

ICON was conceived following years of study and research into prevention of Abusive Head Trauma (AHT) or as is known in England Shaken Baby Syndrome.

The ICON programme supports parents and carers to understand the normal crying pattern of young babies and provides information and resources which will support keeping babies safe from abusive head trauma. We know that during the coronavirus pandemic stress levels at home are likely to be increased further therefore the awareness raising of ICON across our Partnership is crucial.

Our aim is to help parents and carers to understand what is normal and when to seek further advice, as well as develop successful coping mechanisms to manage the stresses which can be caused by normal infant crying.

Having a newborn baby can be exciting, magical … and stressful. When you are surviving on little or no sleep, are exhausted and trying to soothe a baby who seemingly will not stop crying can be difficult for anyone.

The ICON is an evidence-based programme which delivers four simple messages before the birth and in the first few months of a baby’s life:

I – Infant crying is normal

C – Comforting methods can help

O – It’s OK to walk away

N – Never, ever shake a baby

Please visit the ICON website for more information: <https://iconcope.org/>

**Downloads:**

ICON leaflet: <https://iconcope.org/wp-content/uploads/2020/09/CS51689-NYY-ICON-LEAFLET-v2.pdf>

Poster: <https://iconcope.org/wp-content/uploads/2018/06/ICON-poster-6.pdf>

**Videos:**

Infant crying: <https://vimeo.com/316786757>

Dad video: <https://www.youtube.com/watch?v=Q3mc0FhrNF8>