



Partnership Briefing

Issue No: 7

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ICON is all about helping people who care for babies to cope with crying.

“Babies Cry, You Can Cope – never, ever shake or hurt a baby” is the message from ‘ICON’ – a national programme of interventions and awareness that aims to help parents and carers to cope with a crying baby. ICON is an evidence based programme, consisting of a series of brief ‘touchpoint’ interventions that reinforce the simple message making up the ICON acronym. The programme, which was founded by Dr Suzanne Smith PhD, was conceived following years of study and research into prevention of Abusive Head Trauma (AHT). Each ‘touch point’ is brief but reinforces the simple evidence based four point message which makes up the ICON acronym:

I - Infant crying is normal and it will stop.

C - Comfort methods can sometimes soothe the baby and the crying will stop.

O - It's Ok to walk away if you have checked the baby is safe and the crying is getting to you.

N - Never, ever shake or hurt a baby.

ICON is well embedded with health services across Cheshire and is going from strength to strength.

15th March 2021 is ICON week in which the programme will be further promoted across health and social care services. Join us by registering for our MS Teams Lives event during this week, daily at 12 noon.



Monday 15th March, 12pm-1pm

Focus: ICON Week Introduction **Register at :** <https://www.eventbrite.co.uk/e/144424426347>

Presenter: Katie Clarke, WHH Lead Nurse Safeguarding Children, Warrington & Halton Teaching Hospitals NHS Foundation Trust

Tuesday 16th March, 12pm-1pm

Focus: ICON acronym ‘I’ **Register at :** <https://www.eventbrite.co.uk/e/144421678127>

Presenter: Janice Bleasdale, Specialist Nurse for the Child Death Overview Panel, Cheshire NHS

Wednesday 17th March, 12pm-1pm

Focus: ICON acronym ‘C’ **Register at :** <https://www.eventbrite.co.uk/e/144427310975>

Presenter: Rachel Evans, 0-19 Team Leader, Halton

Thursday 18th March, 12pm-1pm

Focus: ICON acronym ‘O’ **Register at :** <https://www.eventbrite.co.uk/e/144429373143>

Presenter: Ruth Tucker, Deputy Designated Nurse Safeguarding Children Cheryl Pearce, Support & Training Officer, Lullaby Trust will be presenting Safer Sleep presentation.

Friday 19th March, 12pm-1pm

Focus: ICON acronym ‘N’ **Register at :** <https://www.eventbrite.co.uk/e/144430594797>

Presenter: Louise Southward Family Nurse/Family Nurse Supervisor FNP Warrington Family Nurse Partnership, Bridgewater Community Healthcare NHS Foundation Trust.