

## Dear colleagues

There is so much going on with ICON at the moment, it's difficult to know where to start. Perhaps a good place is to say that we are progressing our application to become a registered Charity and hope to have some good news to share with you about that soon. Our registration as a Charity will allow us to apply for funding to continue to develop ICON products and services to deliver to you!

You can read in this newsletter about our enduring and ever developing partnership with Barnardo's who have been with us from the start and our relationship goes from strength to strength.

Durham ICB are pushing the boundaries in their usual innovative way and are embracing multi agency working by training new police recruits about ICON. There maybe some other exciting news regarding police involvement at the other end of the country soon – watch this space!

Our multi media campaigns are proving to have an excellent reach. The Hush Little Baby ad has an impressive coverage. If you are interested in getting this going in your area, let us know. Also, keep your eye on social media so that you can promote the ICON posts. We know that these reach men which we all know is critical in the prevention of abusive head trauma.

Demonstrating that ICON is making a difference is vital. Your welcome pack includes a simple audit and the more that these are completed the more evidence it brings us which will be especially useful when we are applying for charitable funds. Kirklees are undertaking their audit at the moment and we'll report on those findings when we get them.

Keep thinking creatively about how we can support parents to cope with crying babies and share your thoughts at our NSG meetings or by email. It all contributes to our ability to protect babies from the devastation of AHT!

**Suzanne Smith PhD**  
**ICON Founder & Programme Advisor**

## ICON Week 2024

**ICON Week 2024 is from 23-27 September.**

We would be really interested to hear of anything you are planning during **ICON Week**, so please don't forget to share this with us!

Further details of **ICON Week** will be posted on our website and social media, and a Comms Toolkit will be sent out to everyone nearer to the time.



**ICON Week: 23-27 September 2024**  
**Let's make children safer, together**

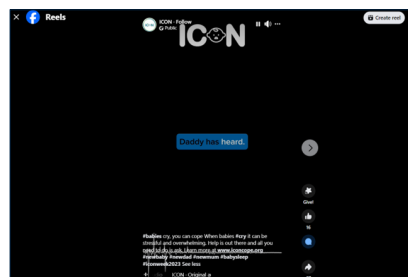
## SPORTING ICON WEEK!

If you know of any sports personalities or teams in your area who you might be interested in supporting **ICON Week**, please contact them and let us know!

It would really help to make the week extra special!



## HUSH LITTLE BABY RADIO CAMPAIGNS



We have had some great feedback from radio campaigns that have been run around the country using the Hush Little Baby audio. Birmingham & Solihull ran a campaign in March which reached 26,687 unique listeners, and Lincolnshire had great results from theirs too. Lancashire will be starting a campaign in August targeting the surrounding areas, and Cornwall & Isles of Scilly are also looking to run a campaign.



Changing childhoods.  
Changing lives.

### Working in Partnership

Back in April 2017 a group of likeminded professionals met in Rochdale to discuss a campaign led by myself, Suzanne Smith, into how to prevent Abusive Head Trauma. This eventually became ICON. At that very first meeting and running alongside ever since has been Nikki Somerville from Barnardo's.

The first design of leaflets & posters were consulted on with parents/careers at Barnardo's Benchill Children's Centres Manchester, who were attending birth registration, which gave us access to valuable feedback from dads.

In January 2019 – Central Manchester CCG became ICON members and the strategy group was formed, (Midwifery, Health Visiting, Safeguarding & Early Years Barnardo's). This group piloted the 5 touch points in Wythenshawe Manchester, as community Midwifery, Health Visiting and Early Years was delivered from Barnardo's Children Centres.

In August 2019 – Manchester ICON steering group rolled out and delivered face to face training across the city to all Midwives, Health Visitors, Early Years and Early Help practitioners and in December 2020, Nikki wrote a paper to to gain approval to disseminate the ICON message to all staff in Barnardo's, which was approved.

In September 2022 - Barnardo's created the first version of the on-line training so that ICON members across all sectors could access the training through the ICON website [www.iconcope.org](http://www.iconcope.org) when they needed it at induction or as a refresher.

I was privileged to speak at the Barnardo's ICON Lunch & Learn in May this year which heralded the roll out of ICON, not only to health and social care practitioners, but to all staff including retail staff. This will have a huge impact on the reach of ICON as our promotional materials and trained staff are able to support parents with babies that are crying.

## SOCIAL MEDIA IN JUNE

June was a bumper month for Health Awareness Days and **ICON** ran weekly social media campaigns to promote these. It was really fantastic that so many of you Liked and Shared our posts, and this always helps to increase our reach.

The Health Awareness Days started off the month with **Child Safety Week** from 3-9 June, and continued with:

### Men's Health Week

10-16 June

### Infant Mental Health Awareness Week

10-16 June

### Father's Day

16 June

### Universal Father's Week

17-23 June

### World Wellbeing Week

24-30 June

DadPad linked in with our posts for Child Safety Week, and they reminded people to read and share their baby safety blog.

Well done to SSAFA who used Men's Health Week to share messages aimed at dads, across all of their Community Health locations worldwide, including the ICON messages.

SSAFA have also said that during **ICON Week**, they will again be pushing the ICON messages out across all of their locations, ensuring that the messages are shared with families across the military population globally.

It's great news for ICON that with your help, our reach across the UK and the globe is constantly increasing, and more parents and carers are becoming aware about AHT in babies.



## Police training in Durham

Durham ICB have updated that they are planning to deliver ICON training to new Police recruits, and this will be delivered as part of their induction training. ICON has been rolled out across the North East North Cumbria ICB, with a recent focus on the North Cumbria locality.

Within the training for ICON, there are a couple of slides on Safer Sleep, and Safer Sleep have also included slides for ICON in their training. Karen Watson from Durham ICB, is due to train the Police and she will do this as a joint approach.

The Police training that has already been delivered in the region, was well received.

NHS Sussex have also been working with the Police, and they have added an ICON prompt to their handheld devices, for when they go on shift.



## Learning from Practice (Fathers, Male Carers)

**Why do we involve fathers?** It is widely recognised that when professionals had early positive involvement with fathers and male carers, and male friendly approaches this helped to improve their engagement with services.

Durham Safeguarding Partnership have produced a useful 'Learning from Practice' briefing about working with fathers and male carers.

There is some transferrable information that people can use for ICON, and this briefing has been shared with NSG members. It has also been added to the Framework of the ICON Engaging Men Steering Group, to be used as a reference tool.

## ICON AUDITS



We are pleased to let you know that Kirklees Health and Care Partnership are completing a multi-health ICON audit across Calderdale and Kirklees. We will be sharing their findings and subsequent actions in our Autumn newsletter.

If you have undertaken any audits involving ICON, we would be delighted to hear so we can share your findings. This will help us to see just how well the ICON message is being embedded across the country.



Just a reminder that you can order any of our fantastic posters as well as our translatable leaflets, via our website link to Harlow:  
<https://www.healthforallchildren.com/product-category/shop/icon/>



As well as our social media channels on Facebook, Twitter and LinkedIn, we have a great YouTube channel with all our ICON videos:

<https://youtube.com/channel/UCJuzilyLrjNWR38jLZZvvnQ>