



ICON: Babies Cry, You Can Cope
Minutes of National Strategic Group (NSG)
held on 18 October 2023

Attendees:

Suzanne Smith	(SS)	Chair
Susan Anslow	(SA)	ICON Programme Manager
Ann Barber	(AB)	ICON Admin
Katie Clarke	(KC)	
Marie Buckley	(MB)	
Annie Still	(AS)	
Kerry Matthews	(KM)	
Tracey Bogalski	(TB)	
Janet Wilson	(JW)	
Harjit McLean	(HM)	
Stephanie Wells	(SW)	
Sarah Clift	(SC)	
Bridget Owen	(BO)	
Hannah Green	(HG)	
Angela Fawcett	(AF)	
Caroline Wilson	(CW)	
Sarah Pulley	(SP)	
Lucy Napthine	(LN)	
Hannah Bryan	(HB)	
Claire Turnbull	(CT)	
Debbie Brown	(DB)	
Becky Case	(BC)	
Kerris Percival	(KP)	
Debbie Gibbons	(DG)	
Hayley McCulloch	(HMc)	
Pippa Nicole	(PN)	

Apologies:

Rachael Jolley	Catherine Bramley
Brenda Jackson	Andy Knox
Shiela Willoughby	Helen Hargreaves
Toyah Carty-Moore	Karen Watson
Liz Royle	Sophie Read-Willetts
Jane Scattergood	

No.	ITEM	ACTION
1	Minutes of meeting held on 19 July 2023 approved as an accurate record.	

2	<p><u>Action Log</u></p> <p>All actions complete or on target. Outstanding actions were discussed and marked as Complete or On Target. Outstanding actions are:</p> <p>Action 86 - Completed. KW is ensuring that ICON is on GPs agenda, and SA would like her to share her good practice. SS asked if they could get Andy Knox (new GP Ambassador) to get in touch with KW.</p> <p>Action 88 – No response from Sam Smith in regards to sharing her GP feedback. SS asked SA to speak to Hampshire Safeguarding Board to see for a contact.</p> <p>Action 90 – Completed. New GP Ambassador is Andy Knox.</p>	<p>SA/AK</p> <p>SA</p>
3	<p><u>ENSG Update</u></p> <p>SS introduced the new members of the Executive:</p> <p>Paul Havey is an extremely experienced senior NHS finance director who has offered to provide ICON with his expertise. We have met and have been discussing funding models;</p> <p>Andy Knox is a GP and Associate Medical Director for NHS Lancashire and South Cumbria ICB. He has agreed to bring his passion, skills and connections to ICON as a GP ambassador;</p> <p>Scott McLean is Chief Operating Officer at University hospital of Morecambe Bay Foundation Trust. Scott want to give ICON some of his time, leadership and connections. We've met and Scott is helping us make senior connections in Scotland;</p> <p>Joanne Peacock – new Parent Ambassador, who spoke in ICON Week.</p> <p>SS thanked everyone who contributed to ICON Week and a special thanks to the Parent Ambassadors. The presentation videos are available on the ICON website.</p> <p><u>Commissions/interest update</u></p> <p>SS reported that CT had raised a concern with the Touchpoint video. CT did a fantastic video describing all the ICON touchpoints. In the video a doll was used wearing a hat indoors which can be misleading for the safer sleep messages. It was the third touch point. CT will re film this section and share with National ICON and repost on their comms. SS said to continue using it with staff. It is up to professional opinion as to whether it is used with parents.</p> <p>SA updated that the commissions/interest report had been shared, and since they had received funding from NHSE commissioning had gone well. More difficult areas were the Derbyshire, Coventry and Warwickshire so if anyone has any influence over these areas, or knows anyone who might be interested within these areas, please can they use their influence or contact SA.</p>	

	<p><u>GP Ambassadors</u></p> <p>As mentioned, Andy Knox has become a new ICON GP Ambassador.</p> <p><u>Newsletter</u></p> <p>A special edition newsletter was produced prior to ICON Week, and another edition is being produced in October with ICON Week highlights.</p> <p><u>Reachdeck</u></p> <p>SA and AB have amended the Parents Advice page using the Reach Deck auditor and editor. They have brought the reading age down and added some more information onto the professional page to support the ICON conversation. SA advised we are looking at easy access to translated products from the front page of the website and directions to how to translate using Reachdeck. We are gathering a library of already translated resources that can be printed. SA asked if anyone has translated leaflets if they could share them so we can add them to translated library.</p> <p><u>A&Es</u></p> <p>SA updated that Consultant Paediatricians, Giles Haythornthwaite and James Carter, have created a 7 Minute Briefing on how to ensure staff on A&E are aware of ICON, so that anyone who goes in with a young baby is given that message. SA will send out to NSG for everyone to share. KC mentioned that the turnover of staff on A&E is high and a lot are agency and suggested sharing the 7 minute brief with NHSP.</p> <p>SA advised that following ICON Week, they are looking at developing more resources for other carers like grandparents, so if anyone has any ideas on this to contact SA.</p>	SA
4	<p><u>Finance report</u></p> <p>SS updated that this report was approved by the ENSG, and it will be circulated to everyone. Income position for 2023/24 is £145,000 up to July 2024. We have been very careful how we spend money e.g. we entered three awards but as the tickets are so expensive we have not purchased any. This is not a good use of ICON money, and they have to use the funds wisely. SS and SA attended in person for the NT Awards interview and paid for this themselves.</p>	
5	<p><u>Social Media Tracker</u></p> <p>The social media tracker had been circulated, and SS asked if everyone at the meeting could encourage people to use the Reachdeck toolbar, and we are putting a demo on the front page of the website to encourage people to use it.</p>	
6	<p><u>Website and eLearning</u></p> <p>SA updated that MB should have the eLearning certificates facility within the next week or so.</p>	

	<p>SA to ask Mark Britton (MB) to present the Tracker report to the NSG at future meetings.</p> <p>SA and AB will be meeting with MB to discuss including a video demo of how to use Reachdeck on the website, especially in regards to the translation facility.</p>	<p>SA</p> <p>SA/AB/MB</p>
7	<p><u>Bauer Media</u></p> <p>SA advised that James Footitt from Bauer Media gave a presentation during ICON Week on using the Hush-a-Bye Baby audio for radio ads, and this was available to watch on the ICON website. SA added that if anyone needed any help or encouragement in creating a radio ad, to contact Angela Fawcett from Barnsley. She uses radio to promote the ICON messages, and she will share her experiences. James is very flexible in creating something within a specific budget.</p>	
8	<p><u>Area Updates</u></p> <p><u>Leicester, Leicestershire and Rutland</u></p> <p>CT – they have a really helpful local film-maker and they got some money from the Safeguarding Board, and they are making videos using actors who play young dads. The videos will feature stories of six young dads, and these dads reflect the diversity of the population. CT can share these videos when they are done, and anyone can email her for more information.</p> <p><u>Lancashire</u></p> <p>DG – for ICON Week they illuminated the Blackpool Tower, the entrance to Royal Preston Hospital / maternity unit and the Preston Flag Market. The Preston ED and triage areas, and many of the wards also put up displays.</p> <p>Lancashire had the idea of using large ICON letters and asking local agencies to record the ICON message – they engaged with North West Ambulance, Enterprise and Midwifery teams. Footballers from Preston North End, Burnley F.C. and Blackburn Rovers also got involved – the players recorded a message to help reach more male care givers.</p> <p>ICON is on their midwifery agenda for training, and health visiting are looking at putting it on their training. They will also look at putting information for GPs on EMIS. They will be launching DadPad in the next couple of weeks.</p> <p>SS commented that DB from the Black Country will be doing a briefing how to add the pop ups on EMIS and SA will send this to the NSG.</p> <p>SS added that the ICON message is also be aligned to DadPad.</p> <p><u>South West</u></p> <p>CW – Cornwall, Torbay, Plymouth and Devon have ICON, and their designated nurse is looking at arranging some South West peninsula meetings as well. SP to forward invite for next steering group to CW. They really enjoyed the ICON Week webinars, and</p>	<p>CT</p> <p>SA</p> <p>SP</p>

	<p>ICON is held within their Workforce Development Group, so that is a good way of getting it into different workplaces.</p> <p>During ICON Week they pushed their Safer Sleep message, and they are making sure that their priorities are equal between Safer Sleep and ICON. These are the two messages across their partnership with The Willoughby Trust, and family hubs are also involved. They are trying to get Plymouth Argyll FC onboard to get the ICON message up on screens and in toilets at football matches.</p> <p><u>Surrey</u></p> <p>TB – did a soft launch during ICON Week and are doing a more robust launch during November. They have set up a steering group and leads group, to push the message within their own organisations, and all partnerships are very keen to support ICON. They are putting the message alongside Safer Sleep, and are meeting with NHSE re: the red book insert. Their safeguarding partnership has funded the merchandise. GPs are starting to roll out the training. Additionally they had a lunch and learn session, are considering a car sticker for staff, and looking at organising some media at Epsom racecourse as that would capture a lot of men.</p> <p>SS commented that if TB would like any of them to go along to the conference to let them know.</p> <p><u>Sussex</u></p> <p>SW – they are continuing to deliver lots of training and have set up conferences and market stalls as well. Have commissioned ICON since 2020 so it is well embedded, and they are planning a mini refresh next year, and are piloting engaging men. They have had some leaflets made aimed more towards professionals, and have launched DadPad as well.</p> <p><u>Wakefield</u></p> <p>JW – have been rolling out ICON since 2021, and an achievement was that they were able to speak to one of the children’s social workers about it. They also have a meeting with foster carers. ICON eLearning is being added to their eLearning academy and they also have the 0-19 app and DadPad. They undertake audits in their 0-19 service, and are updating the eLearning module for them and maternity. JW liked the pop-up box and A&E ideas, and will look at having a conversation with the ambulance service about this.</p> <p>SS commented that lots of areas are engaging with the ambulance service so JW can get in touch with DG about this.</p> <p><u>Cheshire and Merseyside</u></p> <p>HMc - they are live in all areas with ICON across Cheshire and Merseyside although some areas are at different stages i.e. are at a slower pace of implementing it e.g. Liverpool. HM will have more of an update on this at the next meeting.</p> <p>SS commented that it was good that HM was keeping an eye on this and reinvigorating it.</p>	JW
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	<p><u>Manchester</u></p> <p>PN – all the boroughs in Greater Manchester implement ICON and it is being rolled out with the safeguarding teams. They are scoping across Greater Manchester to see if touchpoints are being delivered, looking at which areas are doing what, and what these areas might need. They are aligning some of the areas and trying to get a partnership buy-in to see where they are. ICON is not well embedded in Bolton within wider partnerships, so they will be looking at this.</p> <p><u>Kirklees</u></p> <p>KM – at the beginning of ICON Week they did a presentation across partnerships in the area and they need to get safeguarding children partnerships onboard, and they are going to do some surveys. They have also done some work with scoping and training and there is an ongoing plan for training. They are looking at doing an audit of how they can strengthen this across Calderdale and Kirklees.</p> <p>SS commented that Jo Peacock, Parent Ambassador, is in Kirklees so if you want to involve her to contact SS for her email. AB to send KM email address of SS.</p> <p><u>North West London</u></p> <p>BO – reported that Harrow was launched during ICON Week and they are now gearing up for Brent & Ealing.</p> <p><u>Cornwall</u></p> <p>SP – they were new to ICON and have just created a steering group. SA will be doing a training session for them on 14 November. They are looking to do a soft launch and they have reached out to their primary care teams in Cornwall. They have received great support from their safeguarding board.</p> <p>SS commented that Celia and Robin Balbernie are in Cornwall and will ask them if they would be happy to help. SA to follow-up.</p> <p><u>The Black Country</u></p> <p>DB – they are ready to go with a pop-up box reminder for GPs on EMIS, so if someone books in at the GP surgery, they open the record to say: 'Please have a discussion about ICON'. They can also download the leaflet. DB to send SA the briefing when it's done, so it can be shared.</p> <p><u>Stoke</u></p> <p>HB – they have approached local radio but unfortunately the cost is £4k and there is no funding, but they will see if there is any future funding. During ICON Week they used the social media toolkit and are looking at other ideas to promote ICON at football matches. SA advised they could ask Bauer Media for a radio campaign costing £1k instead, and HB will contact Angela Fawcett in Barnsley about this.</p>	<p>AB</p> <p>SA</p> <p>DB</p> <p>HB</p>
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9	<p><u>AOB</u></p> <p>DG advised that they had produced some videos that were based on Safer Sleep and SUDIC incidences, and the ICON message, so if anyone would like them to share to contact SA.</p> <p>SS commented that it was great to hear how people are so motivated. If anyone requires any support to contact us.</p>	
10	<p><u>Next NSG Meeting</u></p> <p>Next meeting is Wednesday 24 January 2024 – 10:00-12:00.</p>	