



ICON: Babies Cry, You Can Cope
Minutes of National Strategic Group (NSG)
held on 27 January 2022

Attendees:

Suzanne Smith	(SS)	Founder and Programme Advisor (volunteer)
Susan Anslow	(SA)	ICON Programme Manager
Ann Barber	(AB)	ICON Administrator / Minute taker
Nikki Somerville	(NS)	Simone Peters (SP)
Mary Kearney	(MK)	Val Lowther (VL)
Holly Fawzy	(HF)	Helen Hargreaves (HH)
Nicola Wilkinson	(NW)	Vicki Fisher (VF)
Rebecca Sage	(RS)	Samantha Smith (SaS)
Pippa Nicolle	(PN)	Becky Case (BC)
Debbie Brown	(DB)	Denise Phillip (DN)
Sharon Tyne	(ST)	

Apologies:

Katie Clarke	Kimberley Salmon-Jamieson
Jamie Carter	Ann Chadwick
Rachel Rimmer	Adrian Spanswick
Emily Hutt	Eileen Mills

No.	ITEM	LEAD	PAPER
1	Minutes of meeting held on 28 October 2021 approved as an accurate record.	SS	Approved
2	<u>Action Log:</u> Action 30: Complete – case studies sent to Jenny Whyte. Steve has now left. Action 34: Complete – Sarah shared examples of beer mats and Barber Shop info. Action 35: When KW receives contacts for YOI she will let SS know. (VL for KW) Action 36: SA now dealing with work in schools. Action 37: SaS chasing info from pharmacies.	SS SA KW SA SaS	Complete Complete On target On target On target

	<p><u>Programme Manager and Administrator Activity</u></p> <p>SA updated that they have been making lots of introductions and getting new areas on board; working with e-learning package; revamping ICON website – specifically Parents Advice pages; working with Mike Squire on social media and the Christmas campaign ‘Pause at the Door’(a non-Christmas version is being done); looking at the Department of Health calendar to plan campaigns throughout the year around this; looking at ICON week 2022.</p> <p>An Induction pack was being put together and this will be available on the Member’s Portal. The pack will include: how to set up ICON; e-learning; GP Ambassadors info; and other beneficial information.</p> <p>SA advised that ICON now have three GP Ambassadors who were looking at making a podcast for use on the website and social media, showing how they introduce ICON at the 6-8 week check-ups. In order to reflect diversity, SS asked if anyone knew of a black or ethnic GP who might be willing to take part, and to contact SA.</p> <p><u>Channel 4</u></p> <p>Following <i>24hrs in Police Custody</i>, Channel 4 has now listed ICON in two areas of their support pages – Family & Relationships, and Child Abuse & Harm. They will also contact us when their new Head of Documentaries is in post so we can be informed of up-and-coming programmes on baby-shaking, so ICON might possibly be featured at the end of these programmes.</p> <p>SaS advised that Mike Squire had done a short film delivering the ICON message to a man, so that might be helpful. SS to follow up.</p>	<p>SA/AB</p> <p>SA/GPs</p> <p>SS</p>	
4	<p><u>Area Updates</u></p> <p><u>Hampshire:</u></p> <p>Joined ICON in September 2018. In Spring they are planning a safeguarding in infants audit and also looking at care homes – key themes are how messages are being delivered, speaking to parents and professionals – A&E staff, GPs etc. – and learning from good practice.</p> <p>They are keen to engage in a multi-agency approach e.g. military, community centres, mother & baby groups etc. to broaden the programme. The events will be in highly populated areas like shopping centres - setting up stalls and running parents workshops about comforting methods, and promoting it to the wider family: grandparents, aunts, uncles etc. Cumbria ran a similar programme and have been in touch about this.</p>	ALL	Discussion

