

## Spotlight on...



Hampshire  
**Safeguarding**  
**Children**  
Partnership

The ICON Programme was launched in Hampshire in September 2018 to over 500 professionals, which means that that ICON has been in Hampshire for 12 months! To date over 1700 professionals across Hampshire have received ICON training from the Hampshire Safeguarding Children Partnership ICON Steering Group representatives.

ICON has been delivered at six national and local conferences including the Royal College of Paediatrics and Child Health (RCPCH) Annual Conference and the Child Death Overview Panel Annual Conference as well as at a number of local and regional forums.

The ICON Programme has been nominated for a number of awards, including receiving the Regional NHS Parliamentary Award in July 2019 and was a finalist for an HSJ Award in May 2019.

### Why are we talking about coping with crying?

Nationally, Abusive Head Trauma (also referred to as Shaken Baby Syndrome) affects up to 25 infants per 100,000 in the UK. A well-documented trigger is infant crying and evidence suggests male caregivers are responsible for inflicting AHT in about 70% of cases.

**There is a normal peak in infant crying.** The crying curve highlights that infant crying increases in intensity and frequency and reaches a peak, it then gradually reduces and plateaus. This is important information for parents and carers to understand before infant crying hits its peak.



The ICON Programme is a preventative programme, which reinforces a simple message to parents and carers regarding how to cope with infant crying. The core message delivery is completed by universal services, in a touch point format. Secondary and tertiary services, such as Children's Services and Early Years Settings also reinforce the ICON messages when they are working with families where additional needs have been identified, such as within parenting classes or within nursery settings.

The reason for the repetitive 'touch point' approach is that it is a widely accepted as a way of helping parents and cares to retain information. The term ICON, is a mnemonic which stands for:

- I** – Infant crying is normal
- C** – Comforting methods can help
- O** – It's OK to walk away
- N** – Never, ever shake a baby



The Hampshire Safeguarding Children Partnership has lots of information for parents and carers including: **The DadPad App which is free, coping with crying plan, posters, fridge magnets, films and leaflets.** Information including all of the above and training packages can also be accessed via the [ICON Toolkit](#).

Information for parents/carers on coping with crying, including the ICON leaflet, is also available on the [Wessex Healthier Together website](#).