



ICON: Babies Cry, You Can Cope
Minutes of National Strategic Group (NSG)
held on 20 July 2022

Attendees:

Jane Scattergood	(JS)	Chair	
Susan Anslow	(SA)	ICON Programme Manager	
Ann Barber	(AB)	ICON Administrator / Minute taker	
Andrea Graves	(AG)	Vicki Fisher	(VF)
Jayne Smith	(JaS)	Pippa Nicolle	(PN)
Sue Lloyd	(SL)	Elaine Wyllie	(EW)
Elizabeth Sourbutts	(ES)	Rachel Dale	(RD)
Claire Turnbull	(CT)	Danielle Rees	(DR)
Sarah Clift	(SC)	Samantha Smith	(SS)
Karen Watson	(KW)	Debbie Brown	(DB)
Hayley McCulloch	(HM)	Sophie Read-Willetts	(SR-W)
Jenny Whyte	(JW)	Emily Hutt	(EH)
Helena Davey	(HD)	Janet Edwards	(JE)
Sarah Booth	(SB)	Becky Case	(BC)
Jenny Roddy	(JR)	Nikki Somerville	(NS)

Apologies:

Amy Baxter	Caroline Wilson
Audrey Scott-Ryan	Louise Fletcher
Jonathan Darling	Ann Chadwick
Katie Clarke	Catherine Bramley

No.	ITEM	ACTION
1	Minutes of meeting held on 19 April 2022 approved as an accurate record.	
2	<u>Action Log:</u> All actions complete or on target. Outstanding actions: Action 44: ICS and ICBs will have their own pharmacy leads and this will be a way of engaging with NHS Pharmacies. Action 46: Katie Clarke to provide contact info from Acute side for appearing in GP Ambassador podcast during ICON Week. Actions 47, 48 and 49 are on target.	KC

	Action 50: AG to send a couple of sentences for engaging young dads to SA.	AG
3	<p><u>ENSG Update:</u></p> <p>Commissions/interest update</p> <p>SA advised that there are quite a lot of new members who are now part of the NSG, including new areas Merton and Tayside so welcome. Recent commissioned areas include: North Somerset, South Gloucestershire and Bristol, Merton, Herefordshire & Worcestershire, and Jersey.</p> <p>Areas in the commissioning stage include North West London including Harrow, and South East London including Lewisham, Bexley, Greenwich, Bromley, Southwark and Lambeth.</p> <p>Interested areas include: Hertfordshire and Essex, Buckinghamshire, Oxfordshire and Berkshire West Dorset and Dorchester</p> <p>The pilot in Tayside Scotland was also well received and they are hoping to get ICON launched by ICON Week.</p> <p>There is a map on the website of commissioned areas so people can see how far ICON have come since 2018.</p> <p>ICON Team update</p> <p>SA provided an update as follows:</p> <p><u>Men's Steering Group:</u> is going very well and Dad Matters are attending;</p> <p><u>Schools Project:</u> has really progressed. A lesson plan was delivered and this will be emailed to everyone in group, and it will also be delivered during ICON Week;</p> <p><u>GP Ambassadors:</u> we are still receiving a lot of support and Dr Bryony Kendall has helped to obtain a Snomed code for ICON;</p> <p><u>ICON Week – 26-30 September:</u> we will be running webinars throughout the week and a programme will be sent out, and social media updates will be posted. We have got representation from the military, the police, education, public health, GP Ambassadors and Parent Ambassadors, who will be taking part in the webinars.</p> <p>Please contact SA if anyone else is keen to get involved;</p> <p><u>Justice System:</u> SA delivered an ICON training session to them and we are seeing how this training can be delivered nationally;</p> <p><u>E-Learning:</u> is ongoing at the moment. NS advised that she will liaise with SA regarding the Train the Trainer package. NS sent a link about a non-accidental injuries report which indicates that a culture change needs to happen regarding engaging dads:</p> <p>National Review of Non-Accidental Injury in under 1s (publishing.service.gov.uk)</p>	<p>SA</p> <p>SA</p>

	<p><u>Newsletter:</u> if anyone would like to include anything in our next newsletter please contact ann.barber@iconcope.org</p> <p>SA also updated that herself and Suzanne Smith attended a CDOP Conference on 11 July, which was well attended.</p> <p>JS will put SA in touch with Comms contact who will provide a press pack resource for ICON Week.</p> <p>JS commented that the Justice System is a very important place to engage with young men, and also that the commissioning map was very good.</p> <p>Military Update</p> <p>EW updated that following a Military Healthcare Safeguarding Conference at the end of last year, the Global Head of Defence Safeguarding was very interested in ICON, and they were looking at developing an awareness campaign in July, across the military in the UK and overseas, to get the message out to serving soldiers, a high percentage of which are male.</p> <p>Working with SSAFA, they have now delivered training to: Nepal, Cyprus, Gibraltar, Brunei, Germany, and all of UK including MoD civil servants.</p> <p>EW advised CT to contact the safeguarding lead at the military base in Rutland to speak about ICON training.</p> <p>JS to give EW details of school nursing leads in Cyprus and Belgium so they can link in with SSAFA.</p>	<p>JS</p> <p>JS</p>
4	<p><u>Social Media Report:</u></p> <p>Growth has been steady on social media accounts with men's engagement on FB up by 5% since last report. People going from media to website has increased by 160%.</p>	
5	<p><u>Finance report</u></p> <p>ICON finances were looking healthy at £102k with more coming in, so we are solvent for the time being, with biggest expenditure on staff costs.</p>	
6	<p><u>Area Updates</u></p> <p><u>Gloucestershire:</u></p> <p>DR updated they have good engagement for ICON in Gloucestershire, including from the military. Focus is on ICON Week and they are looking at how they can promote it, and will be training staff during that week. SA confirmed she would share press pack with the group in August.</p>	SA

	<p><u>Tayside:</u></p> <p>JaS reported they are hoping to get ICON launched by ICON Week. They have good engagement with agencies including GPs, and they will see if they can get a national approach put forward in Scotland, so there will be more Scottish representation. They also have NHS 24 on board. SA to share Snomed codes with JaS.</p> <p><u>Leicester:</u></p> <p>CT – they did a practitioner launch in March/April and they demonstrated how partner agencies had disseminated ICON, including drug and alcohol misuse with young parents, in social services areas and in voluntary organisations. They are using the Birmingham videos but they might also do a subsequent video of parents watching these, to see reactions of young dads. Have also done training in probation in Leicester and will be going into prisons for fathers and fathers-to-be. Have done radio campaign in Yorkshire and North East.</p> <p>KW mentioned they had a prisons midwife in North East and it would be useful to link in with CT to do some joint work.</p> <p><u>Hampshire:</u></p> <p>SS reported they launched ICON in 2018 and all staff know the importance of keeping the ICON message going for 4 years. They are doing a survey to re-engage with people to see how ICON has impacted their services and once they have completed their thematic safeguarding review, they are planning to visit high traffic places like shopping centres, to talk to the public, alongside other professionals, regarding coping with babies crying. JS asked SS to share their finished evaluation.</p> <p><u>Cambridgeshire:</u></p> <p>AG – they have been with ICON for 18 months and have about 20 partners across the sector, and they are planning on doing an official launch ICON during ICON Week. They will be manning pop-ups at train stations and shopping centres with freebies like ICON t-shirts. They are working on engaging dads locally and in HMP Peterborough there is a mother and baby unit so they will share the ICON message with them.</p> <p><u>Manchester:</u></p> <p>PN - they launched ICON in 2019. ICON well embedded in healthcare, and also Dads Matter and Barnardos are auditing carer/parent feedback of the messages. We have also been approached by University of Bristol to take part in the evaluation of impact research they are doing. In Manchester we had a baby week which was linked into Manchester's Year of the Child 2022, where ICON message was included in the events for that week. There are activities planned for ICON week.</p>	<p>SA</p> <p>KW</p> <p>SS</p>
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	<p><u>Leeds:</u></p> <p>JR – ICON launched in October 2021 with the Midwives, and all midwives have had training. Regular updates/reminders go out on social media and email to staff regarding ICON, and it is also embedded in the 34 week meetings so midwives engage with male partners, and on discharge from hospital and in after care. They want midwives to tick box that they have given ICON information so they can use this in their audit. There is an ICON button on K2 digital maternity records.</p> <p><u>Merton:</u></p> <p>JE – Merton is launching ICON and their training will start from 21 September. It was very useful to hear what people had to say and JE will leave her email address in the Chat if anyone would like to send her any further tips or advice. SA explained that there was some very useful information and links in the Welcome Pack and also the Birmingham videos were very helpful to watch.</p> <p><u>Birmingham:</u></p> <p>SC thanked ICON for endorsing the Birmingham videos and advised that she would put the link in Chat for videos, and the distributor can add their own logo for £350.</p> <p>ICON - Birmingham and Solihull CCG https://www.birminghamandsolihullccg.nhs.uk/our-work/icon ademarshphotography@yahoo.co.uk</p> <p>SC reported that all practice nurses had been updated about ICON, and they are looking at getting neonatals on board and also taking the ICON message into paediatric appointments. They are looking at taking ICON videos into football stadiums and clubs, and if the National Childbirth Trust would like to do ICON, and also looking at prisons in Birmingham.</p> <p>SA mentioned that Easy Read information for neonatals is available on the ICON website and she will ask EW if she has anything else.</p> <p><u>Cheshire and Merseyside:</u></p> <p>HM – they recently did a radio campaign in May/June and this got more partners involved. Cheshire GPs now have templates for ICON, and they have organised an event to target travelling families. Warrington are working with Probation and there is good public health support across the areas.</p> <p><u>Sussex:</u></p> <p>JW – ICON was launched 2.5 years ago. The key is getting the right people around the table and she will be happy to give any advice to newcomers. There is a Bereavement Conference in September and JW will be giving a presentation on ICON.</p>	SA
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7	<u>AOB</u> JS thanked everyone for their feedback and comments. SA asked if anyone would like to catch-up after the meeting, to contact her on Teams.	
8	<u>Next NSG Meeting</u> Date for next NSG: Tuesday 18 October – 11:00-13:00	