

7 Minute

Briefing

A 7 Minute Briefing on the ICON touchpoints has been created for members:

1	<p>ICON is an evidenced based programme to help parents and carers cope with a crying baby and prevent Abusive Head Trauma The programme has four key messages:</p> <p>I is for Infant Crying is Normal and it will stop!</p> <p>C is for Comforting methods can sometimes soothe the baby and the crying will stop.</p> <p>O is for It's Ok to walk away for a few minutes if you have checked the baby is safe and the crying is getting to you.</p> <p>N is for Never, ever shake or hurt a baby.</p> <p>There are 5 ICON CORE touchpoints (some areas add more)</p>
2	<p><u>TOUCHPOINT 1 (before discharge after delivery - midwife)</u></p> <p>In hospital/at home following delivery before the Mother and baby are discharged (this is the time when men are often present and the opportunity to engage with men at this point is crucial). The leaflet is provided and explained in detail using the ICON script as a guide if necessary.</p>
3	<p><u>TOUCHPOINT 2 (within first 10 days – community midwife)</u></p> <p>A community midwife will see the family at home and will provide a light touch reminder of the ICON message before baby is 10 days old. That might just be as simple as 'do you remember getting that leaflet about coping with crying, ICON? Might be worth you having another look in the next few days because 2 weeks old is when babies usually start to cry more...' etc.</p>
4	<p><u>TOUCHPOINT 3 (between 11 and 14 days – health visitor)</u></p> <p>A health visitor will make contact usually between 11 and 14 days and again will offer another light touch reminder perhaps exploring with parents what comfort techniques they've heard about or have used with their other children when they were babies.</p>
5	<p><u>TOUCHPOINT 4 (at 3 weeks)</u></p> <p>The next touchpoint is at 3 weeks which is outside of core service delivery but areas are being quite creative in finding ways to reach out to parents, by phone, by text, at clinic, to once again, offer a light touch reminder and maybe prompt parents to consider getting a plan ready for when the crying reaches a peak – the back of the ICON leaflet provides a template for this.</p>
6	<p><u>TOUCHPOINT 5 (6/8 week check – GP)</u></p> <p>At 6/8 weeks baby will have a review by the GP. This is the age when the crying is either at a peak or approaching it. GPs have available to them a short questionnaire that is part of the National Toolkit for GPs and which helps them structure a conversation around coping with crying, postnatal depression and domestic abuse. It's another opportunity to go through or hand out the ICON leaflet.</p>
7	<p>When you set up an ICON programme, you will need one person to be the designated lead and they will be responsible for disseminating training using the ICON Train the Trainer package.</p> <p>Further information and support can be obtained from the Members Portal on the ICON website www.iconcope.org</p>

Icon Programme Resources

Somerset County Council have kindly shared their resources with us for Children & Young People and ICON. It's a really innovative example of localising ICON whilst staying true to the integrity of the message. Please check out the fantastic resources created by Emily Hutt and her team from Public Health:

The public facing site and practitioners site can be viewed here:



[Somerset children & young people : Health & Wellbeing :](https://www.somersethealth.org.uk/children-and-young-people/health-and-wellbeing/safety- coping-with-crying)
[Safety Coping With Crying \(cypsomersehealth.org\)](https://www.somersethealth.org.uk/children-and-young-people/health-and-wellbeing/safety- coping-with-crying)

The ICON flipbook: [Icon \(pubhtml5.com\)](https://pubhtml5.com)



The somerset animation, added to the national resource series, viewable here: <https://youtu.be/lwyBIQdQYlw>

