

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 I | Manager | |
| Ann Barber | (AB) | ICON Administrato | or / Minute taker | |
| Nikki Somerville Mary Kearney Holly Fawzy Nicola Wilkinson Rebecca Sage Pippa Nicolle Debbie Brown Sharon Tyne | (NS) (MK) (HF) (NW) (RS) (PN) (DB) (ST) | Simone Peters Val Lowther Helen Hargreaves Vicki Fisher Samantha Smith Becky Case Denise Phillip | (SP) (VL) (HH) (VF) (SaS) (BC) (DN) | |

Apologies:

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

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

| E-learning SS advised there was a good e-learning package available from Mark Wilson at Dudley but unfortunately it was not possible to share this on other people's systems. It was agreed at ENSG to procure a supplier to create our own package, and there were funds for this. It will be available on the Member's Portal. SS to liaise with Mark Wilson. SS/NS NS had conversations with Barnardo's and were very keen to make the current train the trainer' package more interactive. SS said it would be very helpful to have NS as a consultant with Barnardo's for this. SaS suggested it would be good to have an html version of this to direct people to it. SS/NS ICON in schools update Jenny Whyte has put together a package with colleagues but has been unable to engage with education colleagues. SA is now picking this up. SA Sa Suggested speaking to the local LSCPs as they have educational sub-groups, and so would have representation at all levels: primary, secondary, FE etc. SA to follow this up. SS advised there are funds available for this project. SA Commissions/interest update SA SA SA advised they are in the process of updating the template and are getting a lot of interest again - there are currently three in the South in the process of considering commissioning ICON. There is also some interest from Scotland. SA There is also a new development with an Australian programme called MECSH that has been adapted for use across the UK. They have contacted SS to see if it ICON can be integrated with MECSH and a meeting has been arranged to discuss this. SAS advised that she has passed SA's details to their Public Health Consultant who had also | 3 | ENSG Update: | SS/SA | Discussion |
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| | Programme Manager and Administrator Activity | | |
| | 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. | | |
| | 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. | SA/AB | |
| | 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. | SA/GPs | |
| | Channel 4 | | |
| | Following 24hrs in Police Custody, 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. | | |
| | 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. | SS | |
| 4 | Area Updates | ALL | Discussion |
| | Hampshire: | | |
| | 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. | | |
| | 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. | | |
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| Warrington: They would be obtaining feedback from the probation service and will be updating on this. It has gone on the NHS111 pathway and adult mental health pathway. SP suggested getting the ICON message out to large employers for paternity leave. SA is setting up a steering group and will be looking at new ideas like this. SS said this was a good idea to explore. | SA | |
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| East Riding of Yorkshire: | | |
| After one year they are doing really well – although it was difficult to get GPs on board. ICON is in their leaflets and on website and they have done training with neo-natal midwives. They will also be using text messaging to women as well. | | |
| Hull: | | |
| Had made a good start, although it was also difficult getting GPs to engage. MK suggested that the GPs podcast and other messages would really help. SA to contact one of the GP ambassadors to help with GP engagement. BC and MK to give names of their Named GPs to SA. | SA BC/MK | |
| Cheshire: | | |
| Have done a lot of work with GPs recently. | | |
| Manchester: Greater Manchester are doing a lot of work with ICON. HF to give names of leads in organisations to SA/SS so they automatically get an invite to next meeting. | HF | |
| ICON is more embedded in Manchester – they meet regularly with maternity units and partnerships with children's centres. Will put pages in their child health book, and are looking at feedback from families, and an evaluation is in progress. | | |
| Lincolnshire: | | |
| Launched ICON in October 2021 – are doing it in two phases. Working with LSCP, looking at Train the Trainer, and how to cover the military. ICON is also in their community pharmacies newsletter. SS/SA to see about reaching out to pharmacies through their professional body. | SS/SA | |
| <u>Barnardo's – North Region:</u> | | |
| Have launched an online helpline for the Asian community and ICON message is on that, so they could make the connection about widening the message and getting feedback for evaluation. SS to action. evaluation template to be sent out as soon as launched. | SS | |
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| 5 | Finance report | SS | Circulated |
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| | SS advised that the Finance Report had been approved by the ENSG and that finances were in a fairly healthy position. They will be using funds for the curriculum and e-learning work. Everyone supported this. | | |
| 6 | Social Media report | SS | Circulated |
| | The 'Pause at the Door' Christmas campaign had been very successful with 41,000 engaging, and 5,000 watching the video - 6.7% were men, which is higher than usual, making it the most successful video so far. A good campaign with a simple message and Mike Squire will be creating a non-Christmas version for YouTube. | | |
| 7 | Guest Speaker: Tilly Pillay - Stork Programme and App | SA | |
| | The STORK Collaborative is a network of health care teams working towards reducing risks for newborn and infant mortality though parent, carer and family education and empowerment, and is hosted at Wolverhampton University in the West Midlands. | | |
| | Tilly presented the programme and said they do training with families/1:1s on basic life support, choking, breast feeding, plus ICON support. They engage with other institutions and centres across the Midlands to educate on STORK. The programme is anchored at Wolverhampton University and all information can be found on their website: wiv.ac.uk/STORK There is also an app for mobile phones, and YouTube videos aimed at dads, linked in with St John's Ambulance and ICON. | | |
| | They also engage with schools, GP practices and health centres, and parent feedback has been very positive. Critical in this has been the baby-shaking messages. | | |
| | Leicester has twice the national average for baby shaking and there are currently two nurses in Leicester offering STORK training. The Black Country also has a high mortality rate and Tilly said she could come to their strategic meeting to give this presentation. DB to contact Tilly about this. | DB | |
| | SA to liaise with Tilly about incorporating the ICON message into schools. | SA | |
| 8 | AOB | | |
| | A decision on Read Codes is imminent and GP Ambassadors have been chasing on this. | | |
| 9 | Dates for 22/23 meetings | | |
| | Date for next NSG: Tuesday 19 April – 2:00-4:00 | | |