



Members

Welcome Pack

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Welcome to ICON: Babies cry, you can cope

Abusive Head Trauma (AHT) is preventable and doing more to protect babies has been a key interest of mine since 1998 when I saw first-hand, the devastation that results when a baby is shaken. The ICON programme was founded following years of study into the prevention of AHT, after I made a research visit to the USA and Canada in 2016 (courtesy of the Winston Churchill Memorial Trust Travel Fellowship), to see a range of prevention programmes in action and to understand more about what makes such programmes a success. ICON is the result of weaving elements of these programmes together in a way that ensures a natural fit with health service delivery in the UK. It fits alongside other initiatives such as safe sleep guidance and 'Baby Friendly Initiative'

Research suggests that some parents/carers lose control when a baby's crying becomes too much. Some go on to shake a baby with devastating consequences. Apart from preventing AHT, most people who have ever cared for a baby, appreciate some advice about how to comfort a crying baby and how to cope when the crying is persistent and starts to grind you down.

ICON is an evidence-based programme consisting of a minimum of five brief 'touchpoint' interventions that reinforce the simple message making up the ICON mnemonic and is delivered by different professionals giving the same consistent message to parents and carers.

Infant crying is normal, and it will stop

Comfort methods will sometimes help, and the crying will stop

Ok to walk away if the baby is safe and the crying is getting to you

Never ever shake or hurt a baby

[Abusive Head Trauma: The Case For Prevention \(Summary\) - ICON Cope](#)

In this pack you will find everything you need to implement the ICON programme in your area.

Dr Suzanne Smith PhD

ICON Founder & Programme Advisor

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Pathway of how to Implement ICON

1 Identify a lead to implement and oversee the embedding of ICON across the chosen footprint e.g. ICB/ICS/region together with some admin support.

2 Agree on your preferred approach to ICON implementation – i.e. are you planning an holistic approach involving health and partner agencies, or are you planning a phased approach looking at health providers initially and then bringing partner agencies on board at a later date. This decision will rest largely on local demographics and support from partner agencies.
A phased approach could be:

1. Midwifery and health visiting initially
2. Midwifery, health visiting and general practice
3. Health together with partner agencies

3 Set up an implementation working group consisting of appropriate representatives of those agencies who will be part of this initial implementation. It is suggested that representation should be sought from:

- Public health commissioners of 0-5 service
- Service lead from 0-5 service
- Midwifery service leads
- Named Nurse and Named Midwife from each NHS provider trust
- Representative from Children's Social Care and/or LSCP
- Named GP or LMC representative if planning to implement in general practice as part of initial implementation
- Key leads from partner agencies if these are to be part of the

5 At subsequent meetings it is helpful to:

- review progress against the agreed action plan
- consider the progress of ICON training delivery across each provider organisation
- plan for launch (may be helpful to liaise with ICB, LSCP and provider Comms leads)
- agree number of resources (leaflets and posters) which each provider will need
- agree any additional resources which you think would be helpful (e.g. A5 laminated copies of 'Normal Crying Curve' for use by

4 At initial set up meeting:

- Work through ICON presentation by Sue Smith which details the research project and the basis for the ICON programme
- Show 'Ellis's story' (available at <http://iconcope.org/>) – this is really impactful and reminds group members why ICON is so important
- Agree touch points for intervention
- Develop action plan including timescales and date for launch
- Request that provider organisations highlight development via governance structures
- Inform ICB,ICS Safeguarding Lead and LSCP

6 Formally launch ICON programme across the ICB,ICS footprint with appropriate comms, and ensure that LSCP have signposted to ICON on website.

7 Hold follow-up meeting of implementation group to:

- review launch and implementation
- consider how professional and service user feedback has been received
- agree on next phase of implementation – this could be inclusion of ICON at GP 6 week check if not included at Phase 1
- consider how ICON can be supported across key partner agencies and staff groups (e.g. foster carers, childminders, Early Years settings, etc.)

ICON Registration Guide

To register on the ICON website please go to [Home - ICON Cope](#) Log In

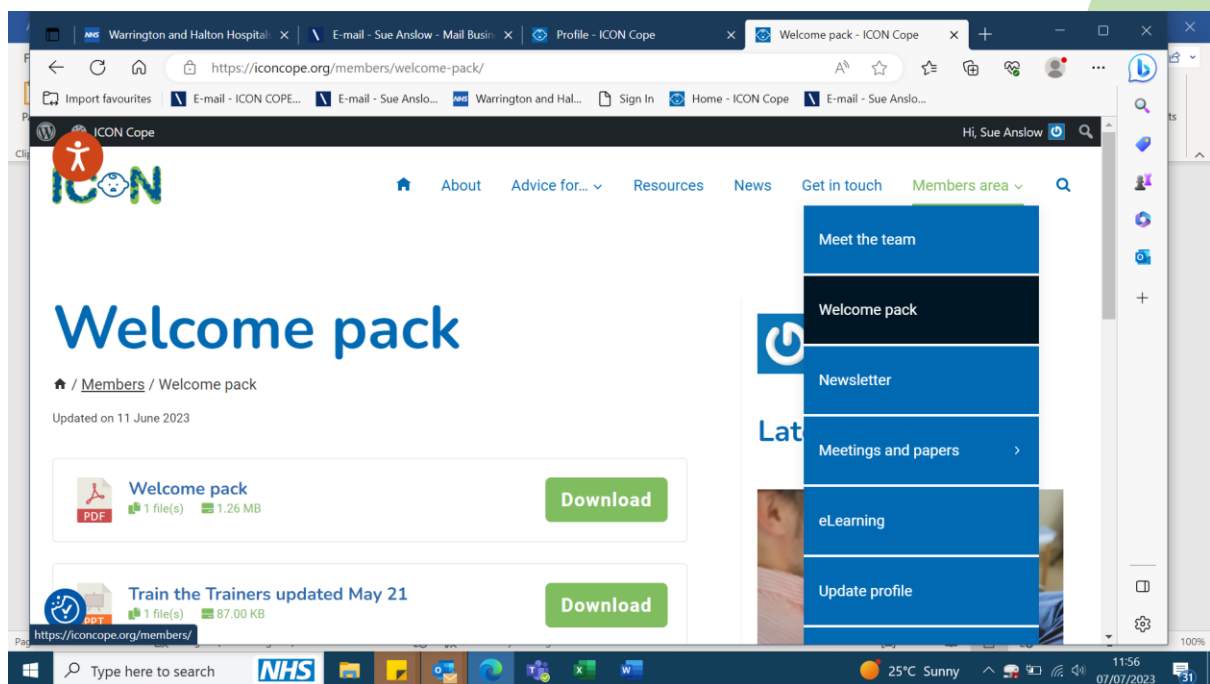
Complete the details for new registration.

You will need to enter the following invitation code: ICONPORTAL20

You will then receive a confirmation email which will ask you to change password where you will create your own password.

Please do not share this code without permission from ICON.

Once you have registered and logged in you will be directed to the members portal home page:



You can see all recently added files and downloads on the home page.

To the right there is a menu of the different pages with different information.

Train the Trainer Presentation

with voice over from Dr Suzanne Smith

PowerPoint Presentation with Notes:



The Power Point Presentation can be accessed on the website in the members portal in the Welcome Pack window.

[Train the Trainers updated May 21 - ICON Cope](#)

To open the PowerPoint Presentation with additional explanatory notes, right click once on the image and select Presentation Object, Open.

To open the PowerPoint Presentation with voiceover, left click twice on the image.

E-Learning Package

An ICON E-Learning package has now been created and is available for commissioned areas on the members portal. It can be accessed via two methods -

The link below can be shared with any organisations in your area that you wish to complete the training using the following login details:

<https://elearning.iconcope.org>.

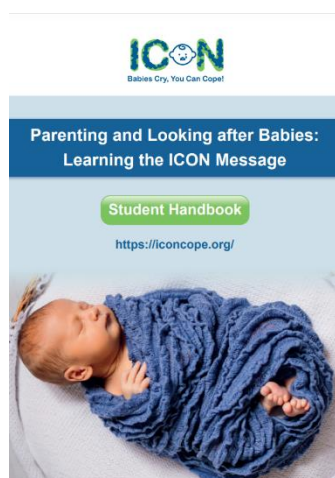
Username: ICON

Password: ICONPORTAL20

It can also be added to an organisation's own E-learning via the SCORM file on the Members Portal:

[eLearning - ICON Cope](#)

Lesson Plan for Schools



Since the successful piloting of ICON at Fleetwood High School in Lancashire, work is continuing with PHSE Leads to roll the programme out to schools across the country. Many schools during ICON Week in September 2022, engaged in delivering this lesson plan, so please get in touch with your local schools to see if they would like to be involved. The PowerPoint lesson plan and student booklet are available to download from the Members Portal on our website:

[Members Portal](#) | [ICON \(iconcope.org\)](https://iconcope.org/)

Schools can also order copies of the student booklet from our print partner Harlow Printing.

[Icon](#) | [Product categories](#) | [Health for all Children](#)

Beth Williams, PSHE Lead for Fleetwood High in Lancashire, who delivered the pilot lesson to a small group of Year 10 students, said:

Working with ICON has allowed students to become aware of the challenges of becoming a parent/carer as well as raising awareness of where to access support as a new or young parent. Professionally, ICON aligns with our vision to create a wholesome preventative active and proactive curriculum that fully prepares our students for adulthood.

Snowmed Code

As part of an application for new and altered safeguarding codes, we are pleased to announce a new Snomed code for the ICON programme. A Snomed code is part of an international clinical vocabulary, and NHS Digital says: *“All NHS healthcare providers in England must use them for capturing clinical terms within electronic patient record systems”*. They provide accurate and consistent ways of recording clinical data, which can be shared across systems, and improve patient care and safety. The ICON code is part of the edition providing terms specific to the UK.

The code is: 150091000000106 - Provision of information about Infant crying is normal, Comforting methods can help, It's OK to walk away, Never, ever shake a baby.

ICON Website Navigation Guide

<https://iconcope.org>

The Iconcope website is a great resource for parents, guardians and health professionals. When you join ICON, you will be given access to the ICON Members Portal. Here you will find links to the latest meeting minutes, posters, leaflets, training information and general news.

The website has sections for Parental Advice, information for Professionals, Resource pages, a Contact Form, and an About Us link – all accessible as drop downs from the Home Page.

On the Resources page, you can purchase printed ICON materials by clicking on the *Visit our print partners website* link at the bottom of the screen. Here you can buy quantities of leaflets, posters, booklets, scan cards and even magnets.

The Parents Advice link contains explanations of the ICON message, broken down into individual pages – one for each letter:

I is for Infant crying is Normal and it will stop!

C is for Comfort methods can sometimes soothe the baby and the crying will stop

O is for It's Ok to walk away if you have checked the baby is safe and the crying is getting to you

N is for Never, ever shake or hurt a baby

Each page contains advice and guidance for parents, links to videos featuring baby-shaking stories, and useful links to other organisations that can also offer support and help such as DadsPad and Cry-sis. These pages are currently in the process of being redesigned for ease of reference.

On the Professionals drop-down you will find advice surrounding ICON and Covid 19 safeguarding, as well as videos featuring baby shaking stories, and an explanation of the full ICON programme consisting of 7 potential intervention points:

1. High School: description. Link to lesson plan and lesson.
2. Hospital based: description. Link to leaflet and script and commitment statement.
3. Community midwife home visit: reiteration of 4 point message.
4. Health Visitor Primary visit: reiteration of 4 point message.
5. Health Visitor topic specific contact: dedicated contact discussing normal.
6. GP 6/8 week check: link to questionnaire.
7. Any professional involved with babies to provide opportunistic support/advice.

There is also the opportunity to read a study report written by the founder of ICON, Dr Suzanne Smith, called *Abusive Head Trauma: The Case for Prevention* following a research visit to the USA and Canada in 2016 (courtesy of the Winston Churchill Memorial Trust Travel Fellowship).

ICON Social Media

ICON is active on social media and can be found @ the following accounts:

The link to these is also at the bottom of each page on the website.

ICON - Home | Facebook

<https://www.facebook.com/iconcope>

Icon Cope (@Icon Cope) | Twitter

https://twitter.com/ICON_COPE

#iconcope | Twitter

<https://twitter.com/hashtag/iconcope>

ICON (@icon_cope) • Instagram photos and videos

https://www.instagram.com/icon_cope

You Tube

[ICON - YouTube](#)

ICON Resources

All the resources on the ICON website can be shared electronically or downloaded and taken to a printer of your choice as required. You can also order via Harlow Printing, our print providers, who will provide a very competitive quotation and they also provide products in other languages.

Please click on the link below for Harlow printing to see some of the products they produce, including leaflets, posters, red book inserts, pens, lanyards, and magnets. They will also create products at your request and can localise and add logos on most products.

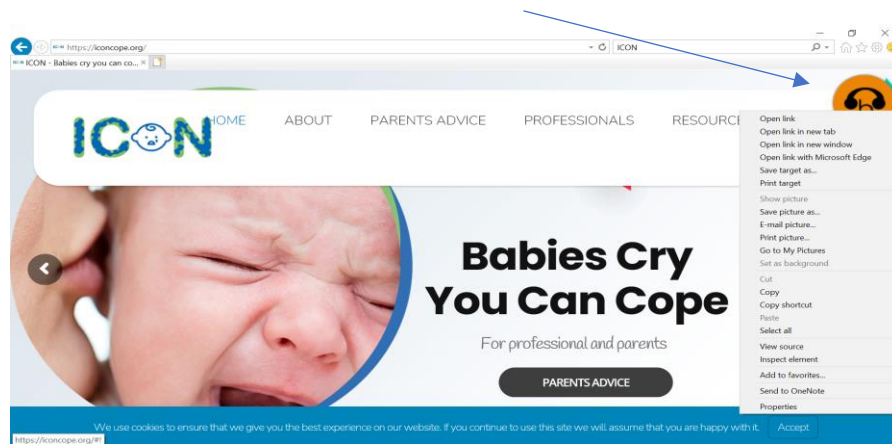
<https://www.healthforallchildren.com/product-category/shop/icon/>



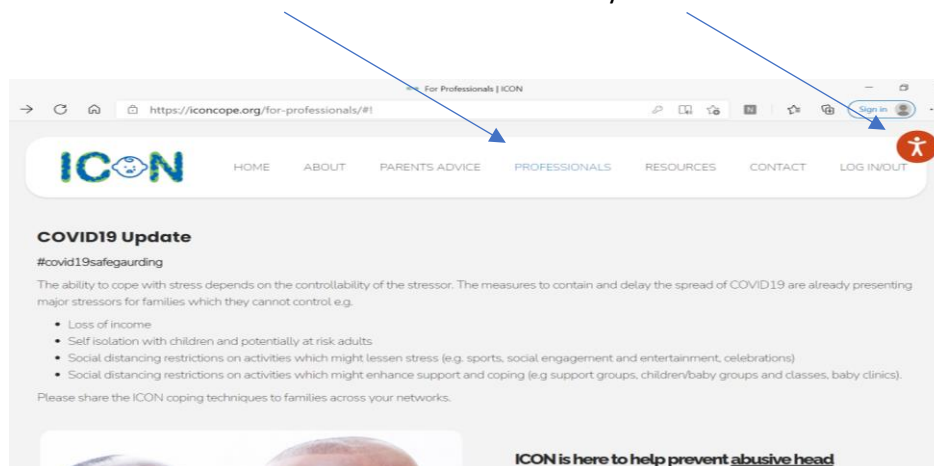
Additionally, there is a translation facility on our website known as Reachdeck. This allows you to select text from the website and have it translated into the desired language on screen, as per our step-by-step guide on Pages 10-11 of this Welcome Pack. You can also take a screenshot of the translated text of the leaflet etc. to send to the parent. Reachdeck can also read aloud the text in your chosen language.

Screen shots to assist with ICON language translation

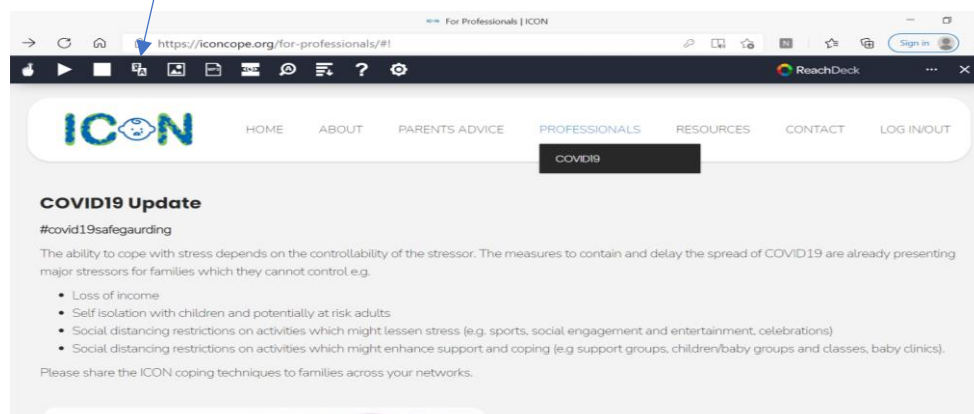
1. Once on the website, right click on the orange circle to 'Open with Microsoft Edge'

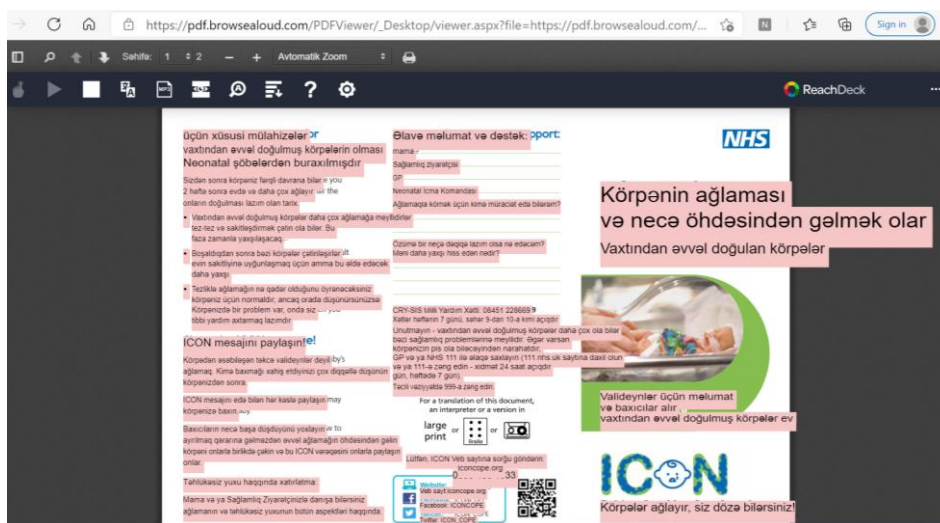
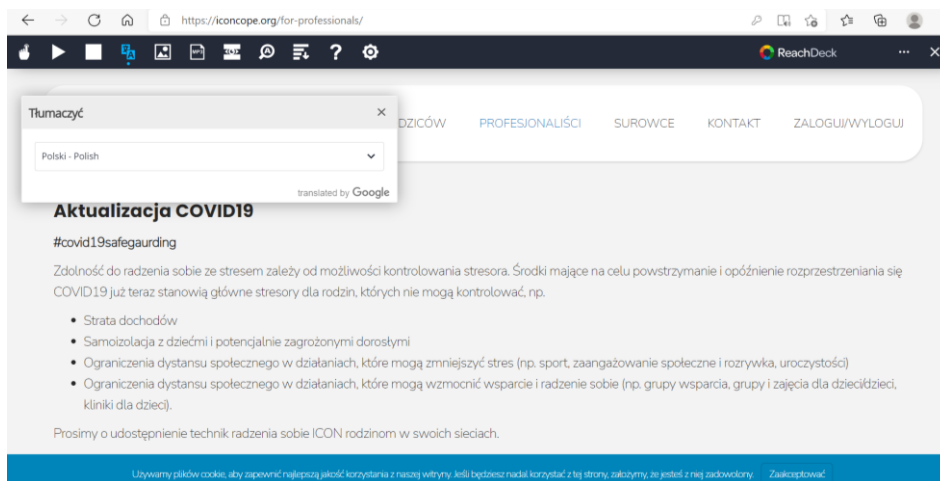


2. Click on 'Professionals' tab
3. Then click on this symbol



4. Then double click on this symbol and it will give you the option to choose from a range of translated options. You can then scroll to the leaflets at the bottom of the page, and they will have been translated in the language of your choice e.g. Polish, as in example below:





Maternal Postnatal Template for use in General practice 6-8 week check

This template designed to be used by the General Practitioner at the 6-8 week review. The form can be downloaded and printed as needed from the website in the members portal by following the link: [Members Portal | ICON \(iconcope.org\)](#)

Mental health screening questions

1. Is motherhood everything you thought it would be?
2. In the past month have you felt little interest or pleasure in doing things?
3. In the past month have you often felt down, depressed or hopeless?
4. During the past month have you been feeling anxious, nervous or on edge?
5. During the past month have you not been able to stop or control worrying?
6. Is this something we can help you with?

[link to RCGP perinatal mental health toolkit](#)

Domestic Abuse screening questions

1. How are things at home?
2. Have you ever felt frightened or had to change your behaviour due to someone you had a relationship with?

Social Support

1. Who is at home to support you?
2. Have you or your family ever received help or support from children's services?
3. How is your partner coping with parenthood? (If concerns consider need to offer partner an appointment)

Postnatal health education

1. Do you feel your baby is crying excessively?
 - ICON advice discussed and leaflet given?
 - Safe sleeping advice (including co-sleeping)
 - Link to DadPad for support for partners (where appropriate)

Physical health

1. Type of delivery
2. Feeding details
3. Postnatal examination
4. Contraception
5. Smear
6. Smoking status
7. Alcohol consumption
8. History of substance misuse

National Strategic Group Meetings

There are two ICON national strategic group meetings which are held quarterly: The Executive National Strategic Group Meeting (ENSG), and The National Strategic Group Meeting (NSG):

The Executive National Strategic Group Meeting (ENSG)

ICON is managed by an executive group of members who come from diverse backgrounds across safeguarding and children/parents/ families. They meet to discuss and approve the latest projects and initiatives, like e-learning, the finance report, and the social media report. They also share updates regarding newly commissioned areas, parent and GP ICON Ambassadors, and administration activity.

The National Strategic Group Meeting (NSG)

The NSG are a group of lead people from all the commissioned areas who meet to discuss any feedback from the ENSG meeting, and to share updates and any initiatives that are being developed. They also share practices and what is going on in their area.

Engaging Men Steering Group

A quarterly Engaging Men Steering Group has been set up to discuss how we can improve engagement with men in order to reduce AHT. The steering group is well supported with representatives from commissioned areas across the country, and is a good opportunity for people to share ideas and learn different processes for getting fathers more involved e.g. including them in appointment letters, in record keeping – including mental health, and in parent groups.

If you would like to join the steering group, please contact Sue Anslow at:
sue.anslow@iconcope.org

AUDIT FORMS

The staff and parent/carer templates are an example of an audit tool that can be developed or adapted to suit your individual area needs. We would be grateful if you could share the results of your audit with ICON to help us continue to support parents and carers to cope with baby crying. The form can be found: [Members Portal | ICON \(iconcope.org\)](#)

STAFF AUDIT FORM

ORGANISATION NAME/ AREA
DATE AUDIT COMPLETED: JOB TITLE:
COMPLETED BY: MIDWIFE HEALTH VISITOR GENERAL PRACTITIONER OTHER PLEASE STATE ROLE
<p>The ICON Programme of intervention is now established in many areas across the country. ICON reinforces a simple message to parents and carers regarding how to cope with infant crying. The term ICON stands for:</p> <ul style="list-style-type: none"> • I – Infant crying is normal • C –Comforting methods can help • O – It’s OK to walk away • N – Never, ever shake a baby.
<p>Is coping with crying something you usually discuss with families?</p> <p>Yes No</p>
<p>At what stage do you discuss ICON? Tick all that apply.</p> <p>Antenatal</p> <p>Discharge after the birth</p> <p>In the community when the baby is about 10days old</p> <p>At 3 weeks</p> <p>At 6-8 weeks</p> <p>Other</p> <p>None</p>
<p>How do you share the ICON message at 3 weeks? Tick all that apply.</p> <p>Texting Service</p> <p>At baby clinic</p> <p>Via duty line</p> <p>Other</p> <p>None</p>

<p>Who is normally present when you discuss ICON.</p> <p>Mother</p> <p>Father</p> <p>Mother and Father</p> <p>Other</p>
<p>How do you record that you have discussed ICON ? Tick all that apply.</p> <p>Emis Snomed code</p> <p>System One Snomed code</p> <p>Badgernet</p> <p>Paper Records</p> <p>Red Book</p> <p>Other</p>
<p>In your experience what do parents/carers recall the most about ICON? Tick all that apply.</p> <p>I – Infant crying is normal</p> <p>C- Comfort methods can help</p> <p>O- Its OK to walk away</p> <p>N- Never ever shake or hurt a baby</p>
<p>How have you found discussing the ICON messages in practice with families?</p> <p>1 easy 5 difficult:</p> <p>1 2 3 4 5</p> <p>Comment</p>
<p>Please list any resources that you use/share with the parent/carer. Tick all that apply.</p> <p>Crying plan Standard Leaflet Easy Read Leaflet Premature Leaflet</p> <p>Website Facebook Twitter Instagram YouTube None</p> <p>Other (please state)</p>
<p>Please share any case scenarios or any other information you would like about ICON.</p>

PARENT/CARER AUDIT FORM

POSTCODE
DATE AUDIT COMPLETED:
RELATIONSHIP TO BABY: MOTHER FATHER PARTNER CARER OTHER (please state)
<p>The ICON Programme reinforces a simple message to parents and carers about how to cope with a baby crying. The term ICON stands for:</p> <ul style="list-style-type: none"> • I – Infant crying is normal • C –Comforting methods can help • O – It’s OK to walk away • N – Never, ever shake a baby. <p>Thank you for taking the time to complete this questionnaire. Your answers will help us improve how we support parents when caring for a crying baby.</p>
<p>Which professional has talked to you about crying and how you may cope? Please tick all that apply.</p> <p>Midwife</p> <p>Health Visitor</p> <p>GP</p> <p>None</p> <p>Other please state</p>
<p>What do you remember the most about ICON? Tick all that apply.</p> <p>I - Infant crying is normal it will stop</p> <p>C - Comfort methods sometimes help</p> <p>O – Its Ok to walk away if the crying is getting to you</p> <p>N - Never ever shake or hurt a baby</p> <p>None</p> <p>Other please state.</p>
<p>What words best describe how you feel when your baby is crying a lot.</p>

4. After learning about ICON and how to cope with a baby crying did it help you manage the crying?

A lot

A little

Not at all

Comment

What words best describe how you are when the baby is crying when you remember the ICON message.

Who else did you share information about ICON with

Partner

Mother

Grandparents

No one

Other please comment

Did you use any of these things to learn more about coping with crying? Tick all that apply.

Crying plan

Standard Leaflet

Easy Read Leaflet

Premature Leaflet

Website

Facebook

Twitter

Instagram

YouTube

None

Other (please state)

GP Ambassadors

There are two GP Ambassadors who represent ICON within the GP community:



Dr Rachael Jolley

Named GP for
Child Safeguarding

North Staffordshire and
Stoke on Trent CCG's

I have been an NHS GP for just over 3 years. I've had an interesting journey getting to this point, after initially training as a paediatric nurse, I then went on to study Medicine, working as a paediatric nurse alongside my studies. After qualifying as a doctor, I went on to do my GP training, qualifying as a GP in July 2018.

My background in paediatrics provided me with links, knowledge and skills that I have been keen not to lose. I have worked as one of the on-call GPs for the local children's hospice and was keen to pursue my interest in child safeguarding.

I was recruited as the Named GP for Child Safeguarding in March 2021 and started the role in September on my return to work from maternity leave. I get to work with proactive teams and colleagues in health and social care to make a positive difference to children in our local communities and safeguarding pathways and protocols. I also have the opportunity to engage with various organisations and other professionals nationwide to help promote and uphold the safety and wellbeing of all children and young people.

Parent Ambassadors

There are seven Parent Ambassadors who represent ICON within the parental community:



Heva and Jacob

"My whole world. You are my strength and the other half of my soul." Xxx



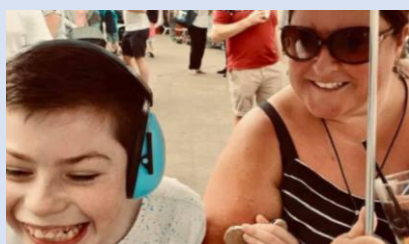
Laura and Jason

"Hi I'm Laura, an ambassador for ICON and also mum of two boys. This is Jason who is my youngest, he is our little warrior. We Are Survivors."



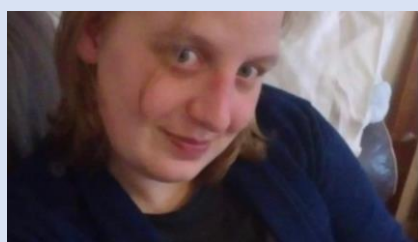
Mae and Ellis

"Miss him every moment of every day. Working with ICON has really helped me through."



Joanne and Charlie

"You are my sunshine."



Terri Hill

"Strength is what we gain from the madness we survive. ICON has given us the light in a very hard path with awareness we hope fewer family's have to down down this path."



Sarah and Harvey

"Laughter is the best medicine."



Jess Stephenson

"I'm proud to be one of many building blocks involved in the success of ICON. Dr Suzanne Smith created a solid foundation to make change and ICON was born."

Contact details – meet the ICON Team



Dr Suzanne Smith PhD
ICON Founder & Programme Advisor
info@iconcope.org

The idea for the ICON programme and the different interventions within it, was conceived by Dr Suzanne Smith PhD following a Winston Churchill Memorial Trust Travel Fellowship to USA and Canada in 2016, which included the study of effective interventions and research into the prevention of Abusive Head Trauma (AHT). Suzanne is a registered nurse and health visitor and has specialised in safeguarding since 1991. Her PhD is about supporting parents as a preventative approach to AHT. Suzanne's work for ICON is voluntary and is carried out alongside her substantive employment as an executive director for a national safeguarding organisation.



Sue Anslow
ICON Programme Manager
sue.anslow@iconcope.org

I first became associated with the ICON programme in 2019 when ICON was launched in Lancashire. The compelling message drove me to want to be a part of and support the programme, as well as ensuring that it was embedded in practice. The ICON programme is becoming part of the dialogues with families in conjunction with midwives, CCGs, school health, and the local authorities. I hope that I can support ICON to become part of national delivery.

As the ICON programme manager, it is my role to ensure that the simple but vital message is shared with all that care for babies by supporting colleagues to be confident to deliver the programme so that families understand that crying is normal, and they can cope.



Ann Barber
ICON Administrator
ann.barber@iconcope.org

I am the administrator for the ICON programme. I bring to the role my diverse experience and skills gained from working in a variety of industries, and in more recent years for the NHS.

I am a trained PA/Administrator as well as a qualified graphic designer and journalist. I enjoy working for the ICON programme because not only is it a vital programme but it allows me to use my creative skills in producing documents, as well as providing input for the website. I also minute the National Strategic Group Meetings, as well as other meetings.

ICON is a very inspiring programme and I have learned a lot since joining in November 2021.