



26-30 September 2022

Gloucestershire's Approach

Introduction

ICON week ('ICON: babies cry, you can cope') was a nationally-driven week to increase awareness of this campaign: how professionals can get involved, and what parents and their partners can do to cope when their baby is crying. Our strong ICON network in Gloucestershire planned a number of events and promotions online and face-to-face to take place from 26-30 September. **Read on to find out more!**

Online Presence

Many posts on social media and websites, including:

Gloucestershire County Council

- Facebook and Twitter posts seen by **124k**, plus paid-for Facebook ad seen by **9.5k** target audience (likely to be those who are pregnant or parents of young babies). **9** shares, **49** clicks to ICON website.
- Media release
- GCC Stay, Play & Learn account posted

Gloucestershire County Council
28 September · ...

Abusive head trauma can occur in any environment when a parent or carer is on the edge due to infant crying.

Make sure anyone looking after your child knows the ICON principles
For help and advice with infant crying visit
<https://orlo.uk/kPjXR>

#ICONweek2022 #ICONcope

Gloucestershire Constabulary

28 September · ...

Our detectives have had to investigate a number of serious injuries which babies have sustained, some of those relate to baby shaking.

This trauma can cause blindness, seizures, physical disabilities, learning disabilities and even death.

That's why we're supporting ICON week, a national awareness campaign to help try and safeguard children from preventable harm.

It is normal for babies to cry, and it is not your fault. If you have a baby that cries a lot, it can be exhaus... [See more](#)

Gloucestershire Constabulary

Facebook post seen by nearly **24k** people and engaged with in some form by almost **4k**, including **206** shares. Tweet had **2,271** impressions (times tweet was seen on Twitter)

Dad Matters Gloucestershire
28 September · ...

ICON WEEK.

Who can share some coping methods with us?

-Tags-
#dadmatters #dadmattersgloucestershire #icon #iconweek #icancope

- Gloucestershire Local Maternity & Neonatal System (LMNS)** - posted on Instagram and Twitter
- Barnardo's** - added to Facebook and webpage
- Dad Matters** - over 7,000 reaches on social media
- Health visiting ('HIYA')** - shared posts daily
- Gloucestershire Healthy Living and Learning (GHLL)** - for a fortnight it was on the main banner on the website. Many schools flagged ICON in their school newsletters during the week.

Gloucestershire Local Maternity & Neonatal System
@glosLMNS

Not being able to stop a baby crying does not mean that you are doing anything wrong. For help and advice on how to cope with infant crying speak to your midwife, health visitor or GP or go to iconcope.org/parentsadvice/ for more information

#ICONWeek2022 #ICONCope

One Gloucestershire
Transforming Care, Transforming Communities

Gloucestershire Local Maternity and Neonatal System

SkillZONE
Where safety is for life.

Gloucestershire Fire and Rescue Service
Working together for a safer Gloucestershire

NHS
Gloucestershire Hospitals
NHS Foundation Trust

NHS
South Western Ambulance Service
NHS Foundation Trust

NHS
Strategic Command
Headquarters Defence Medical Services

NHS
Gloucestershire Constabulary

NHS
Gloucestershire Health and Care
NHS Foundation Trust

NHS
Gloucestershire County Council

NHS
Gloucestershire Healthy Living and Learning

NHS
Gloucestershire Home Start

NHS
Gloucestershire Barnardo's

ICON WEEK

Engagement with and by staff

- Posters displayed across services e.g. neonatal unit, police, military; sent to schools by GHLL
- Emails sent to staff teams across the county with the details of ICON week, including promoting the live webinars delivered by the national ICON team
- Staff attended live webinars
- Reminded midwives to put ICON sticker in the 'red book'



- Military - educational material provided in their Welfare Centre. Emails about ICON sent out to all units they support. Discussed the ICON message within practice and healthcare governance meetings over the past few months and in particular in the lead up to ICON week
- GRH staff took ICON doll around the maternity wards to show staff the impact of shaking a baby
- Staff used ICON email signature

Staff training

- Celia Balbernie, who was instrumental in establishing Gloucestershire's ICON network and in contributing to the growth of the national ICON campaign, delivered a 2-hour online 'train the trainer' session to explain what ICON is and how staff can share the message with colleagues and parents
- Fantastic attendance - 30 staff from 9 different organisations - and those from Gloucestershire Hospitals Trust and Gloucestershire Health & Care Trust were a number of different departments
- Feedback was very positive: "It was really informative", "The key messages were very clearly conveyed", "Staff had previously been aware of the ICON message, but not all the details", "Celia was able to provide information to support its importance", "I valued having this"



What did staff do following the training? Examples include:

- GHLL sent the links to the ICON website to colleagues, to share with their educational settings across the county (GHLL Lead Teachers are linked to every school and college in Gloucestershire)
- Paediatric team member who attended will be jointly responsible for cascading training to new paediatric starters, and refreshers if required, alongside current ICON trainer in the team. First session with new paediatric staff was delivered in October
- Two Neonatal staff attended who will be responsible for cascading training to new Neonatal starters and providing refreshers for other staff if needed
- Three Barnardo's staff attended the training and plan to cascade information in groups to the wider team

ICON WEEK

Information for parents

- Display for parents with posters, leaflets, sweets and keyrings on the Neonatal Unit, making it specific to preterm babies
- Home-Start and Dad Matters groups shared ICON posters and leaflets
- ICON news alert sent to all people signed up to receive them from the council
- Military amended their maternity leaflet to include a paragraph about ICON, and now advise all pregnant patients and partners to look over the information on the ICON website



- Display board on Children's Inpatient ward; information also displayed in Paediatric ED area at GRH and in Battledown Children's Outpatients at CGH
- Barnardo's/Aspire staff handed leaflets out at 20 'Steps Ahead' groups
- GHLL included ICON leaflets in boxes for Ukrainian families

What's next?

Services involved in ICON week have shared their plans for delivering the ICON message in the future:

- **GHLL** - "We will continue to distribute the leaflets when going into schools"
- **Police** - "We will continue to have leaflets in key places and available on our intranet for signposting and support. We will share social media posts every now and again throughout the year"
- **GCC** - "We will schedule regular social media posts outside of ICON week"
- **GCC Early Years/groups** - "We can signpost parents to ICON information"
- **Gloucestershire LMNS** - "We will continue to regularly post on Instagram and Twitter throughout the year"
- **Barnardo's** - "We will continue to share the message, attend ICON meetings and share resources, working as a multi-agency to spread the message"

- **Neonatal unit** - regularly forms part of parent education. Ongoing staff training to ensure all staff in a position to have ICON conversations effectively
- **Safeguarding children's nurse** - delivered ICON session for new ED staff in November and another planned for January
- **GP surgeries** to share ICON slides on their screens
- **Gloucestershire's ICON project group** to refine strategy to make sure touch points for each service are clear, and decide what resources each service needs to support plans for sharing the message in the future

For more information about ICON in Gloucestershire, contact glicb.goucestershirelms@nhs.net