

Pan Cheshire ICON 7 Minute Briefing

1 Background:

ICON is a programme of intervention founded by Suzanne Smith to prevent Abusive Infant Head Trauma. Research suggests that some parents/caregivers lose control when a baby's crying becomes too much. The Babies Cry, You Can Cope (ICON) programme provides a simple, consistent message to support parents/caregivers to cope with a crying baby.

2 Why it Matters:

- Abusive Infant Head Trauma (AIHT) is abuse and is preventable.
- Crying is a known trigger.
- 70% of babies who are shaken, are shaken by men.
- ICON is a tool used to help to communicate with parents and carers so that they can expect crying, prepare for it and cope with it.
- Support and guidance is provided at identified 'touchpoints' from the antenatal period and during the child's first 12 months.
- ICON target is target is to reduce the incidence of AIHT triggered by crying.

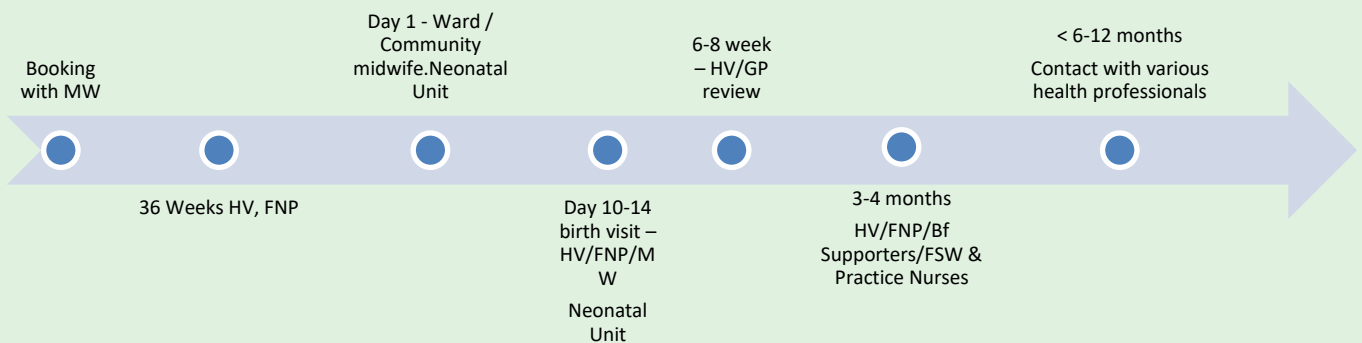
3 The ICON Acronym message:



Infant crying is normal and it will stop
Comfort methods will sometimes soothe the baby and the crying will stop
OK to walk away if you have checked the baby is safe and the crying is getting to you
Never shake or hurt a baby

4 Parents/Carers are informed at key touch points:

The Pan Cheshire ICON Partnership agreed on the following touch points. In CW&C and CE The CATCH APP sends an automated ICON reminder to parents/carers when a baby is 3-4 weeks of age



5 ICON Intervention:

- The icon intervention programme is delivered at each key touch point with the parents/carers by key professionals using the leaflet as a guide for discussion, which includes a picture of the infant crying curve. The main **key** discussion prior to discharge when the father is also present and should take 5 or 6 minutes. The other touch points give the opportunity to revisit general advice, identify any issues and provide ongoing support.
- Intervention focuses on each of the four key ICON messages and informing parents/carers that it is ok to ask for help and support.
- Information regarding ICON and the Coping with crying plan are now included in the PCHR (Parents Red Book).

6 Engaging with Fathers & Sharing the ICON Message with key carers:

- Key touch points were identified to try to capture fathers as often they are excluded when key information is discussed
 - ICON is inclusive of both fathers and mothers in providing them with the information, advice, and support at a time when many new parents feel overwhelmed. There is father specific information provided by ICON in video form.
 - ICON also supports the providers of the **DADPAD APP** which is male specific and includes information and advice for fathers on ICON and coping with crying and selfcare.
5. Parents are encouraged to discuss and share ICON information with other key carers for their baby ICON information is available via the CATCH APP, CE livewellservices.cheshireeast.gov.uk, CW&C startingwell.org.uk, [iconcope.org](https://www.iconcope.org) and [thedadpad.co.uk](https://www.thedadpad.co.uk).
<https://whh.nhs.uk/about-us/abusive-head-traumaicon-toolkit/overview-icon>

7 Professional Resources:

1. <https://iconcope.org/>
2. The Myth of Invisible Men. Safeguarding children under 1 from non-accidental injury caused by male careers The Child Safeguarding Practice Review Panel | Department for Education September 2021 <https://www.gov.uk/government/news/new-review-investigates-babies-harmed-by-fathers-and-stepfathers>
3. <https://learning.nspcc.org.uk/news/covid/non-accidental-head-injuries-in-infants>
4. Warrington & Halton NHSFT - (including CW&C and CE resources) <https://whh.nhs.uk/about-us/abusive-head-traumaicon-toolkit/overview-icon>