



**ICON: Babies Cry, You Can Cope**  
**Minutes of National Strategic Group (NSG)**  
**held on 22 October 2024**

**Attendees:**

Suzanne Smith	(SS)
Ann Barber	(AB)
Barbara Young	(BY)
Noreen Ahmed	(NA)
Karen Reid	(KR)
Philippa Dove	(PD)
Sarah Pulley	(SP)
Alison Ferguson	(AF)
Liz Royle	(LR)
Jayne Smith	(JS)
Sue Lloyd	(SL)
Anita Erhabor	(AE)
Lucy Naphine	(LN)
Ann Lorek	(AL)
Debbie Brown	(DB)
Lucy Sims	(LS)
Stephanie Wells	(SW)
Marie Buckley	(MB)
Karen Watson	(KW)
Sarah Clift	(SC)
Maureen Scott	(MS)
Kerry Cronin	(KC)
Elena Lloyd	(EL)
Anna Peyton	(AP)
Rachael Jolley	(RJ)
Johanna Hutchings	(JH)
Joanne Stackhouse	(JSt)
Rachael Callow	(RC)
Sharon Tyne	(ST)
Halima Mehmood	(HM)
Debbie Gibbons	(DG)
Brenda Jackson	(BJ)

**Chair**  
**ICON Administrator**

**Apologies:**

Jane Scattergood	Susan Anslow
Elizabeth Wiltshire	Samantha Smith
Paul Havey	Caroline Wilson
Nikki Somerville	Jude MacDonald
Janet Wilson	Claire Turnbull
Hayley McCulloch	

No.	ITEM	ACTION
1	Minutes of meeting held on 30 July 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 123: Friends and Family leaflet has been approved for production. It is a leaflet for carers other than parents. The O and N infographics have also been approved and will be available shortly. They will go alongside the I and C infographics. Sue Anslow (SA) is dealing with this.</p> <p>Action 125: Share ICON template designed by Bath &amp; North East Somerset to help teams and partner organisations get set-up with governance and champions and auditing. (Template to be sent out with NSG Minutes).</p>	SA
3	<p><u>ENSG Update</u></p> <p>SS updated that there was no longer an ENSG, and ICON is now formally a charity, so will have Trustees meetings instead. Jane Scattergood will remain as Chair for the Board of Trustees. Kenny Gibson from NHSE is one of the Trustees.</p> <p>In terms of additional funding, SS advised they had purchased a book with details of all the UK charities, and a volunteer had narrowed this down to a list of the most applicable to apply for grants. Warrington &amp; Halton Hospitals NHS Trust will no longer be providing finance support after doing so since 202, so we are looking for another Trust to help us with the payroll and HR functionst.</p> <p>The sad news is that until we get extra funding, we don't have enough money to employ anyone. SA has returned to her previous seconded role, but she will serve on the Board of Trustees. AB's contract will run until the end of November but won't be renewed. SS will be covering these roles until more funding is available, but if anyone would like to volunteer any help this would be most welcome!</p> <p><u>ICON Team Updates</u></p> <p>The team updates had been circulated and SS summarised:</p> <p>There are only four ICBs to commission. Scotland have come on board, on a Once forScotland approach. Isle of Man is also coming on board, and SA is dealing with this, as a volunteer.</p> <p>There will be no further Engaging Men Steering Group meetings, but the framework is on the website for reference to shared materials.</p> <p><u>ICON Week 2024</u></p> <p>SS thanked everybody for a really successful week. AB posted lots of social media updates, which were very powerful, and Mark Britten also posted some. These were focussing on how friends and family can support parents, and everyone did an amazing job.</p>	

	<p>AB will be producing a newsletter during October which will cover highlights of ICON Week. AB thanked everyone for sending in so much information about events, and photos for this.</p> <p>SS asked how people found ICON Week in their areas:</p> <p><b><u>Bury</u></b></p> <p>MB – ICON and AHT is one of the priorities of their safeguarding partnership because they have had five babies shaken recently, all very close together. For ICON Week they had a stall at Bury Market, with 20 coaches of people arriving on that day, plus local residents. Their big surprise was how many grandparents approached them. They particularly targeted fathers, because the five cases they had were perpetrated by fathers. However, fathers did not want to approach the stall, and looked uncomfortable when the team approached parents with prams. People didn't necessarily link ICON with shaken babies. This highlighted areas of work that the safeguarding team would look at moving forward.</p> <p>SS agreed that fathers do feel uncomfortable talking about AHT, and part of the problem was getting them engaged in talking about it.</p> <p><b><u>Pan Lancashire</u></b></p> <p>DB – As a collaboration, they took a shaken baby doll around lots of maternity and NICU wards, and an antenatal clinic, and engaged with doctors, staff and families, including grandparents. They had positive feedback about ICON.</p> <p>They ran a stall alongside Safer Sleep with a tombola, and raised funds for Baby Beats. They provided some pens and stress balls.</p> <p>They also got police officers on board, who made a video in different languages, so this covered diversity. This video could be used to help with engaging men.</p> <p>They also lit up various buildings including Blackpool Tower, and the front of their Trust. They did a lot of social media postings. Their ICON meetings have gained momentum, and they are doing a Phase Two roll-out with GPs on the touchpoints.</p> <p><b><u>Hertfordshire and Essex</u></b></p> <p>LS – Phase One was launched in October 2023 for midwives, health visitors and GPs. Phase Two was launched during ICON Week for other professionals e.g social workers, family centres, police etc. They are currently focussing on social workers, involving social care. There are 300 GPs trained in the region, and ICON is part of their safeguarding training. Midwifery are struggling to find the time for training so they are looking at how to facilitate this. An ICON parent ambassador is in touch with LS to see if she can help, or even be involved in conversations as she is very passionate about ICON.</p> <p>SS said they could make engagement with GPs a topic of conversation for future meetings. It was all to do with finding a GP who was passionate about ICON, to help with conversations with other GPs.</p> <p>LS advised she has been trying to build a library of case studies that can be used alongside ICON training, with the videos. So if anyone has any case studies that they could share, that would be great. LS to share their safeguarding newsletter with SS, with case studies in.</p>	<p>SS</p> <p>LS/SS</p>
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	<p>LS said they also partnered with Safer Sleep to include ICON in their training, and vice versa.</p> <p><b><u>Suffolk and North East Essex</u></b></p> <p>JH – Have not officially launched ICON but used ICON Week as an opportunity to share information across multi-agency partners, and with updates on social media. Their health visiting and midwifery service are a bit ahead in training, but they have started their primary care training. They can combine this with safer sleep training as well.</p> <p><b><u>Lincolnshire</u></b></p> <p>BY – For ICON Week they lit up St Botolph's Church. Alongside that, a local review highlighted that agencies outside of health were unfamiliar with ICON, so a video was created with Lincolnshire Police delivering the ICON acronym. A link to this video is featured in the ICON newsletter, and the video can be used and shared. Lincolnshire Police have included ICON in their safeguarding training. AB to send link to Mark Britten to add to our website.</p> <p>They also made contact with Dr Tarrin at Lincoln University, who attended their Task &amp; Finish group to talk about work she had done with fathers. Additionally, they distributed some resources to the RAF.</p> <p>For ICON Week they had a stall in a shopping centre in Lincoln town centre, and they spoke to parents and fathers about ICON. Similar stalls were run across the region and within hospitals. The week was also supported by local authorities.</p> <p>BY to send details for Dr Tarrin to SS to follow-up on the webinar.</p> <p><b><u>South Yorkshire</u></b></p> <p>ST – For ICON Week they did a lot of social media across the region with multi-agency partnerships. Barnsley Town Hall was lit up, and they had a stall at Meadow Hall Shopping Centre, where they had some engagement with dads who were looking for support with crying babies. They also had a shaken baby doll at the stall. Barnsley Football Club players did some videos holding up the ICON acronym, and this was featured in the regional press. Local MPs also shared the message on social media. They ran a Hush-a-Bye radio campaign with Bauer Media. The ICON message was also displayed on screens in hospitals and clinics over the week.</p> <p>They have regular ICON meetings with multi partners across the area, and are trying to raise awareness with GPs and are looking for it to be included in their training days.</p> <p>SS congratulated ST on the Barnsley Football Club videos. SS added that getting MPs to share social media posts, and she would be interested to know more about this. ST said they contacted the local offices and asked them to share, so they agreed to share the posts directly from the ICB. These were then shared with their Comms team, who re-shared them.</p> <p>ST to send SS the stats from their radio campaign as soon as she receives them from Bauer Media.</p>	<p>AB</p> <p>BY/SS</p> <p>ST</p>
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4	<p><b><u>Finance report</u></b></p> <p>SS updated that the finance report had been circulated and there is an overspend for the first time. However, they have since received the money from Scotland..</p>	
5	<p><b><u>Social Media Tracker</u></b></p> <p>Report had been circulated. As noted, ICON Week had seen large increases in social media reach and website visits, which is great news!</p>	
6	<p><b><u>Area Updates</u></b></p> <p><b><u>Sussex</u></b></p> <p>SW - to date 234 colleagues from a number of agencies across Sussex have attended training including police, social workers, safeguarding leads in schools and Early Years settings, Community and Voluntary sector and Fire and Rescue teams, alongside colleagues from multiple health providers.</p> <p>The original pilot has been completed and with the positive evaluations received, the webinar is now part of their core partnership training offer across Sussex.</p> <p><b><u>Black Country</u></b></p> <p>DB - they are about to do an audit of the GP touchpoint, following the addition of the prompts on EMIS and SystmOne. The AHT dolls are being widely used across the 4 Black Country areas.</p> <p><b><u>Tayside, Scotland</u></b></p> <p>JS - they are working towards a Once for Scotland approach. They are setting up a national implement group to look at the roll out of ICON across the whole of Scotland, and will promote this group across all Scottish Health Boards.</p> <p><b><u>Cornwall and The Isles of Scilly</u></b></p> <p>SP – they are in discussions with their four local authority areas for Devon and Cornwall, about running a Bauer Media radio campaign, and are aiming to run the campaign over the Christmas holidays, starting from mid-November.</p> <p>ICON training has been rolled out to their Early Years settings including to nurseries, childminders etc.</p> <p><b><u>North West London</u></b></p> <p>LR – thanked SS for speaking at the ICON launch of the Royal Borough of Kensington, Chelsea and Westminster. This session was recorded and well attended, and was a great success. The video will be added to their website as an ICON briefing.</p> <p><b><u>Staffordshire and Stoke-on-Trent</u></b></p> <p>RJ – ICON is well embedded in Staffordshire and Stoke-on-Trent. They are looking at auditing, and planning to combine ICON with Safer Sleep, to look at how and when it was shared, and by who etc. SS asked that</p>	

	<p>when people are auditing, could they please send a copy of their final audit report to us at: <a href="mailto:sue.smith@iconcope.org">sue.smith@iconcope.org</a> or <a href="mailto:info@iconcope.org">info@iconcope.org</a></p> <p>SS suggested that another topic for discussion at a future meeting might be budgets for various projects. SP mentioned that ICON has joined its governance with the SUDIC group for Cornwall, and SUDIC receive public health funding for resources, which had helped them in terms of funding for media. So it can make a difference where ICON sits in terms of budgets.</p> <p>LS mentioned that previously that they had received some funding through their Safeguarding Children Partnership for posters and leaflets, but this year they only received enough funding for Red Book inserts.</p> <p><b><u>Greater Manchester</u></b></p> <p>MB – explained that the only reason they got the £3k budget for ICON Week was because of the five incidents they had had in Bury - last year they had no budget at all. The budget came from the Safeguarding Children Partnership.</p> <p>They had looked at three of the five AHT cases, where it was boys under six months, and where the fathers were perpetrators. One of the boys was ventilated as he was very poorly. The rapid reviews showed that the ICON messages had been delivered by midwifery and health visiting. So now they are looking at how to deliver those difficult conversations. Their Named GP thought she was delivering the ICON message, but she wasn't. The GP said that at the 6-8 week check when the baby is in front of you with happy parents, it is difficult to talk to them about AHT i.e. if you shake your baby he could die.</p> <p>SS said it was a very good point to make that some people think they are delivering the ICON message, but they are not delivering the whole message - they are not getting to the N, and that is the important bit, especially with men. On BadgerNet in Blackpool, for example, they can now see who the ICON message has been delivered to, because in some cases previously, it wasn't being delivered to the men. So they need to ensure that the ICON message is being delivered to the right people. SS to meet with MB to discuss the five cases and delivery of ICON.</p> <p>In terms of how to have those difficult conversations, SS suggested that if people go with the flow of what is in the leaflet it should roll on from that i.e. It's OK to Walk Away and don't handle the baby when you are angry, because you might be more likely to cross that line, and shake a baby. If anyone else had any other ideas, please let SS know.</p> <p>LR mentioned that she had been delivering the ICON training across eight boroughs over the last 18 months, and a couple of times people have said that it would be difficult to talk about the N – Never Shake a Baby – and the consequences. So she has focussed more time on the N, so it comes across as a very overt message, around the impact of shaking a baby and how dangerous it is.</p> <p>SS added that Jack's Video animation is a good reference tool as it is from a dad's point of view, and it does focus on the N of the message.</p> <p>DB mentioned that they have been using the shaken baby dolls in their training. MB agreed that it was very powerful to use the doll. As they have had five cases of babies with AHT, and seven cases of babies with unsafe sleep related deaths, DB has added in a couple of slides on safe</p>	<p>Group</p> <p>SS</p> <p>SS/MB</p>
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	<p>sleeping. MB to share their case studies and presentation, and if anyone would like any more detail on these studies, to contact her.</p> <p><b><u>Hampshire and Isle of Wight</u></b></p> <p>PD – ICON is well embedded in Hampshire. A lot of their training is online rather than face-to-face, and they are open to new ideas.</p> <p><b><u>Wales</u></b></p> <p>SS advised she had been speaking to Barnado's about how they can deliver ICON in Wales, and they have some ideas about this, which is very exciting.</p>	MB
7	<p><b><u>AOB</u></b></p> <p>SS announced that this is AB's last NSG and thanked her for everything she has done. AB has been an incredible asset to ICON and it wouldn't be where it is without her. This includes posting on social media, and bringing all her skills to producing the newsletter. When they get some funding they would like to have her back!</p> <p>SS reiterated that the NSG meeting would continue, even though the ENSG meeting had now been replaced with the Trustees Board meetings. The value they get from sharing ideas is very motivational, and too good to miss! By the next NSG meeting, they would have had the first Trustee meeting, and SS will be able to update on the charity status with regards to funding.</p> <p>Things for the group to look out for are the Friends &amp; Family leaflet and the O and N infographics, and it will be an opportunity to use the N infographic when having those difficult conversations with parents and carers.</p> <p>SS thanked everyone for coming and if anyone had any questions to contact her.</p>	
8	<p><b><u>Next NSG Meeting</u></b></p> <p>Next meeting is Wednesday 22 January 2025 at 10:00-12:00.</p>	