

ICON Somerset

This tool can support staff across all organisations in Somerset to access ICON resources and training as part of NAI (non accidental injury) prevention. Use it to cascade and embed ICON in your service or organisation. **Click on the sections below.**



ICON is a national prevention programme that aims to reduce incidence of abusive head trauma and non-accidental injuries in children under 2 years. It supports parents and caregivers to cope with crying by using universal and additional interactions with parents to normalise 'normal' infant behaviours such as crying, build parental resilience and to develop coping strategies.



Infant Crying is normal



Comforting methods can help



It's OK to walk away



Never, ever shake a baby

For more information visit the Healthy Somerset website
www.healthysomerset.co.uk/icon-coping-with-crying



Somerset Council



Somerset Safeguarding
Children Partnership

ICON aims to prevent abusive head trauma. To strengthen prevention it's important we all play our role, especially best start in life and early years wider workforce. It's crucial to engage dads and male carers as evidence suggests 70% of perpetrators are men. Embedding ICON's evidence-based digital and printable resources will contribute to outcomes. If you are worried or concerned about a family needing more support, encourage them to speak to a GP, midwife, or health visitor. Always follow your organisations safeguarding policy.

Leaflets and resources for families

[ICON Leaflet](#)

[ICON Leaflet \(Easy Read\)](#)

[ICON Leaflet Premature Babies](#)

[ICON Leaflet Premature Babies \(Easy Read\)](#)

[ICON Coping with Crying: My Personal ICON Plan](#)

Leaflets and resources for practitioners

[ICON 7 Minute Briefing](#) - This briefing contains clear messages that represent the ICON approach in managing crying babies.

[SUDI One Minute Guide](#) - This guide talks about SUDI (Sudden Unexpected Death in Infancy) Prevention.

[ICON Intervention Talking Points](#) - This guide provides information on how to have a conversation with people about ICON, in no more than six minutes.

[GP Questionnaire](#) - This questionnaire can be used by GP's at the 6-8 week check.

[Staff Audit Form](#) - To be used as part of your evaluation of launching ICON within your organisation.

Posters and visuals

Posters can be printed or used digitally to promote ICON messages within your organisation in staff and public areas.

[ICON Poster \(Digital\)](#)

[ICON Poster \(Struggling to Cope\)](#)

[ICON Poster \(Simple on White Background\)](#)

[ICON Poster \(C for Comfort Methods\)](#)

Video resources

The following videos may be upsetting, please practice self-care. For support and guidance on self care please click here.

[I am Unshakable](#)

[What is Shaken Baby Syndrome?](#)

[Shaken Baby Syndrome](#)

[Ellis's Story - https://youtu.be/aqCbREcduMA](https://youtu.be/aqCbREcduMA)

Additional resources

[The TICKS Rules for Safer Sling Wearing](#)

[The Myth of Invisible Men](#) - Research and analysis, safeguarding children under 1 year old from non-accidental injury.

We highly recommend checking the national ICON website for the most up to date and translatable resources www.iconcope.org.

More information can also be found here on the Somerset Safeguarding Children Partnership site: [Pre-Birth & Under 2's - Somerset Safeguarding Children Partnership](#)

For more information visit the Healthy Somerset website
www.healthysomerset.co.uk/icon-coping-with-crying

Talking Heads: Please click on the below links to load a short video

Gemma Cooper (Health Visitor, Clinical Practice Educator) gives an introduction to ICON.

Lorraine Brooks (Health Visitor, Practice Assessor) gives an introduction to ICON.

Dr Joanne Nicholl (NHS Somerset Designated Doctor Safeguarding Children) talks about how you can use some of the resources and information from the Lullaby Trust to talk about safe sleep.

Ellie Wylie (Health Visitor, Clinical Practice Educator) explains the crying curve.

Charlie Hull (Dad Matters Co-ordinator for Somerset) talks about sharing ICON messages with dads.

Ellie Wylie (Health Visitor, Clinical Practice Educator) shares an example of her talking about ICON with a new family.

Sarah Reid (Paediatric Nurse working in the Emergency Department) shares her examples of talking about ICON with patients and families in the Emergency Department.

GP

Role they play in ICON

GP's provide one of the core ICON touchpoints.

1. GP's can promote the ICON message at the routine 6-8 week check at the GP surgery.
2. Antenatal is another opportunity to engage parents/carers (including men) in a conversation about coping with crying.
3. There are many opportunistic moments that GP's and GP surgeries can promote ICON. GP's could discuss ICON at a time when a baby may be more prone to crying e.g reflux, constipation, feeding difficulties or illness.

What you can use and how

GP's provide one of the core ICON touchpoints. As well as this, they provide other opportunistic times to discuss ICON with parents/carers – including males.

In **3 minute video**, Dr Joanne Nicholl (NHS Somerset Designated Doctor Safeguarding Children) talks about how you can use some of the resources and information from the **Lullaby Trust** to talk about safe sleep.

1. **The 6-8 week check** is the time the increase in crying is likely to become noticeable. Now may be a good time to discuss the Crying Curve
<https://healthysomerset.co.uk/best-start-in-life/icon-coping-with-crying/>

In this **4 minute video**, Ellie Wylie (Health Visitor, Clinical Practice Educator) explains the crying curve.

GP's are asked to structure their conversations using the GP questionnaire:

GP Questionnaire

It is also a good time to encourage male parents/carers to attend appointments.

A conversation regarding ICON could be supported through:

Handing out the **ICON Leaflet - ICON Cope**

Handing out the easy-read **ICON Leaflet (Easy Read) - ICON Cope**

2. **Antenatal** is another good opportunity to engage men along with the pregnant women in a conversation about normal crying and how to cope with it. Explaining the crying curve and the basic ICON message is often useful at this point.

LINK TBC

3. **Opportunistically** - These resources can also be useful at opportunistic moments for all parents/carers (including men) that present at GP surgeries caring for babies. There may be times where a babies are more prone to crying that a discussion around coping with crying may be beneficial. For example, if they are suffering from reflux, constipation, feeding difficulties or illness.

GP Surgeries publicise the posters and digital resources within the practice such as:

Poster (simple on a white background) - ICON Cope

Poster (struggling to cope) - ICON Cope

Poster (digital) - ICON Cope

Throughout the year social media and the national ICON campaign can also be utilised to promote ICON. These are just some of the ways in which the ICON resources can be used within your organisation. All of the resources can be found on the '**All Resources**' page of the ICON Pathway.

Midwifery

Role they play in ICON

Midwives provide two of the core ICON touchpoints.

1. The first touchpoint is at hospital/home following birth, prior to discharge.
2. The second touchpoint is within the first 10 days of birth.
3. Antenatal is another opportunity to engage parents/carers (including men) in a conversation about coping with crying.
4. Parents can be engaged if their baby spends time in neonatal care.

What you can use and how

1. At hospital/home following birth, prior to discharge.

Anyone from the midwifery team can deliver the ICON message. It is mainly midwives who prefer to deliver this touchpoint when they discharge mother and baby from hospital or following a home birth. It usually takes about 6-8 minutes to deliver this touchpoint. Research shows that this is where the message is more likely to reach men as they are more available and present at appointments.

A conversation regarding ICON could be supported through:

Handing out the ICON Leaflet - ICON Cope

Handing out the ICON Leaflet (Easy Read) - ICON Cope

If the baby was premature and being discharged from the Neonatal Unit, the

Neonatal team should deliver this touchpoint by:

Handing out the premature baby ICON leaflet Leaflet
(premature babies) - ICON Cope

Handing out the premature baby ICON easy-read leaflet.

Leaflet premature babies (Easy Read) - ICON Cope

2. Within the first 10 days.

Post-discharge, at home, community midwives can remind parents/carers of the basic ICON message. It is also important to engage with male carers at this time.

Midwives may choose to show them the:

Infant Crying is Normal Infographic

Normal crying curve

In this **4 minute video**, Ellie Wylie (Health Visitor, Clinical Practice Educator) explains the crying curve.

- ### 3. Antenatal
- is another good opportunity to engage men in a conversation about normal crying and how to cope with it. Explaining the crying curve and the ICON key message is often useful at this point.

LINK (although link currently not working on ICON website)

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Health Visiting Service

Role they play in ICON

Health Visitors provide two of the core ICON touchpoints.

1. The first touch point is the ante-natal visit from 28 weeks gestation. This is an opportunity to engage parents/carers, including men in a conversation about coping with a crying baby. The second touchpoint is around three weeks after birth.
2. The second touch point is the new birth visit within the first 14 days of birth.
3. Health Visitors can share ICON message through additional contacts and interactions with parents, such as Chat Health and FOREST.
4. Public health nurses share the ICON message through additional contacts and interactions with parents, such as Chat Health, at all groups and the 6-8 week contact.

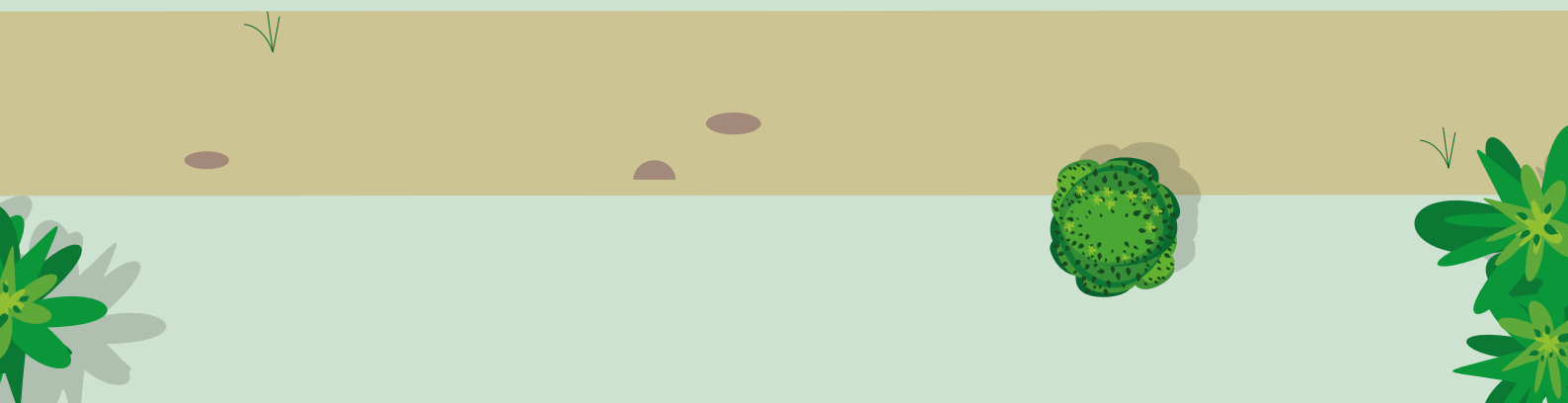
What you can use and how

Public health nurses provide three of the core ICON touch-points which can be found below.

In this short video, Ellie Wylie (Health Visitor, Clinical Practice Educator) shares an example of her talking about ICON with a new family. <https://youtu.be/3Mkc4wPxOWQ>

1. **Antenatal contacts or education** provide a good opportunity to engage men in a conversation about infant behaviour, such as crying and build resilience and prepare to cope. Explaining the crying curve and the ICON message is often useful at this point. In this **4 minute video**, Ellie Wylie (Health Visitor, Clinical Practice Educator) explains the crying curve.
2. **Within the first 14 days of birth.** This is a reminder of ICON for parents/carers – include males. The Health Visitor can share:
The **'Comfort methods can help'** infographic
The **'Crying Plan'** Coping With Crying Plan which can be useful to support parents to think about crying as normal infant behaviour, comfort methods and how to cope with crying.
3. **Around three weeks after birth.** This isn't a routine time when the health visiting service would be in touch with families unless concerns had been identified previously.
4. **Opportunistically** - In Somerset, the ICON message could be shared opportunistically through Chat Health, text messaging, FOREST and other health groups delivered by the Health Visiting team. It is important that this message is shared with **both** parents/ carers.

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Public Sector

Role they play in ICON

Anyone working in any Public Sector organisation, in any job can raise awareness and champion ICON.

1. Utilising ICON's promotional resources can help raise awareness of ICON's messages.
2. Making the ICON resources accessible within your organisation can help facilitate conversations with with parents and anyone in contact with a baby.

What you can use and how

The public sector is made up of made up of Government Organisations.

Some examples of public sector roles are: Armed Forces, Healthcare, Transport, Housing, Probation services, Police and Pharmacy's.

Below are just some of the ways in which the ICON message can be delivered in these settings.

- 1. Utilising ICON Promotional Resources** - There are many ICON resources that can be used digitally or printed. Posters can be a useful way to promote ICON and signpost people to further information/support. They could be placed in public areas and shared spaces.

Poster (digital) - ICON Cope

Poster (struggling to cope) - ICON Cope

Printed copies of leaflets can be placed in public areas and shared spaces..

Leaflet - ICON Cope

Leaflet (Easy Read) - ICON Cope

- 2. Making ICON Resources Accessible** - By having the ICON resources available in printed or digital form, can help initiate and support a conversation with a anyone in contact with a baby such as a parent/carer, grandparent, friends can champion ICON.

It's really important to engage males in the conversations around ICON. Research into abusive head trauma and NAI prevention highlights the importance of engaging men (father and male carers) in the maternity continuum, including ICON conversations.

ICON leaflets and coping with crying plans can be used to initiate conversations around coping with crying and explaining ICON's key messages.

ICON Cope Leaflet

Easy-read Leaflet - ICON Cope

In this **1 minute video**, Sarah Reid (Paediatric Nurse working in the Emergency Department) shares her examples of talking about ICON with patients and families in the Emergency Department.

Throughout the year social media and the national ICON campaign can also be utilised to promote ICON. These are just some of the ways in which the ICON resources can be used within your organisation. All of the resources can be found on the '**All Resources**' page of the ICON Pathway.

Private sector

Role they play in ICON

Anyone working in any Private Sector role can raise awareness about abusive head trauma (AHT) and non accidental injuries (NAI) prevention; by implementing ICON.

Anyone working in any Public Sector organisation, in any job role can raise awareness and champion ICON.

1. Utilising ICON's promotional resources can help raise awareness of ICON's messages.
2. Making the ICON resources accessible within your organisation can help initiate conversations with anyone in contact with a baby.

What you can use and how

The private sector is made up of made up of private providers.

Some examples of private sector roles are anyone working within Retail, Hospitality, Finance, Private Healthcare, and people who are self-employed.

1. Utilising ICON Promotional Resources - There are many ICON resources that can be used digitally or printed. Posters can be a useful way to promote ICON and signpost people to further information/support. They could be publicised on digital platforms or placed in public areas and shared spaces.

ICON Poster - ICON Cope

ICON Poster (struggling to cope) - ICON Cope

Printed copies of leaflets can be placed in waiting areas or information stands so people can either read them there, or take them away to review at a later date.

ICON Leaflet - ICON Cope

ICON Leaflet (Easy Read) - ICON Cope

2. Making ICON Resources Accessible - By having the ICON resources available in printed or digital form, can help to initiate a conversation with a anyone in contact with a baby such as a parent/carer, grandparent, friends can champion ICON.

It's really important to engage males in the conversations around ICON. Research into abusive head trauma and NAI prevention highlights the importance of engaging men (father and male carers) in the maternity continuum, including ICON conversations.

ICON Leaflet - ICON Cope

ICON Leaflet (Easy Read) - ICON Cope

You can use these to start conversations around coping with crying and explaining ICON's key messages.

Throughout the year social media and the national ICON campaign can also be utilised to promote ICON. These are just some of the ways in which the ICON resources can be used within your organisation. All of the resources can be found on the **'All Resources'** page of the ICON Pathway.



Education

Role they play in ICON

Any member of staff within a education setting (early years, schools and colleges) can raise awareness and champion ICON.

1. The national ICON website includes an offer for schools; this includes lesson plans for PSHE and is available for secondary schools (year 10 and 11).
2. School staff can promote ICON opportunistically within the school.

What you can use and how

- 1. PSHE lessons** - Getting in touch with ICON at iconcope.org/contact/ can allow you access to a PSHE (Personal, social, health and economic education) lesson plan and materials designed by teachers for 0-19 (early years, schools and colleges).

These pupils may have younger siblings/relatives, may babysit or may be (or soon to be) parents themselves.

The purpose of the lesson is to enhance public messaging around the normal crying behaviour of babies, when and where to seek help and advice, and the dangers of shaking a baby.

Staff within a education setting (early years, schools and college can deliver ICON education through the use the specially designed PSHE lesson plans and materials for 0-19 (early years, schools and colleges).

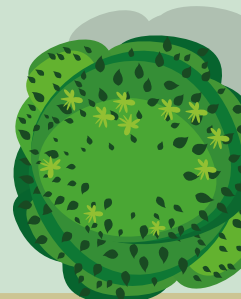
- 2. Opportunistically** - Using opportunistic interactions with families where ICON could be discussed. For example, it could be discussed with parents/carers of children who have younger siblings – including men.

A conversation regarding ICON could be facilitated through:

ICON Leaflet - ICON Cope

ICON Leaflet (Easy Read) - ICON Cope

Throughout the year social media and the national ICON campaign can also be utilised to promote ICON. These are just some of the ways in which the ICON resources can be used within your organisation. All of the resources can be found on the '**All Resources**' page of the ICON Pathway.



Voluntary, Community, Faith and Social Enterprise

Role they play in ICON

Anyone working or volunteering in the VCFSE sector can raise awareness and champion ICON.

1. Utilising ICON's promotional resources can help raise awareness of ICON's message.
2. Making the ICON resources accessible within your organisation can help facilitate conversations with anyone in contact with a baby.

What you can use and how

People working in the Voluntary, Community, Faith and Social Enterprise sector can promote ICON in their workplace through the use of resources and opportunistic touchpoints.

It's really important to engage males in the conversations around ICON. Research into abusive head trauma and NAI prevention highlights the importance of engaging men (father and male carers) in the maternity continuum, including ICON conversations.

1. Utilising ICON Promotional Resources - There are many ICON resources that can be used digitally or printed. Posters can be a useful way to promote ICON and signpost people to further information/support. They could be placed in public spaces and shared areas.

ICON Poster (digital) - ICON Cope

ICON Poster (struggling to cope) - ICON Cope

Printed copies of leaflets can be placed in waiting areas or information stands so people can either read them there, or take them away to review at a later date. Interactions are supported using the resources and the prevention programme outcomes are supported through conversations and use of the resources. Information is useful but support is enabling and parents are encouraged to have conversations with GP, MW or HV.

ICON Leaflet - ICON Cope

ICON Leaflet (Easy Read) - ICON Cope

2. Making ICON Resources Accessible - By having the ICON resources available in printed or digital form, can help to support a conversation with anyone in contact with a baby such as a parent/carer, sibling, grandparent, friends can champion ICON.

It's really important to engage males in the conversations around ICON. Research into abusive head trauma and NAI prevention highlights the importance of engaging men (father and male carers) in the maternity continuum, including ICON conversations.

ICON Leaflet - ICON Cope

ICON Leaflet (Easy Read) - ICON Cope

You can use these to start conversations around coping with crying and explaining ICON's key messages.

In this **1 minute video**, Charlie Hull (Dad Matters Co-ordinator for Somerset) talks about sharing ICON messages with dads.

Throughout the year social media and the national ICON campaign can also be utilised to promote ICON. These are just some of the ways in which the ICON resources can be used within your organisation. All of the resources can be found on the **'All Resources'** page of the ICON Pathway.