case | (BC) | Debbie Brown | |
| Melanie Homer | (MH) | Ann Marie Still | (AS) |
| Karen Watson | | Sue Sheldon | |
| Christine Jenkinson | | Francine Skelton | (FS) |
| Sue Lloyd | | Nikki Somerville | |
| Tim Woodings | (TW) | Catherine Bramley | (CB) |
| Hayley Hillson | (HaH) | Janet Edwards | |
| Rachel Dale | (RD) | Pippa Nicolle | |
| Margaret Mansfield | (MM) | | |

Apologies:

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| Melanie Ponomarenko | Elaine Wyllie |
| Jane Scattergood | Jenny Whyte |
| Denise Phillip | Ann Barber |
| Nicola Wilkinson | Claire Turnbull |
| Katie Clarke | |

| No. | ITEM | ACTION |
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| 1 | Minutes of meeting held on 20 July 2022 approved as an accurate record (including amendment to Page 4). | |
| 2 | <u>Action Log:</u> All actions complete or on target. Outstanding actions: Action 44: SA to email NSG re: linking in with their local pharmacies. Action 49: SA to follow up contact with Kirklees. | SA SA |

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| | <p>Action 54: SA to follow up with Jane Scattergood re: school nursing leads in Cyprus and Belgium.</p> <p>Action 56: SA to follow up with Dr Bryony Kendall for a step-by-step guide to using Snowmed codes for sharing with group. SA to advise Bryony that Arden template uses a different Snowmed code.</p> <p>Action 57: Prison midwives in North East have already embedded ICON. SA to look at creating steering group/dads group as national work going on around prisons work.</p> <p>Action 58: SA to email Jane Scattergood re: survey evaluation report from Sam Smith.</p> <p>SS advised there was a new parent ambassador, Alan Peacock. She also wished to thank and congratulate everyone for their participation in ICON Week, which was a great success with 697 people attending the webinars over the week. Special thanks to the parent ambassadors who bravely shared their stories, 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 makes such a difference.</p> | <p>SA</p> <p>SA</p> <p>SA</p> <p>SA</p> |
| 3 | <p><u>ENSG Update:</u></p> <p>SS advised that ENSG meeting on 5 October did not go ahead and was inquorate.</p> <p>Commissions/interest update</p> <p>SA updated as per paper circulated prior to meeting:</p> <p>North somerset, South Gloucestershire and Bristol Merton Herefordshire and Worcestershire Southeast London-Lewisham and Greenwich Bexley, Bromley Southwark and Lambeth. Northwest London - Brent, Hammersmith & Fulham, Hillingdon, Hounslow, Kensington & Chelsea, Westminster including Harrow who will be using MESCH.</p> <p>Interested Hertfordshire and Essex IOM Buckinghamshire, Oxfordshire and Berkshire West Dorset and Dorchester</p> <p>During ICON week contact with Ireland expressing interest.</p> <p>SS having conversations with Australia.</p> <p>Pilot started at Tayside Scotland really positive initial meeting. Lots of emails enquiring from various areas of Scotland.</p> | |

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| | <p>ICON Team update</p> <p>SA provided an update as follows:</p> <p><u>ICON Week:</u> ICON Week was a huge success and Webinar Presentations will be available on our website, under News. An ICON Week special edition of the newsletter will be circulated with the highlights of the week. If anyone would like to include anything in our newsletter please contact ann.barber@iconcope.org</p> <p><u>E-Learning:</u> Awaiting an evaluation from Mark Britton and the e-learning package will then be sent to the ENSG for approval. Looking at two options – one is a standalone and one which everyone can link into.</p> | |
| 4 | <p><u>Social Media Report:</u></p> <p>This overall report shows a big increase in engagement and reach leading up to and including ICON Week.</p> <p>The top performing post on Facebook is the Stop Right There post which has over 145 shares and made up 8% of the total engagement of the period. The posts we deployed, particularly over ICON week, reached over 11,000 men (16.84% of reach) which is a great success as the current Likes by Gender puts male accounts at 4.07%, which is up on the previous quarter.</p> <p>On Twitter the top post of the quarter and making up 10% of all engagement rate was the Baby's Thoughts videos with over 62 retweets. Overall engagement on Twitter is up 173%.</p> | |
| 5 | <p><u>Finance report</u></p> <p>Circulated prior to meeting for information, giving latest financial summary of ICON income and expenditure.</p> | |
| 6 | <p><u>Area Updates</u></p> <p><u>Tayside, Scotland:</u></p> <p>JaS updated they had used ICON Week to do a soft launch and aiming for an official launch on 30 November. Very good engagement across whole area, and they are looking at a national approach – lots of other interest in Scotland. If anyone has a specific contact within NHS111 that their NHS24 can link in with – SA to look into this.</p> <p><u>Lancashire and South Cumbria:</u></p> <p>HH – Had a good upturn during ICON Week - Blackpool Tower was lit up in the ICON colours, as was their A&E Dept. They are looking at ICON becoming mandatory training for health visiting and A&E staff. Have got work going on with work placements for university students so they have an awareness of ICON, and also looking at disseminating schools information. Lack of resourcing capacity and staffing issues are hampering a bit.</p> | SA |

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| | <p><u>Humber and North Yorkshire</u></p> <p>BC - They are currently implementing Badgernet and have set up a safeguarding group for health visitors and midwives. During ICON week set up 'Ask a Midwife' on Facebook to push ICON message. Posts on Badgernet are scheduled to go out again mid-December for ICON and Safer Sleeping as holiday season creates more stress for parents.</p> <p>SA asked if anyone who has any top tips for using Badgernet to contact her.</p> <p><u>The North East and North Cumbria</u></p> <p>CB - Audit was undertaken in South Trent side which included fathers and grandparents, and GPs were also included – and 60% were aware of ICON. Have undertaken a number of rapid reviews and in all cases ICON was discussed at the key stages, so very good feedback on the audit and reviews.</p> <p><u>Greater Manchester</u></p> <p>HaH - Engaged on social media during ICON Week and awaiting feedback report. Interested in prisons and will contact SA about this. Have been approached by Bristol University to do some evidenced based research on the impact of ICON.</p> <p>SA said Bristol University are doing an independent review of ICON and people might be contacted about this. It could be up to 18 months before we have results.</p> <p><u>Birmingham and Solihull ICB</u></p> <p>MH - Had a Neglect Conference in Birmingham on 26 September and delivered the ICON message. Had good engagement and feedback and will continue to spread the message. They have seen engagement with drug and alcohol services, probation and prisons and will feed this back to their nurses who are running the ICON project.</p> <p><u>Peterborough</u></p> <p>SP - They had great success during ICON Week with pop-ups in shopping centres, and teddy bears with ICON ribbons. Partnership engagement seems to be falling off but its good to hear the approaches other people are taking with ICON. They are looking at doing a formal launch within the next 12 months. It's going well but just need to keep momentum going, and they will contact different services to come to their team meetings.</p> <p>SA said it's quite common for engagement to fall off a bit so it's good to invite different people to your meetings, and to hear from other areas,. If anyone has any top tips please share these with Peterborough e.g. presentations, videos. This group is about sharing info and inspiring each other.</p> | <p>Group</p> <p>HaH/SA</p> <p>Group</p> |
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| | <p>appreciate any suggestions or guidance on how to get ICON embedded.</p> <p>SA advised that it's good to invite different agencies to regular ICON meetings to get engagement e.g. children's agencies, police, and GPs. Share the GP template with your local GP, as well as our newsletter, to see if he can help you to set up something with other GPs. For specific help, SA can contact our GP Ambassadors to come and talk with you, and SA can also provide advice.</p> <p><u>South East London ICB</u></p> <p>MM - ICON is supported across the area and meetings are well attended across six boroughs. There is a plan to launch ICON early next year and it was interesting to hear everyone's experiences.</p> <p><u>Bexley</u></p> <p>TW - Looking at ICON launch next year. It has taken a long time to get funding to set up ICON meetings across the six boroughs. Would be interested in linking in with anyone who is in a new ICON area so they can share thinking when planning their launch.</p> <p><u>Shropshire</u></p> <p>RD – Updated that they are looking at how to share the ICON message with the military.</p> <p><u>Wakefield</u></p> <p>JW – ICON Programme was implemented by the Wakefield 0-19 service and introduced by Mid Yorkshire Hospital Trust with the requirement that ICON should be discussed by trained maternity staff at a minimum of four key points in the pregnancy journey. Key findings of audits are that ICON training has contributed to maintaining a lack of shaken baby incidences in Wakefield (there have been no reported incidences since 2017 when there were 3 reviews where AHT and shaking featured). They are now focussing on ICON in educational settings. They also ran a social media campaign during ICON Week.</p> <p>SA surmised that it was great listening to what people were doing and it's about sharing ideas and keeping ICON alive. If anyone needs support please contact her, and she can link you to other areas who might be doing similar things. Please could people also email SA with the areas that they cover within their regions, and if there was a public health person in their safeguarding teams, especially with the change of ICBs.</p> | <p>Group</p> <p>Group</p> |
| 7 | <p><u>AOB</u></p> <p>If anyone is asking to join the distribution list, it is up to the lead is that area so SA will direct you to the lead.</p> | |

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| 8 | <u>Next NSG Meeting</u> Next meeting is Wednesday 25 January – 11:00-13:00 | |
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