

## The **ICON** message for parents

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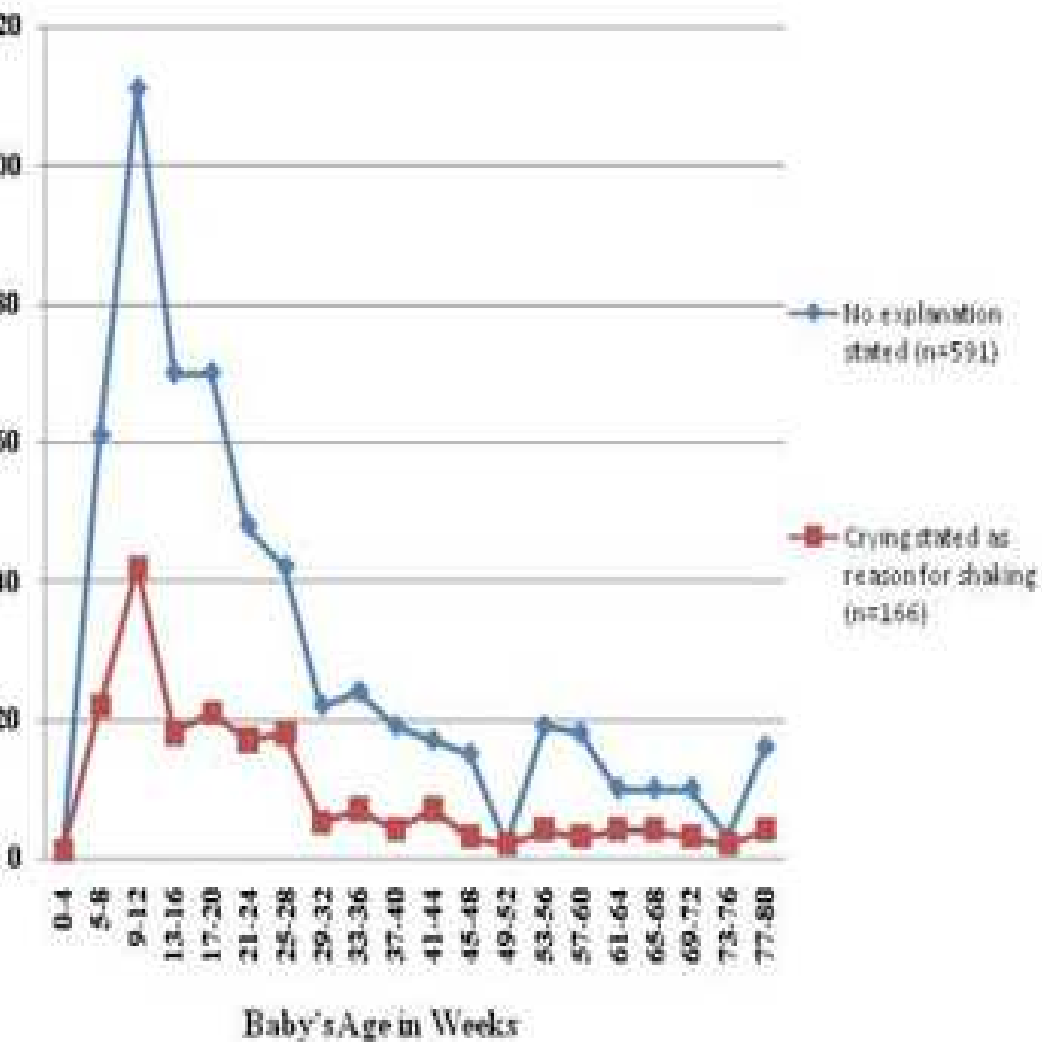
- Help parents understand that crying is normal... all parents can feel like this.
- Explain that crying is a normal part of development.
- Reassure parents that babies are not doing this on purpose.
- Support parents in coping with their own emotions and stress (Coping with Crying Plan).
- Never to shake a baby
- Teach parents soothing and safe sleep techniques.
- Inform parents/carers about sharing the ICON leaflet with **anyone** who cares for your baby.

# Are some babies more at risk than others?

Research shows that the most at risk babies are:

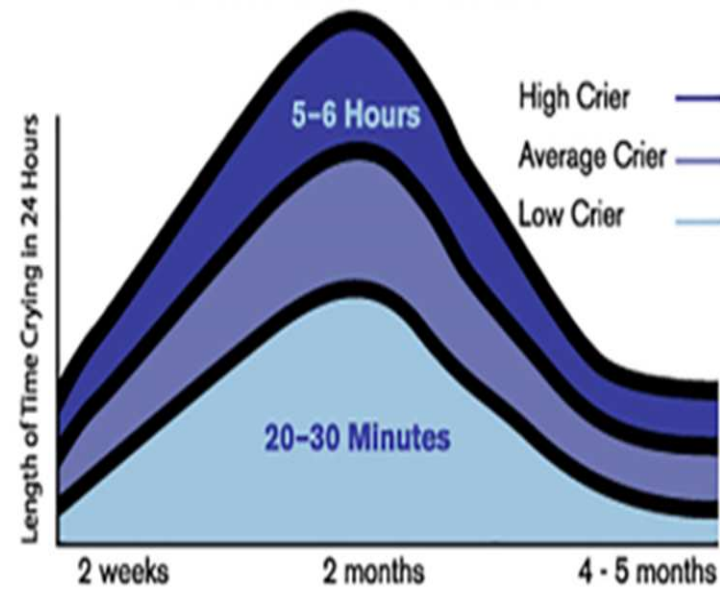
- Male babies
- Babies under 6 months old
- Babies born pre-term or at low birth weight
- Babies who have more contact with health services





## Normal Crying Curve

Curves of Early Infant Crying  
2 Weeks to 4 - 5 Months



Working Together

West Sussex CCG ♦ Brighton and Hove CCG ♦ East Sussex CCG

# Abusive Head Trauma (AHT)

- Babies disproportionately represented in Serious Case Reviews
- AHT cases 25 per 100,000 UK children
- Mostly under 1 years of age
- Estimated > 75% of infants & children with AHT present to the emergency room for secondary prevention (Bennett *et al.*, 2011; Nuno *et al.*, 2015)
- AHT is abuse and is preventable
- Crying is a known trigger
- 70% of babies who are shaken, are shaken by men
- Our target is to reduce the incidence of AHT and other injuries to infants triggered by crying.
- Significant morbidity and mortality

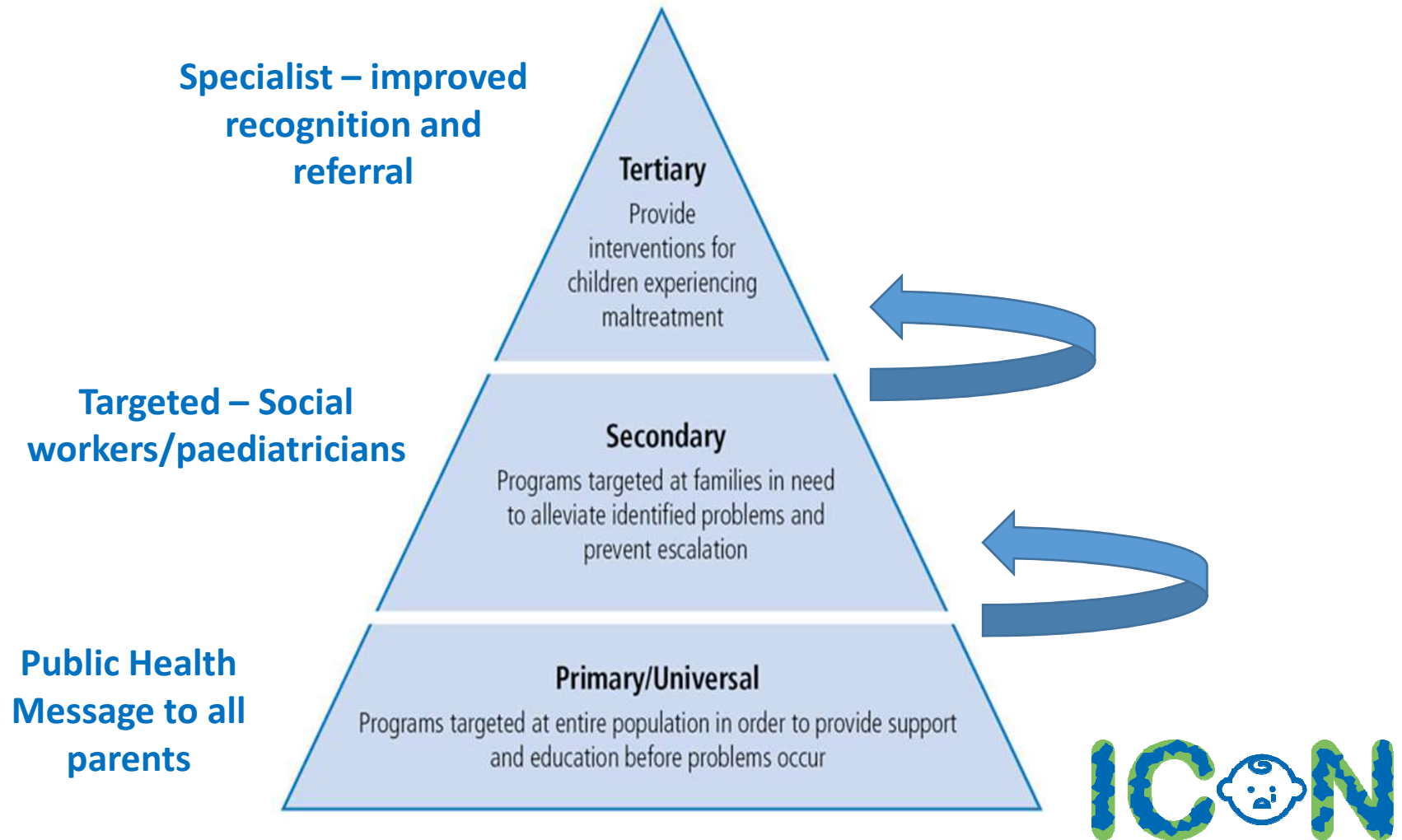
## Fathers & Male carers

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- Serious Case Reviews identified fathers/male carers not included in agency work/safeguarding
- Mothers are often seen alone for antenatal appointments (exception of some scans).
- Attendance at health appointments less likely than mothers
- Mothers can be encouraged to pass on ICON info & have conversations with partner.
- Professionals encouraged to make direct contact with fathers
- Discussion on how family members are coping with new baby.... Relationship issues, work-family tensions (COVID-19)



# ICON Journey- Prevention



# Additional Intervention points

(Not exhaustive - All partners have a part to play including adult services)

## Secondary (Targeted)

- Early Help
- Probation
- Early Years
- Paediatricians
- Housing/ Community safety
- Mental Health Services
- Police (Domestic Violence & Abuse))
- Family Support
- Primary care
- Hospitals

## Tertiary ( Specialist)

- Social care - pre birth work
- Family support
- Specialist
- Drug and alcohol services
- Foster Carer
- Mental Health Services
- Domestic Violence and Abuse (Police)
- Family Support
- Primary care
- Hospitals

- ❑ Children's Social Work managers informed about ICON both specifically and within the context of support for social workers with babies on their caseloads during COVID.
- ❑ Circulating ICON information to every Social Worker who books into the pre-birth drop in.
- ❑ ICON information now in Children's Social Work One Space recording/practice system.
- ❑ Fostering team - suggested all supervising social workers discuss, raise and distribute the ICON information to each of their carers, each time they place a baby.

Area  
updates:  
Cas Short –  
Partners in  
Change



## Area Updates Continued..

Gill Hibbert, Educating Safeguarding Officer

- ICON materials to all 5-18yrs School settings
- Shared flyers and leaflets with school networks
- Schools to distribute amongst their communities



## Next steps...

- Embedding ICON message in practice across Sussex
- Evaluation of impact will commence using qualitative and quantitative outcome measures including uptake of the resources and feedback by both service users and providers (March 2021).
- Culture change to include & assess fathers