



ICON: Babies Cry, You Can Cope
Minutes of National Strategic Group (NSG)
held on 24 January 2024

Attendees:

Jane Scattergood	(JS)	Chair
Suzanne Smith	(SS)	ICON Founder (Volunteer)
Susan Anslow	(SA)	ICON Programme Manager
Ann Barber	(AB)	ICON Admin
Toyah Carty-Moore	(TC-M)	
Tracey Bogalski	(TB)	
Sue Lloyd	(SL)	
Samantha Smith	(SaS)	
Marie Buckley	(MB)	
Liz Royle	(LR)	
Hannah Green	(HG)	
Sarah Clift	(SC)	
Karen Watson	(KW)	
Caroline Wilson	(CW)	
Anita Erhabor	(AE)	
Janet Wilson	(JW)	
Giles Haythornthwaite	(GH)	
Sarah Pulley	(SP)	
Liz Hallett	(LH)	
Annett Mitchell	(AM)	
Rebecca Pinder	(RP)	
Nikki Somerville	(NS)	
Hayley McCulloch	(HMc)	
Brenda Jackson	(BJ)	
Kelly Middleditch	(KM)	
Lucy Napthine	(LN)	

Apologies:

Beth Bennett-Britton	Claire Turnbull
Kerry Matthews	Emma Ajmal
Jonathan Darling	Shiela Willoughby
Rachael Jolley	Elaine Wyllie
Lucy Sims	Becky Case

No.	ITEM	ACTION
1	Minutes of meeting held on 18 October 2023 approved as an accurate record.	

2	<p><u>Action Log</u></p> <p>Outstanding actions were discussed and marked as Complete or On Target.</p> <p>Action 86 – Completed. KW updated that the action was around GPs linking in with dads. Since ICON Week they have continued to push that agenda cross ICB.</p> <p>Action 88 – Completed. SA added that we are looking to do a general audit for all services to see what touchpoints are being done. This will involve SA contacting the lead in each area for an interview.</p> <p>Action 95 – On Target. Claire Turnbull from LLR to share the videos when they are done.</p> <p>Action 96 – Completed. SA confirmed that DB has sent her the brief for creating an automatic pop-up for GPs at the 6-8 week check. JW advised that they are also developing a pop-up box. Shared with minutes.</p> <p>SP mentioned that in some areas they have difficulty with capacity, and their 6-8 week GP check didn't include ICON. SS advised that the 6-8 week questions were evidence based and they required GPs to discuss domestic abuse. GP delivery is in the ICON programme. The RCGP have not included it in their recent guidance. SS to discuss with Andy Knox.</p> <p>GH added that the 6-8 weeks check is a crucial touchpoint and the cases of AHT are around then. The GP is the most trusted professional parents/carers see in that period. Child Death Panels are starting to look at whether ICON information was given, so they must aspire to get more regimented with it nationally. SS and JS agreed, as this was evidenced based.</p> <p>Action 98 – On Target. Lots of areas are engaging with the ambulance service. JW from Wakefield can get in touch with Debbie Gibbons about this.</p>	<p>SA</p> <p>CT</p> <p>SA</p> <p>SS</p> <p>JW</p>
3	<p><u>ENSG Update</u></p> <p>SA presented the ICON Team Updates:</p> <p>Recent commissions and new areas of interest -</p> <p><u>Interested Areas</u></p> <p>Frimley ongoing conversations</p> <p>SS having conversations with Bath and North East Somerset (BaNES), Swindon and Wiltshire</p> <p>Coventry and Warwickshire</p> <p><u>Difficulty getting responses</u></p> <p>Derbyshire</p> <p>Northamptonshire</p> <p>Norfolk and Waveney</p>	

	<p><u>Men's Steering Group</u></p> <p>SA updated we have created a 7-Minute Brief for A&E, and GH and Jamie Carter have helped with that. We are working with probation and are looking at some online learning packages</p> <p><u>ICON Week 2024</u></p> <p>Rather than have a full week of webinars, we would like to do a 1-day conference and are hoping to hold it at Lancashire Cricket Club funding permitting. We will be looking into funding for this.</p> <p><u>Resources</u></p> <p>We are getting some new resources and are creating a Friends and Relatives leaflet. We have also been asked by a mother of a baby who has a cleft pallet, if we would like to use a picture of her baby on a poster, and we are looking at developing that.</p> <p>BJ asked if it was possible to get an insert put into the Red Book at source. SA advised that as ICON is not national, so it isn't in the standard Redbook. It is not possible to request it to be added by individual areas at source on their orders.</p> <p><u>GP Ambassadors</u></p> <p>SA met with Andy Knox to look at how to improve engagement with primary care for ICON. We are tagging in RCGP on social media posts, and will be looking at doing a newsletter and a 7-Minute Brief.</p> <p><u>E-Learning</u></p> <p>Update: Since the NSG meeting on 24 January, our E-Learning package is now live online and a certificate will be issued for this on completion.</p> <p><u>Audit</u></p> <p>Everyone would have received an email from AB asking them to confirm if they are the contact lead for their area. We will be having conversations with the leads to find out what they are doing with ICON in their areas, and will be looking at how they can be supported with this.</p> <p><u>Additional Update on Sustainability and Funding</u></p> <p>SS summarised that ICON now covers most of England, and we have a new ENSG member who is reaching out to Scotland's Chief Nurses.</p> <p>As ICON has not become mainstream within NHS England, as expected, we are looking at funding to continue to roll-out ICON. We are considering becoming a charitable trust so we can apply for grants, and that will be happening this year. We are hoping there will be a second round of funding from NHSE, although we cannot say for certain that this will happen.</p> <p>JS agreed and updated that she recently had a conversation with Kenny Gibson (KG), and he has taken an action to support ICON in getting additional resources from NHSE. He has also taken responsibility for further conversations regarding CDOP prevention recommendations, and NHSE have accepted all the</p>	SA
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	recommendations. SS added that KG might also help in getting sponsorship for the ICON Week conference.	SS
4	<u>Finance report</u> JS advised this was approved by the ENSG, and it references our ongoing work in looking at how to get more sustainable funding.	
5	<u>Social Media Tracker</u> SA updated that Mark Britton was unable to make this meeting, but everyone would have received his tracker report. Top downloads included the leaflets, and there had been 10,000 downloads of the Preventing Traumatic Head Injury Video in the quarter October-December 2023. There was a slight drop in website visits in this quarter but this was expected after ICON Week. On social media, it was now more difficult to target specific groups, but engaging with men had gone up across all sites.	
6	<u>Website and eLearning</u> SA advised that a short video about ReachDeck has been added to our website, and this demonstrates how to translate resources into different languages. This is on the Resources tab. Statistics show there have been 363 visits to the E-Learning site, with 270 surveys completed. SA advised they are trying to make the completion of surveys compulsory.	
7	<u>Bauer Media</u> SA encouraged people to use the Hush-a-Bye Baby audio track for local radio campaigns, and to contact James Foottit, Angela Fawcett from Barnsley, or herself, if they needed any help with this. Bauer Media can adapt a campaign to any type of budget, and a radio campaign can have a massive reach. HG updated that In Lincolnshire, they have been running a radio campaign since 1 January 2024. She will let people know how the campaign went when she gets the figures back at the end of the campaign.	
8	<u>Area Updates</u> <u>Staffordshire</u> SL – ICON has been well embedded for three years. There has been a recent audit with GPs, which included ICON, but the results were a little disappointing and indicated a need for some refresher training. Today's comments about compliance have been useful. SS commented that they needed Andy Knox to do something nationally on this, and JS agreed. SL added that they have been trying to contact a few celebrities to see if they could front a campaign.	SS/JS

Lincolnshire

HG – They are also looking at pop-ups for GPs at the 6-8 week review, to encourage engagement. They have been running a radio campaign across Lincolnshire for eight weeks from 1 January 2024.

Hampshire

HMc – ICON is embedded in single agency Level 3 safeguarding training. Multi-agency ICON training is well attended. It is included in relevant audits - CDOP case reviews and referrals into their learning and inquiry group, and dataset for their scrutiny group. Their sub-group meets to review how ICON is embedded and to identify any gaps/challenges, and examples of good practice.

Cornwall and Isles of Scilly

SP – They are working closely together across their systems and sharing information in their areas, which is really helpful. They have set up a steering group and are looking at how to expand this within other support services. The maternity unit within the Acute Trust in Cornwall have done their own launch, with banners, leaflets, pens etc. They are looking at going into ED, and other areas of the hospital. Primary Care colleagues can do the online training. They are looking at getting ICON insert into the Red Book, and will be completing the audit in the Welcome Pack in due course.

North West London

LR – They have completed the roll-out in three boroughs, and hope to complete the roll-out in all eight boroughs by July time. They are also looking at how to get the ICON message out to other partner organisations. In regards to GPs, in some boroughs GPs are attending the training but in other boroughs not very many are attending. LR thanked people for their input about Red Books.

Devon

BJ – New into role for Devon, and working alongside SP in Cornwall. Plymouth have linked up with their steering group, so there is good insight across the whole peninsular. 0-19 service have been trained, and they are doing some work around The Myth of Invisible Men - focussing on having contacts with fathers. They have also reached out to A&E, and some mental health teams have got a Train the Trainer identified. Primary Care team in Devon have offered support to SP in getting the training embedded within GP practices.

Hertfordshire and Essex

KM – They launched at the end of last year across multi-disciplinary teams, and the training is being rolled out across their systems. Further updates will be provided at next NSG.

	<p><u>Surrey</u></p> <p>TB – They launched alongside their Safeguarding Children’s Partnership Conference Day. Had a lot of interest from education, nurseries, and police. They have a new Chair for their partnership, who comes from a police background, and is very keen on supporting ICON. Steering group and lead group well supported. Midwives in the Acute pushing the message. It has been added to their training and into the GPs training. Have linked in with DadMatters for antenatal, and the Baby Buddy App are adding ICON info – TB can share this. They are struggling with fourth contact within 0-19 service, but the service are under a procurement process at the moment. Looking at audit reporting systems. Are looking at rolling ICON out to social care, education and police, and are seeking funding to get the merchandise to support this.</p> <p>TB confirmed they are linking in with the Named Doctors to reach out to GPs. Also mentioned Safer Sleep were not happy with some ICON photos of a baby being swaddled. SS to discuss with JS. JS confirmed that neither BFI or Lullaby have said that ICON conflicts with any of their advice.</p> <p>SaS asked TB if GP Sharon Hefford was in Surrey, as she would be a good contact for GPs in Surrey. She was previously the Named GP in Hampshire, and was involved in ICON.</p> <p><u>North East and North Cumbria</u></p> <p>KW – ICON is well embedded. They are hoping to do some training with the police so all new recruits will be taught about ICON, specifically focussing on males and coping strategies. This is for domestic disputes. They are hoping to do an ICB wide audit later in the year to see how well embedded ICON is.</p> <p>SS said it would be interesting to hear the feedback about the new recruits.</p> <p><u>South West</u></p> <p>CW – ICON has been embedded for a number of years and they have talked about an audit process, but there are a number of areas of ICON they still need to focus on first. They will focus on refreshing and re-promoting, especially in family hubs. CW thanked SP for the invite to join the Devon and Cornwall steering group. CW is interested in the temporary accommodation challenges in terms of safer sleep arrangements, but also because of the added pressures of caring for a baby in one room. She will take this to their steering group, and reach out to their temporary housing providers.</p> <p>SS agreed this was an important point, and perhaps they could get somebody from a national housing provider to join their executive level to help with this. SS added it was also important to have that re-assurance and assurance that the ICON programme is being delivered.</p> <p><u>Birmingham and Solihull</u></p> <p>SW – ICON is well embedded across the ICB. They previously did an audit which included midwifery, antenatal services, community midwives, health visitors and primary care. They</p>	<p>TB</p> <p>SS/JS</p> <p>KW</p> <p>SS</p>
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	<p>have repeated this audit and got good data back from midwifery and health visiting, but will have to wait until the winter pressures have passed to get data from primary care. They are awaiting the E-Learning package (which has gone live since this meeting), and are looking to explore a radio campaign. SW will contact James Footitt about this. SW is currently in contact with Birmingham University to deliver an ICON presentation to new midwifery, nursing and health visiting students.</p> <p>SS agreed that undertaking audits was difficult but ICON would be offering support on this nationally as well as locally.</p> <p>SaS suggested that in regards to capacity of GPs, in the past they have included ICON in their GP Section 11 (depending on whether people do a GP Section 11), so that it doesn't present as an extra task for GPs. This worked quite well. SW responded they had tried this but the results differed greatly from what was in the actual GP records, so it was not completely accurate.</p> <p>JS added that the GP pop-up will help with gathering evidence, and in summary added that it was amazing and invigorating to hear what everybody is doing, and to observe the willingness to share and support each other.</p> <p><u>Wakefield</u></p> <p>JW – ICON embedded since 2021. Have done a 7-Minute guide on educating midwives going into A&E, and the urgent treatment centres. JW has sent information on the ICON pop-up to SA, so she can share the IT contact if anyone needs support – SS thanked her for this. They have done some work around Safer Sleep with the police across West Yorkshire, and are also talking to them about the ICON E-Learning module. Their breastfeeding peer support and Homestart are undertaking the E-Learning module, and DadMatters are also doing the training. JW is keen to get YAS involved in the 7-Minute guide and the E-Learning.</p>	SW
9	<p><u>AOB</u></p> <p>SA confirmed that ICON Week this year is from 23-27 September.</p> <p>BJ advised that in Devon they have a Safe Fest every year in November, with different presentations of a safeguarding theme, and maybe ICON could fit into one of the slots, during that week. SA agreed that would be fine, and can support with this.</p> <p>SS was reminded by NS from Barnados, that she is doing a Lunch and Learn with them in April. SS advised there is a big drive in Barnados for ICON to be included as part of their staff induction programme. This was important because Barnados is a separate voluntary sector organisation, and they have always embraced and driven ICON since its first inception. JS agreed that this also helps with multi-partner agencies and family hubs. NS added that it goes wider than that because it is mentioned in their fundraising and retail charity shops, so it is embedded across the whole organisation, and not just in children's services.</p> <p>JS mentioned that previously they worked with the Breastfeeding Network, so that when colleagues took calls from mums about breastfeeding, they often took calls from mums about infant</p>	SA

	<p>crying. The Breastfeeding Network are now commissioned to provide this service overnight as well. JS suggested they should refresh that relationship with the Breastfeeding Network, because it's still a destination for people with a crying baby, so it's a good place to get the ICON message out.</p> <p>SS confirmed there is already a national algorithm in place for the 111 service, so anyone who rings with a crying baby (after excluding emergencies), will be offered ICON advice. Also men or women who feature on a mental health pathway where there has been a major life event, such as the birth of a baby, will be offered ICON as well. Out-of-hours GP response comes under local care provider provisions.</p> <p>SaS advised that they did a good 111 case study in 2018 which was part of a pilot, and involved multi-agency support. It involved helping a struggling mother, and demonstrates that the 111 pathway works very well. SS said they could share this case study – it is on some slides and was used at the launch of ICON. Action for SS.</p> <p>SS said it would be good to do some work with 111 to see how often that part of the algorithm is used, and if they have any outcomes that they could share with us. SS to contact the people she spoke to originally at 111 to see if they can provide this. JS mentioned that there are not that many 111 providers, so they should be able to extract that information.</p> <p>TB to send SA contact details for an additional colleague to attend the NSG meeting.</p>	<p>JS/SS/SA</p> <p>SS</p> <p>SS</p> <p>TB</p>
10	<p><u>Next NSG Meeting</u></p> <p>Next meeting is Wednesday 17 April 14:00-16:00.</p>	