

## ICON week 27 September - 1 October 2021 – social media plan

Date	Post	Image
	<p>This week is UK #ICONweek and we're coming together with our partners to raise awareness and help prevent abusive head trauma in new-borns.</p> <p>Infant crying is normal, you can cope.</p> <p>Find out more  <a href="https://iconcope.org/parentsadvice/">https://iconcope.org/parentsadvice/</a></p>	<div style="background-color: #f0f0f0; padding: 10px;"> <p>ICON Week: 27 Sept - 1 Oct 2021</p> <p><b>I</b> Infant crying is normal and it will stop</p> <p><b>C</b> comfort methods can sometimes soothe the baby and the crying will stop</p> <p><b>O</b> It's OK to walk away for a few minutes, if you've checked the baby is safe</p> <p><b>N</b> Never shake or hurt a baby</p> </div> 
	<p>It's normal for babies to cry but it can be stressful and sometimes it's hard to cope.</p> <p>It's so important to stay calm, be an ICON for your baby and make sure you know what to do.</p> <p>→ <a href="https://iconcope.org/parentsadvice/">https://iconcope.org/parentsadvice/</a></p> <p>#ICONweek</p>	<div style="background-color: #f0f0f0; padding: 10px;"> <p>ICON Week: 27 Sept - 1 Oct 2021</p> <p>It's normal for babies to cry, but if you're struggling to cope, don't struggle alone.</p> <p>Help is available  <a href="https://iconcope.org/parentsadvice/">iconcope.org/parentsadvice/</a></p> <p><b>ICON</b> Babies Cry. You Can Cope!</p> <p><b>NHS</b></p> </div> 
	<p>Most babies start to cry from 2 weeks, with a peak at 6-8 weeks. Make sure you know how to cope if it all gets too much.</p> <p>Help is available:</p> <p>→ <a href="https://iconcope.org/parentsadvice/">https://iconcope.org/parentsadvice/</a></p> <p>#ICONweek</p>	<div style="background-color: #f0f0f0; padding: 10px;"> <p>ICON Week: 27 Sept - 1 Oct 2021</p> <p>Infant crying is normal and it will stop!</p> <p>Babies start to cry more frequently from around 2 weeks of age, usually with a peak around 6 - 8 weeks.</p> <p>If you're struggling to cope, help is available.</p> <p><b>ICON</b> Babies Cry. You Can Cope!</p> <p><b>NHS</b></p> </div> 
	<p>There are lots of things you can do to help soothe your baby. Check out our top 5 tips to help with infant crying.</p> <p>The main thing to remember is to stay calm and never hurt or shake your baby.</p> <p><a href="https://iconcope.org/parentsadvice/">https://iconcope.org/parentsadvice/</a></p>	<div style="background-color: #f0f0f0; padding: 10px;"> <p><b>5 tips to help soothe a crying baby</b></p> <ol style="list-style-type: none"> <li>1. Talk calmly, hum or sing to your baby</li> <li>2. Let them hear a repeating or soothing sound</li> <li>3. Hold them close, skin to skin</li> <li>4. Go for a walk outside, with your baby</li> <li>5. Give them a warm bath</li> </ol> <p>ICON Week: 27 Sept - 1 Oct 2021</p> </div> 

	<p>#ICONweek</p> <p>Shaking your baby can lead to serious injury, illness and death. It's so important to know how to cope when your baby is crying.</p> <p>Check out these tips for staying cool when things get stressful.</p> <p><a href="https://iconcope.org/parentsadvice/">https://iconcope.org/parentsadvice/</a></p>	<p>ICON Week: 27 Sept - 1 Oct 2021</p> <p>Shaking or losing your temper with a baby is very dangerous and can cause:</p> <ul style="list-style-type: none"> <li>- Blindness</li> <li>- Learning disabilities</li> <li>- Seizures</li> <li>- Physical disabilities</li> <li>- Death</li> </ul> <p>For help and advice on how to cope with infant crying:</p> <p><a href="https://iconcope.org/parentsadvice/">iconcope.org/parentsadvice/</a></p> 
	<p>#ICONweek</p> <p>Abusive head trauma can occur in any environment when a parent or carer is on the edge due to infant crying.</p> <p>Make sure anyone looking after your child knows the ICON principles.</p> <p><a href="https://iconcope.org/parentsadvice/">https://iconcope.org/parentsadvice/</a></p>	<p>ICON Week: 27 Sept - 1 Oct 2021</p> <p>For help and advice on how to cope with infant crying:</p> <p><a href="https://iconcope.org/parentsadvice/">iconcope.org/parentsadvice/</a></p> <p> </p> 