

Using ICON

Look at the poster below; what is new information that you have not heard before?

The poster is titled 'ICON: Babies Cry, You Can Cope!'. It features the word 'ICON' in large, stylized letters where the 'O' is a baby's face. Below the title, the word 'ICON' is broken down into four columns, each with a letter and a corresponding icon: 'I' (vertical bar), 'C' (circle), 'O' (baby face), and 'N' (vertical bar). Each column contains text explaining the letter's meaning. At the bottom, there is a summary statement and a copyright notice.

Infant crying is normal and it will stop!
Babies start to cry more frequently from around 2 weeks of age.
The crying may get more frequent and last longer.
After about 8 weeks of age babies start to cry less each week.

Comfort methods can sometimes soothe the baby and the crying will stop.
Think about are they:

- hungry
- tired
- in need of a nappy change

Try simple calming techniques such as singing to the baby or going for a walk.

OIt's k to walk away if you have checked the baby is safe and the crying is getting to you.
After a few minutes when you are feeling calm, go back and check on the baby.

Never, ever shake or hurt a baby.
It can cause lasting brain damage or death.
If you are worried that your baby is unwell contact your GP or call NHS 111.

Speak to someone if you need support such as your family, friends, Midwife, Health Visitor or GP.

© Hampshire Clinical Commissioning Groups Safeguarding Children Services

Whatever the situation it is always better to walk away from a baby than shake them in frustration.

Make sure if you are beginning to feel frustrated towards your baby, you speak to your support network about your feelings and get advice from professionals as soon as possible.

If you are worried about someone who has care of your baby is increasingly showing frustration towards your baby, remember, it only takes a minute to cause lifelong harm to your baby, so take steps to protect them.