

Dear colleagues

I don't really know what words I can say to describe ICON week. It was truly humbling the extent that individuals and teams have gone to in an effort to support parents and carers with a baby's crying and to protect babies from AHT.

Social media was buzzing and the feedback has been brilliant. From getting the message through Emergency Depts to sharing through the probation service, stalls, videos, lighting of monuments throughout the country, radio interviews and ads It was awesome. This will have prevented some babies from being shaken and the impact of that hit home when we heard from our parent ambassadors! Thank you to everyone.

We had a really vibrant and well attended National Strategic Group shortly after ICON week and the energy was still there. So many of you are really trailblazing ideas and there is a tangible focus on men in all your developments.

A key theme is how the creation of ICBs is providing an opportunity for ICON leads to look across the system and re-vitalise the programme in some areas so there is some system wide consistency.

We are looking at our priorities for 24/25 and these include finalising a future funding model and looking at new products for family members like Grandparents. A key priority will be responding to the research recommendations when that work is completed.

Please let us know what you would like to see on the ICON business plan for 24/25 so we can ensure we support you! Finally, we are thrilled to invite some new members to our executive group:

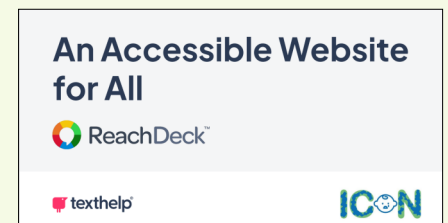
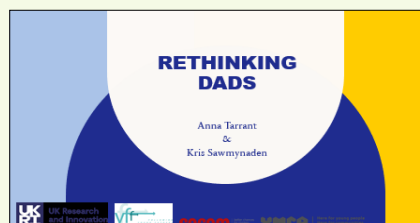
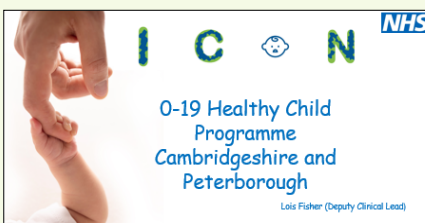
Paul Havey is an extremely experienced senior NHS finance director who has offered to provide ICON with his expertise. We have met and have been discussing funding models.

Andy Knox is a GP and Associate Medical Director for NHS Lancashire and South Cumbria ICB. He has agreed to bring his passion, skills and connections to ICON as a GP ambassador.

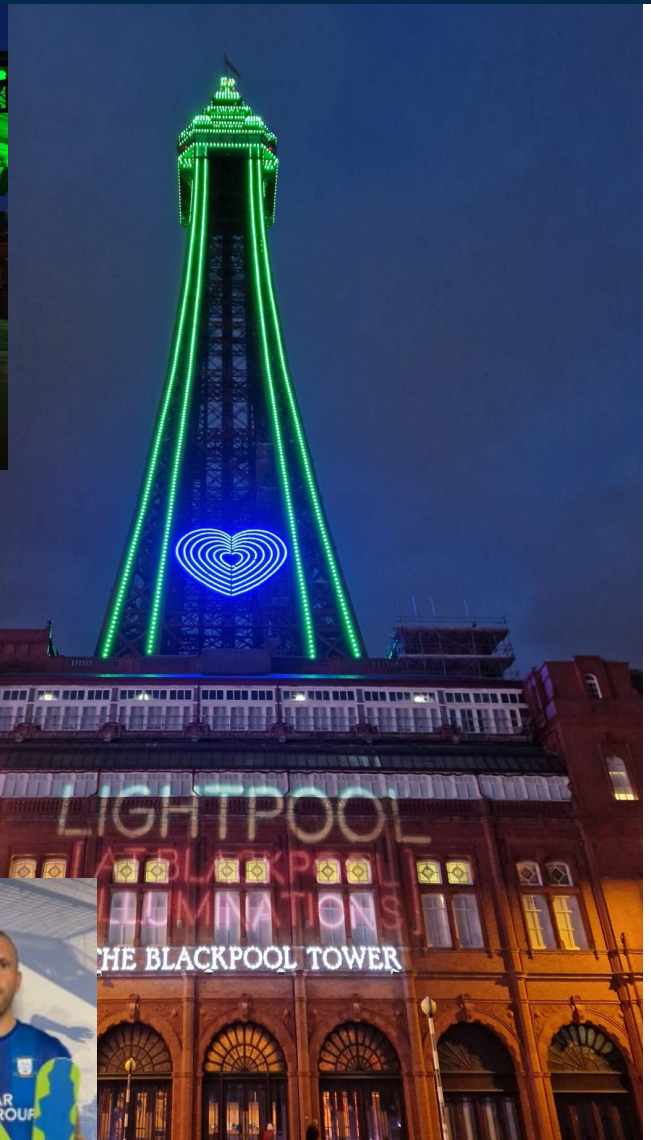
Scott McLean is Chief Operating Officer at University hospital of Morecambe Bay Foundation Trust. Scott want to give ICON some of his time, leadership and connections. We've met and Scott is helping us make senior connections in Scotland.

Suzanne Smith PhD
ICON Founder & Programme Advisor

Webinar Videos for ICON Week can be found on our website - [ICON Week 2023 - ICON Cope](#)



Blackpool Illuminations and so much more for ICON Week



YouTube



To mark **ICON Week**, NHS Lancashire arranged for the famous Blackpool Tower to be lit up again in the ICON colours, which was quite spectacular!! The entrance to Royal Preston Hospital Maternity Unit, and the Preston Flag Market was also illuminated.

Debbie Gibbons, Lead Midwife for Safeguarding, explained: *'We had the idea of using large ICON letters and asking local agencies to record the ICON message – we engaged with North West Ambulance, Enterprise and Midwifery teams. Footballers from Preston North End, Burnley F.C. and Blackburn Rovers also got involved – the players recorded a message to help reach more male care givers'.*

The local press covered their story with: [PNE and Burnley F.C. players help share important health message this ICON week \(msn.com\)](https://www.msn.com)

They also engaged with That's TV: <https://x.com/ThatsTVLancs/status/1707392680093700291?s=20>

Additionally, there was a local learning review session which attracted 70+ delegates, and the LSC ICB recorded a vlog. They are hoping to give feedback on the engagement/responses in the community.

More Fantastic Highlights of ICON Week



Boston Stump, Lincolnshire



Sir John Barrow Monument, Ulverston

ICON Week was well supported across the whole country and here are just some of the fantastic events that took place!

In Lincolnshire, Better Births held a 'What Matters to You' event with various stalls, and 30 families attending. People could write or draw on a chart what mattered to them, from thinking about a pregnancy, to having a baby and postnatal care. The Boston Stump (St Botolph's Church) in Lincolnshire was also lit up to mark ICON week.

In Ulverston the Sir John Barrow Monument was lit up in ICON green, and Morecambe Bay Trust also created a YouTube VLOG discussing ICON, and how they were focussing on moving towards de-stigmatising parents feeling unable to cope, and needing some time to calm down:

<https://www.youtube.com/watch?v=3Nq1jsYwlhw>

Leicester, Leicestershire and Rutland ran the digital radio Hush-a-Bye Baby lullaby campaign across their region, and are developing a video by-and-for dads.

In London North West, ICON messages were played on a loop on the information screens in their Maternity Unit, and in Newcastle and Gateshead, the ICB Safeguarding Staff spent time in a large Tesco talking to parents about ICON.

Herts and West Essex had two 'soft launches' of ICON, and Calderdale and Kirklees presented a relaunch of ICON messages to multi-agency partners across their region.

Walsall ran an ICON Awareness campaign at Walsall Manor Hospital with colourful displays, and in Doncaster and Bassetlaw their Maternity Services teamed up with their Health Visitors to visit the antenatal clinic to speak with parents about why babies cry and where to get support.

Cambridgeshire promoted the ICON message every day on their social media, and are planning to make some promotional videos where dads talk about their experience of parenting and coping with crying.

There were also some wonderful shares throughout ICON Week on social media so a big thank you to everyone for taking part!

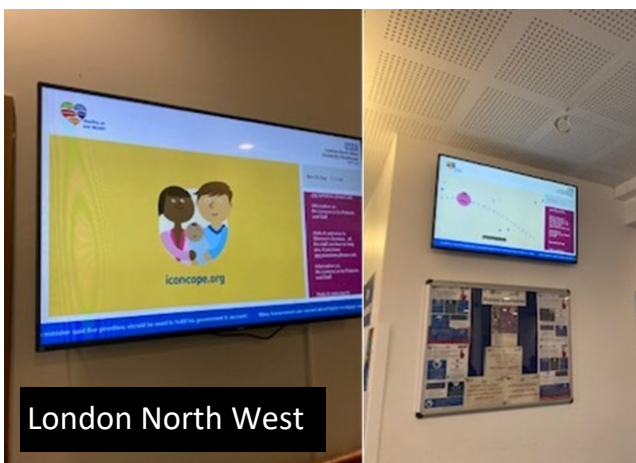
Some More Inspiring ICON Week Photos



Newcastle and Gateshead



Lincolnshire



London North West



Doncaster and Bassetlaw



Walsall



Walsall



Doncaster and Bassetlaw

Cross-section of Feedback from our ICON Week Webinar Survey

- Oh my goodness where to start with this part of the ICON week delivery. Just thank you so much to the harrowing parents present today and all those behind the screens. I was already extremely passionate about ICON and the roll out of ICON and safer sleep across our service (CFW Lancashire), but hearing directly the impact both during, after and continued living for families following a baby being shaken has increased that 10 fold. Thank you so much. We will keep pushing the messages of ICON through our interactions with families
- I have only completed this evaluation form but have attended some of the other webinars. I have found this week very powerful and insightful and think it is great that you have been able to host these webinars free of charge. The information shared will help myself and my team to think about the risks to under 1s and the support available. Thank you
- Great to get real life examples of practice
- Thank you everyone for sharing your stories today. You are amazing ambassadors and your children are beautiful. Thank you to ICON too what an amazing week of webinars
- It was fantastic to see the link up between agencies and how this is building the message of ICON
- Learning about the risk factors and all the different teams that may have contact with families
- Information on the best way to engage dads in perinatal support and give messages to support engagement
- Helping to really focus on how to include dads in safety planning for babies - particularly around language and approach
- It was brilliant to hear all the amazing work being undertaken across our midwifery and health services that can support our families and the prevention of abusive head trauma
- As a health visitor we come into contact with families who are involved with probation service so really interested to see how this is being supported within criminal justice system
- Brilliant insight into the trauma management side and the improvements being made across A&E/ Trauma departments countrywide, including ICON messages being given on early attendances to A&E
- It was really interesting to see the analysis of data and retainment of the training at a later date
- The way AHT is now identified quicker and prioritised for treatment. Really interested to know what the research finds
- To understand how MECOSH and ICON work together, to hear how MECOSH is working in other areas and to be able to ask questions on what works well and the challenges
- Including dads or significant carers to the concept of ICON is vital. Weekend antenatal education is a great start
- Accessibility of information for young people, normalising the idea of baby crying and a life skill of how to cope
- A male perspective - as we know there is a considerable gap in frontline practice to ensure fathers are included, therefore hearing from a male of the challenges of a new born can really hit home. These key messages can be included in positive conversations with teens and adults