



**ICON: Babies Cry, You Can Cope**  
**Minutes of National Strategic Group (NSG)**  
**held on 17 April 2024**

**Attendees:**

Jane Scattergood	(JS)	<b>Chair</b>
Susan Anslow	(SA)	<b>ICON Programme Manager</b>
Ann Barber	(AB)	<b>ICON Admin</b>
Elizabeth Wiltshire	(EW)	
Alison Ferguson	(AF)	
Barbara Young	(BY)	
Elaine Wyllie	(EWy)	
Emily Hutt	(EH)	
Karen Watson	(KW)	
Emma Ajmal	(EA)	
Zoe Daniels	(ZD)	
Samantha Smith	(SaS)	
Sue Lloyd	(SL)	
Lucy Sims	(LS)	
Stephanie Wells	(SW)	
Lucy Austin	(LA)	
Sarah Cliff	(SC)	
Sharon Tyne	(ST)	
Kerry Cronin	(KC)	
Surinder Jassal	(SJ)	
Nicola Mundy	(NM)	
Lois Fisher	(LF)	
Sarah Gray	(SG)	
Bridget Owen	(BrO)	
Sarah Pulley	(SP)	
Lucy Napthine	(LN)	
Brenda Jackson	(BJ)	
Rebecca Pinder	(RP)	
Shiela Willoughby	(SWi)	
Deborah Gibbons	(DG)	
Giles Haythornthwaite	(GH)	

**Apologies:**

Debbie Brown	Scott McLean
Claire Turnbull	Andy Knox
Alison Kennah	Amy Baxter
Jamie Carter	Paul Havey
Suzanne Smith	Angela Fawcett
Liz Royle	Sophie Read-Willetts

No.	ITEM	ACTION
1	Minutes of meeting held on 24 January 2024 were approved as an accurate record.	

2	<p><u>Action Log</u></p> <p>SA updated and actions were marked as Complete or On Target.</p> <p>Action 95 – Missed target but now completed. Photo changed as baby had a hat on. Link for updated LLR video - <a href="https://f.io/fN0vvJJk">https://f.io/fN0vvJJk</a></p> <p>Action 102 - Missed target – deferred as SS not present. Suzanne Smith to have a discussion with Andy Knox re: GPs 6-8 week touchpoint. JS commented that this was an important piece of work and if it could be refreshed with them.</p> <p>Action 103 - Completed JW and DB to liaise as they require.</p> <p>Action 104 – Completed AB has updated our contact leads information, and SA will start to contact leads to do pilot interviews to see what touchpoints and public health information are being delivered.</p> <p>Action 106 – Completed. NM confirmed that ICON was in the Baby Buddy app and it had gone live.</p> <p>Action 108 – Completed. KW confirmed that the police training had been delivered across the ICB, specifically in the Cumbria area, and it was well received. AB to add item to next newsletter.</p> <p>Action 109 – SA contact national housing associations asked if anyone had any contacts for national housing providers if they could send her the information. JS suggested contacting housing associations and charities. SA to action.</p> <p>Action 110 – Completed. Birmingham have done a radio campaign recently with the Hush Little Baby audio, and AB has posted the video and audio on social media. If anyone was interested in using the audio, to contact SA or James Footitt from Bauer Media and he will be able to do a bespoke campaign depending on budget - no matter how small! SA to share audio link and information.</p> <p>Action 114 – Missed target. SS to contact 111 re audit information and share case study. SaS pursuing information on case study.</p>	<p>SA</p> <p>SA</p> <p>AB</p> <p>SA</p> <p>SS &amp; SaS</p>
3	<p><u>ENSG Update</u></p> <p>JS advised that major updates are that we are still progressing a way into getting ICON embedded in ordinary maternity and health visiting services, in a Lullaby and Safer Sleep style. We are still developing relationships with other agencies, police, housing associations, schools, neonatal services, and Kenny Gibson from NHSE Safeguarding has given us his support for this. Kenny is working very hard to get ICON embedded into every day maternity services, and 0-19 services. We are pursuing the second half of the money from a Violence in the Home grant from NHSE, and it is aligned to completing a rollout of ICON at no cost to local areas across England, and this rollout is almost complete.</p> <p>We are establishing ICON as a charity and then we can have access to charitable funds like Children In Need. We can still have NHS commissions, but it will give us more options for funding. Other factors that will help us are two reports – an HSIB report and some CDOP reports that refer to public and population health methods of driving down the incidents of AHT. ICON is the only agency that deals with AHT.</p>	

	<p>We have got a list of volunteer trustees including clinicians, and Paul Havey, a recently retired NHS Finance Director, has agreed to be treasurer. We will open a bank account and obtain a charity number through the Charity Commission.</p> <p>NM added that ICON is mentioned in the NCMD report and it says about the evidence base.</p> <p><a href="https://www.ncmd.info/publications/report-child-accident-injury/">https://www.ncmd.info/publications/report-child-accident-injury/</a></p> <p>GH responded that there is an evaluation ongoing at the moment, which is qualitative and quantitative. The quantitative evaluation has been held up and is now due in a year's time, and there is some really good evidence around this. It will all come down to the quality of what is being delivered on ICON, so they need both evaluations. Suzanne Smith also wrote a report for the evaluation.</p> <p><a href="https://www.churchillfellowship.org/ideas-experts/ideas-library/abusive-head-trauma-the-case-for-prevention/">https://www.churchillfellowship.org/ideas-experts/ideas-library/abusive-head-trauma-the-case-for-prevention/</a></p> <p><u>ICON Team Updates</u></p> <p>SA updated that there are only four ICBs across England who haven't commissioned ICON and they are:</p> <p>Derbyshire</p> <p>Nottingham and Nottinghamshire</p> <p>Northampton</p> <p>Norfolk and Waveney</p> <p>SW will support with contacts.</p> <p><u>Men's Steering Group</u></p> <p>A useful group for sharing good practice such as changing wording on appointment letters to invite dads and other carers. We have also been working with Tim Roberts from Probation and he is doing a 7-Minute brief, and is looking at doing some Lunch-and-Learn sessions within Probation.</p> <p><u>ICON Week 2024</u></p> <p>Is from 23-27 September. We were hoping to have a day conference but because of funding issues this will be postponed for another time. We know that areas will still be doing fantastic work during the week and ask that this is shared with ICON. We can join in any of the events/sessions you have planned for this week.</p> <p><u>Resources</u></p> <p>We have created some new posters with baby Betsy-Mae who has a left lip and palate, which her parents are very pleased with. They have been shared on social media, and have received lots of likes, hearts and shares.</p> <p>We have also created a Friends and Relatives leaflet, and we are getting some feedback from parents and relatives before it goes to print.</p> <p>We have updated the School PowerPoint following feedback regarding the photo of a baby with a blanket, and this is available on our website.</p>	SW
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	<p>and have a nominated person to raise awareness of children in social care. They are working with SA to rollout training to GPs. ICON is on a core programme with YouCan for the midwives, and they are looking at including this for health visitors as well.</p> <p><b><u>Bradford</u></b></p> <p>EA – They have a multi agency steering group including the police, social care and health partners, and the ambulance service have also been invited. For the relaunch, they are looking at a phased plan: firstly at professionals training; then at parents, partners and male caregivers, (also promoting DadPad); then on community engagement, potentially with perpetrators.</p> <p><b><u>Barnsley</u></b></p> <p>ST – ICON is well embedded in Barnsley and across South Yorkshire. They have a steering group for safe sleep and ICON is included in that as well as Alcohol Spectrum Disorder. They recently had a safe sleep event at Meadowhall shopping centre, which allowed them to have conversations with carers about ICON. For ICON Week they are returning to Meadowhall to promote ICON, and are hoping to work with football clubs to get messages up, and to light up Barnsley Town Hall. They offer safe sleep and ICON training to practitioners in the Barnsley area, and training has been delivered to social worker forums and Early Health Teams in the area. The midwives have ICON training as part of their induction. They do assurance visits to GP surgeries on having ICON conversations, and most GP practices have ICON leaflets in their waiting rooms.</p> <p><b><u>North West London</u></b></p> <p>BrO – They have eight boroughs in North West London and they will be launching ICON in Hillingdon on 9 May.</p> <p><b><u>Cornwall and Isles of Scilly</u></b></p> <p>SP – They are looking at putting ICON pages in the Red Book. They have met with Bauer Media about a radio campaign, and are getting funding approval from safeguarding boards. SP asked about the procurement process for this. SA confirmed that the procurement will go via Warrington and Barnsley, because Barnsley were the initial people who put us in touch with Bauer Media. SP added that they are engaging with GPs, and will be sharing a text messaging facility for ICON. GPs have also been accessing the E-Learning. SA will share again the information on a GP pop-up for use on EMIS and SystemOne.</p> <p><b><u>Durham</u></b></p> <p>KW – They have produced a briefing about working with fathers and male carers. There is some transferrable information that people could use for ICON, and KW will send this to SA to share.</p> <p><b><u>Bristol, North Somerset and South Gloucestershire</u></b></p> <p>LA – They have introduced some new training to try and capture professionals and volunteers that work with young families, who may</p>	<p>AB</p> <p>KW/SA</p>
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	<p>not have ICON in their statutory training. It is well embedded with their health partners, and they asked for volunteers within partner agencies e.g. local authorities, housing, police, to deliver this training within their own organisation. They have got 500 people signed-up for these sessions so far, and they are delivered by ICON champions. It has been well received and they will be auditing to see if they need to increase their reach.</p> <p><b><u>Lincolnshire</u></b></p> <p>RP – They recently had the figures back from their radio campaign, which was run at the start of the year. They had 105 hits in total. They also did an audit across GP practices, but some answers were coming back as NO for delivering the ICON message. However with further questions, GPs are having conversations about crying babies but not using specific ICON words. So their Task and Finish are looking at the terminology with their providers so this data can be recorded. They have a named GP and she has done a How To video on how to record the 6-8 week check, using the ICON template on SystemOne. They are also trying to get into Universities for pre-reg students and on police cadet training programmes. SA said it is important that recording the information is on the baby as it helps to capture the information more accurately.</p> <p><b><u>Hampshire</u></b></p> <p>SaS – Their focus is keeping ICON a priority. It has been six years since the launch and it is important to keep the momentum going. They recently updated their ICON toolkit into their safeguarding infants toolkit, and this is regularly accessed by professionals. They are in the process of developing one for parents and carers for safeguarding under-1's, and this will also link into the ICON website. They are hoping to have an auditing tool live in the next week. They have developed safeguarding overview packs – Stop Packs – and they are planning to launch this during ICON Week. They are also in the process of updating their unidentified adults toolkit, and that will be linked through to ICON.</p>	
7	<p><b><u>AOB</u></b></p> <p>JS thanked everybody for what they do and for sharing processes/ideas and collaborating with each other.</p>	
8	<p><b><u>Next NSG Meeting</u></b></p> <p>Next meeting is Tuesday 30 July 10:00-12:00.</p>	