



**ICON: Babies Cry, You Can Cope**  
**Minutes of National Strategic Group (NSG)**  
**held on 30 July 2024**

**Attendees:**

Jane Scattergood	(JS)
Susan Anslow	(SA)
Elizabeth Wiltshire	(EW)
Karen Jackson	(KJ)
Alison Ferguson	(AF)
Barbara Young	(BY)
Emma Ajmal	(EA)
Sue Lloyd	(SL)
Lucy Sims	(LS)
Sarah Clift	(SC)
Sharon Tyne	(ST)
Kerry Cronin	(KC)
Sarah Gray	(SG)
Bridget Owen	(BrO)
Sarah Pulley	(SP)
Lucy Napthine	(LN)
Rebecca Pinder	(RP)
Becky Case	(BC)
Pippa Nicolle	(PN)
Cerian Margetts	(CM)
Liz Hallett	(LH)
Kerry Edmeade	(KE)
Caroline Wilson	(CW)
Amy Baxter	(AB)
Rachael Jolley	(RJ)
Liz Royle	(LR)
Anita Erhabor	(AE)
Audrey Scott-Ryan	(AS-R)
Nikki Somerville	(NS)
Zoe Daniels	(ZD)
Paul Havey	(PH)

**Chair**  
**ICON Programme Manager**

**Apologies:**

Samantha Smith	Debbie Brown
Sarah Stansmore	Jayne Smith
Shiela Willoughby	Sophie Read-Willetts
Suzanne Smith	Katie Clarke

No.	ITEM	ACTION
1	Minutes of meeting held on 17 April 2024 were approved as an accurate record. JS advised that her job title had changed and our records to be updated.	
2	<p><u>Action Log</u></p> <p>SA updated and actions were marked as Complete or On Target.</p> <p>Action 102: Missed target. SS has not managed to speak to Andy Knox as yet. JS to pick up action also.</p> <p>Action 109: Missed target. CW has contacted her local housing and they are going to add ICON into their information packs. SA contacted The Red Cross, as they cover accommodation, and also Shelter, but hasn't heard back as yet. It might have to go through local housing associations, and that way we might get more national representation. CW added that they linked in with their Community Connections Team, which would be a first port of call for a family in an emergency situation, but they want to extend that contact into social housing providers also.</p>	JS/SS
3	<p><u>ENSG Update</u></p> <p>JS announced it was great news that ICON is now a registered charity – we have got a number, and a board of trustees – and we are taking advice on how best to go forward. This means that we can continue to operate in an NHS environment and commissioned services like 0-19, in the same way that Lullaby and UNICEF do. We are now able to bid for charitable funds, and focus on retaining SA and AB to continue to embed the ICON message, and increase our presence. It is the result of a lot of hard work from the whole team, and from the NSG, as we were able to point to the work that is going on across most of England, and this made a compelling case for ICON. JS thanked everyone for this.</p> <p><u>ICON Team Updates</u></p> <p>The team updates had been circulated and SA summarised:</p> <p>We now have Scotland on board, on a once-for-all Scotland approach. One of our parent ambassadors who is based in Scotland, is very pleased about this news. We are also trying to get Wales on board. As you will see in our newsletter, Suzanne Smith has worked a lot with Barnados since the start of ICON, and recently she gave a training session to everyone in Barnados, including shopworkers. Welsh Barnados might be a way in for ICON in Wales.</p> <p>There are still the same four ICBs in England who haven't yet come on board, but with charity status we may be able to get more push on this. JS added that getting the 6-8 week check into RCGPs guidance, is really good persuasion for ICBs to consider adopting ICON.</p> <p><u>ICON Week 2024</u></p> <p>We have got ICON Week coming up and in view of going into charity status and being unsure of where we would be with this, this year we have a different format. It will be very much social media based. We will circulate a Comms toolkit to the NSG, as before. We are reaching out to everyone, so if you are planning any events to let us know so we</p>	

	<p>can share this. We can also be involved in any online events with ICON presentations and general support during the week. We have a got a new Friends &amp; Family leaflet that we are hoping to launch for ICON Week, plus two more posters for the O and N of ICON (we already have posters for the I and C). The theme this year will be around 'Other Carers', like grandparents, babysitters etc. These new products will be available to purchase via our website from our printers, Harlow Printing, and they will also be downloadable from our website for people to take to their own printers. SA will share these products as soon as they are available.</p> <p>JS added that now we are a charity, next year we will be hosting a free-to-attend conference for ICON Week.</p> <p><u>Social Media</u></p> <p>June was a very busy month for infant and men's health awareness days, and AB did a lot of social media posts to promote these. If you don't follow us, then please do so you can see all these posts which you can share, and this is also a great way to extend our reach to male carers.</p> <p><u>Primary Care</u></p> <p>Previously there was some discussion about GPs not being on board, but since our last meeting SA has received emails from lots of areas to say how you are driving this with GP practices at the moment, so that's fantastic news. There is also a PowerPoint that a GP has adapted for GPs, from our Train the Trainer presentation, which SA will share if anyone would like to use it or further adapt it.</p>	SA
4	<p><u>Finance report</u></p> <p>JS updated that this was circulated and it shows we have next to no money, but it doesn't include the money from Scotland, which will allow us to continue to employ AB for a bit longer. We would like to formally record our thanks to HCRG, who are the provider of 0-19 services and community services in the Lancashire area. They are SA's substantive employer and they are allowing her to continue to work for ICON for three days a week, for the coming months. So they have been a very supportive provider partner, until we can get charitable funding. The Finance Report has been approved by the ENSG.</p> <p>When we receive some charitable funding, we will have a conversation about how ICON manages its money. As we are a very small charity, we will ask an organisation to continue to host us, and we may have to get into a more formal arrangement with Warrington &amp; Halton Hospital for this, involving a maintenance fee. This will allow us to continue to offer NHS terms and conditions to employees.</p>	
5	<p><u>Social Media Tracker</u></p> <p>Report had been circulated and SA updated that she compared it with the previous report and visits to the website are going up quite substantially. Also our social media followers are increasing, and the top downloads are the ICON leaflet and the Easy Read leaflet. The social media posts featuring our Betsy Mae cleft palate posters, received a high number of Likes and Shares, and her parents are delighted.</p>	

	<p>It is no longer possible to get profiling statistics for our social media posts, as this is now a paid service with sites.</p> <p>Our E-Learning training completions have increased as well and the feedback has been very positive. At the moment, it is not possible to see who is accessing the E-Learning, but a certificate is provided on completion of the training, which can be shared with managers. With more funding, we could update this process in the future.</p> <p>SA encouraged everyone to Follow us, Like us and Share our feeds.</p> <p>SA updated that on checking back through reports from Harlow Printing, we saw that they owed us around £1700 in royalty payments, and this will allow us to complete our new Friends &amp; Family leaflet, and the O and N Posters.</p>	
6	<p><u>Area Updates</u></p> <p><b><u>Bath and North East Somerset</u></b></p> <p>EW – We have generated an ICON template to help teams and partner organisations get set-up with governance and champions, to ensure it is embedded within their practices and auditing. Our training is booked with SA in September, and we are aiming for our launch in January. EW to share template with SA.</p> <p>JS mentioned that when we receive funding we will be looking at quality assurance and fidelity of the ICON programme, using a similar model with providers.</p> <p><b><u>North West London</u></b></p> <p>LR – Thanked SA for helping with their rollout over eight boroughs, and they are hoping to have an ICON ICB launch. There has been a lot of interest from the wider children workforce so LR has delivered training to foster carers in one area, and several sessions for Early Years. In NW London they have a HOF programme which is a health outcomes framework, and once ICON is embedded they will look at the outcomes of this. LR would be interested in any other types of evaluations also. JS said this type of work is also great for auditing purposes.</p> <p><b><u>Bradford</u></b></p> <p>EA – Bradford did a soft launch for ICON initially and they decided to do a relaunch with partnerships. The first part of the relaunch was for pledges with multi-agencies, around how they could embed ICON messages to frontline practitioners who come into contact with new parents. ICON will be part of mandatory training for all services in early help and transformation, and part of training for young people drug and alcohol services. For ICON Week the city clock tower will be lit up in the ICON colours. They will also be promoting DadPad, who are commissioned in their area, and who will provide profile stats of visits to their website. Interest for ICON is very high, and they will be looking at how to publicise ICON more e.g. on sides of buses.</p> <p>JS encouraged people to think of a landmark in their area which could be lit up in the ICON colours during ICON Week!</p>	EW

	<p><b><u>Staffordshire and Stoke-on-Trent</u></b></p> <p>RJ – (Named GP). They launched ICON in 2021. Every year they send a survey out to GPs in regards to safeguarding in connection with local cases. There is a section on post-natal care delivery and ICON feature in this. The vast majority of GPs talk about ICON in their consultations, and to capture the others, they are looking at getting a tickbox prompt added to local templates. They have a good relationship with children's social care. Following their survey, they have introduced Lunch &amp; Learn sessions for primary care based on post-natal care delivery, and how they can involve dads via texting, or have a 6-8 week chat with new dads. They are looking at funding to expand DadPad in the region. RJ would like to have a meeting with Andy Knox, Named GP in Cumbria – SA to provide them with contact information. JS advised that there is a prompt for GPs on EMIS and SystemOne which can be enabled. RJ to look at adding enabling information on their website.</p> <p><b><u>Plymouth</u></b></p> <p>CW – Across their safeguarding children partnership, which includes Plymouth, Torbay, Devon, Cornwall and the Isles of Scilly, they are looking at jointly funding a Bauer Media campaign. The E-Learning is going really well with GPs, as are face-to-face Train the Trainer sessions. They recently did a webinar with their Named Doctor from Livewell, their Hospital Designated Nurse and their MASH for injuries to babies, and ICON was concentrated within that. They would like to look at the impact of adult mental health so if anyone has any shared learning on this, if they could link in.</p> <p><b><u>Luton and Bedfordshire</u></b></p> <p>KC – Their workforce are delivering the ICON message but perhaps not with confidence. They launched ICON in 2020 and have decided to do a relaunch in ICON Week, working alongside their partnership services. They will be engaging with local communities focussing on dads, and also contacting sporting clubs to deliver the message. They currently don't have contact with dads at 6-8 weeks, so a texting service is something they will look at. ICON training on ESR is additional training which staff have to complete and this is being monitored.</p> <p>JS advised that herself or SA were happy to help with their relaunch, or at any other time.</p> <p><b><u>Humber and North Yorkshire</u></b></p> <p>AF – They are refreshing the ICON training within Primary Care, and a session is booked for ICON Week. AF has contacted the Registry Office to see if they would be interested in having training delivered, or to put posters or leaflets in their waiting rooms where dads will be. JS agreed this was a good idea, and it was normalising the message.</p> <p><b><u>Hertfordshire and Essex</u></b></p> <p>LS – Essex has quite a number of ICBs. They launched last year on Phase One – health visitors, midwives and GPs – and across Hertfordshire they are all trained. ICBs and HCRG are rolling it out across their patch in Essex. LS has been looking at GP systems and</p>	<p>SA RJ</p> <p>Group</p>
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their GP safeguarding leads have done a lot of training with lunchtime webinars, and LS is happy to link in with RJ about this. Since its launch, health visiting can now see which families have received the ICON message, and they can capture this data in ongoing evaluations. They are using ICON Week to launch Phase Two which is for other professionals e.g. A&E, 111 etc. There will be a 45 minute webinar led by clinical quality leads, HVs, and safeguarding lead. It is a low cost / high impact piece of work. Midwifery are struggling with time for training, but there is a neo-natal training day in September.

JS agreed that it was a a low cost / high impact piece of work compared to the very high costs of caring for a brain damaged child.

### **Birmingham and Solihull**

SC – As mentioned in the newsletter, they launched a digital radio campaign with Bauer Media. It was the same radio campaign that Leicester previously devised, and it ran over four weeks in March. The feedback was really positive – they had 214,000 impressions, 28,700 unique listeners and 250 visits to the ICON website. They are also repeating an ICON audit and are pushing the message within primary care, so they are hoping to see an improvement in the GP 6-8 week check. They will be promoting the ICON message over ICON Week, and sharing their Never Ever Shake a Baby videos alongside their social media posts.

### **Lincolnshire**

RP – They have one ICB and ICON is well embedded in the area. They are going to do another audit for the touchpoints because following the death of a baby, it was highlighted that not all the ICON messages were shared at the expected touchpoint. It is not fully embedded in primary care, as trainee GPs at a recent training session had not heard about ICON, so they will look at how to promote the messages better. They are working well with partnerships, and have linked in with police training, and are also looking to link in with pre-reg university students. They had 105 visits to the ICON website following their radio campaign.

### **Cornwall and The Isles of Scilly**

SP – They are in discussion with Devon about running a radio campaign during ICON Week. They met with the Maternity Voice Partnership from LMNS and are incorporating user feedback into what they are doing. SP has shared the online training with Early Years, who can share this with their nursery and child-minding staff. They also have a safeguarding newsletter with an ICON message, and this is going out to GPs. They have included ICON in their Section 11 audit for GPs.

### **South Yorkshire**

ST – They have had ICON embedded for several years. They have a quarterly steering meeting with frontline practitioners (champions), from different agencies across Barnsley and they share information about how the ICON message is being delivered to families. For ICON Week they have got the support of Barnsley Football Club to feature an ICON video at their home game on 28 September. The team will also do

	<p>social media posts, and are hoping to get some of the players to hold up the I C O N letters, with a video explaining each letter. They have asked if Barnsley Town Hall could be lit up across ICON Week. They recently did a combined audit for ICON and Safer Sleep, with local authority providers and 0-19 service, about how and when they are delivering the messages. They don't have the results as yet. They will do a Bauer Media radio campaign during ICON Week, and Hallam FM radio will interview one of their colleagues. They will also be running events in Meadow Hall with multi-agencies supporting them.</p> <p><b><u>Coventry and Warwickshire</u></b></p> <p>ZD – They joined ICON in February and they have rolled out a soft launch across Health Visiting and Family Nurse Partnership. Midwives and Neo-Natal are hoping to launch towards the end of the year.</p> <p><b><u>Barnados</u></b></p> <p>NS – They recently did a Lunch &amp; Learn with Suzanne Smith which went really well, with over 300 staff on the call from across the country. From this they made connections with people in Wales, Scotland and Northern Ireland. NS has spoken to colleagues in Wales and they are looking at putting together a programme to roll it out to health partners in Wales. They have included it in safeguarding updates which should lead to an uptake in training.</p>	
<b>7</b>	<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. They will meet again after ICON Week so please stay in touch with SA and invite us to your virtual sessions.</p>	
<b>8</b>	<p><b><u>Next NSG Meeting</u></b></p> <p>Next meeting is Tuesday 22 October at 10:00-12:00.</p>	