

1. What is the ICON Campaign?

- The ICON Babies Cry, You Can Cope! campaign aims to help parents and carers cope with a crying baby
- The campaign was driven following a number of national infant deaths and serious case reviews where a baby has died or been seriously injured as a result of abusive head trauma
- The campaign involves sharing simple messages and avenues of support for parents and carers, supported by web-based information

2. What is Abusive Head Trauma?

- Abusive Head Trauma (AHT) – also known as 'shaken baby syndrome' – causes catastrophic brain injuries, which can lead to death, or significant long term health and learning disabilities
- AHT is not restricted to specific socio-economic groups – it can occur in any environment, when a parent or carer is on the edge due to infant crying
- A key message is to never ever shake or harm a baby

3. Key ICON Messages for Parents and Carers

- **I**nfant crying is normal and it will stop
- **C**omforting can sometimes soothe the baby; is baby hungry, tired, or in need of a nappy change?
- It's **O**kay to walk away if you have checked the baby is safe and the crying is getting to you. After a few minutes, when you are feeling calm, go back and check on the baby
- **N**ever shake or harm a baby; it can cause lasting damage and death

7. Useful Links

<https://www.wchc.nhs.uk/services/health-visiting-wirral/>
<https://www.wirral.gov.uk/early-years-and-childcare/childrens-centres>
<http://www.wirral safeguarding.co.uk/icon-for-professionals/>
<https://iconcope.org/>

6. Training and Resources for Professionals

- Copies of all the resources, including videos, the posters and leaflets, the ICON plan and detail of the intervention are on the WSCP website
- An e-learning package is also available through the national website: <https://iconcope.org/> (free registration required)
- A summary Powerpoint presentation for professionals is also on the WSCP website: <http://www.wirral safeguarding.co.uk/icon-for-professionals/>

4. Support for Parents and Carers

A key message from ICON is that it is ok to ask for help – parents and carers are encouraged to speak to:

- friends and family
- Health Visitor
- GP
- Midwife
- Local children's centre

and use the resources on the WSCP website: <https://www.wirral safeguarding.co.uk/babies-cry-you-can-cope-icon/>

5. ICON Intervention

- The icon intervention with the parents/carers should only last 5 or 6 minutes
- The intervention is supported by the posters, leaflets and other resources on the WSCP website
- The intervention focuses on each of the four key ICON messages stressing available support and that it is ok to ask for help
- Parents should also be given a personal plan



ICON
Babies Cry, You Can Cope!