



**Members**

[Welcome Pack](#)

## Welcome to ICON: Babies cry, you can cope

Abusive Head Trauma (AHT) is preventable and doing more to protect babies has been a key interest of mine since 1998 when I saw first-hand, the devastation that results when a baby is shaken. The ICON programme was founded following years of study into the prevention of AHT, after I made a research visit to USA and Canada in 2016 (courtesy of the Winston Churchill Memorial Trust Travel Fellowship), to see a range of prevention programmes in action and to understand more about what makes such programmes a success. ICON is the result of weaving elements of these programmes together in a way that ensures a natural fit with health service delivery in the UK. It fits alongside other initiatives such as safe sleep guidance and 'Baby Friendly Initiative'

Research suggests that some parents/carers lose control when a baby's crying becomes too much. Some go on to shake a baby with devastating consequences. Apart from preventing AHT, most people who have ever cared for a baby, appreciate some advice about how to comfort a crying baby and how to cope when the crying is persistent and starts to grind you down.

ICON is an evidence-based programme consisting of a minimum of five brief 'touchpoint' interventions that reinforce the simple message making up the ICON mnemonic and is delivered by different professionals giving the same consistent message to parents and carers.

Infant crying is normal, and it will stop

Comfort methods will sometimes help, and the crying will stop

Ok to walk away if the baby is safe and the crying is getting to you

Never ever shake or hurt a baby

<https://iconcope.org/wp-content/uploads/2018/07/Abusive-Head-Trauma-report-summary-and-lit-review-March-18.docx>

In this pack you will find everything you need to implement the ICON programme in your area.

**Dr Suzanne Smith PhD**  
**ICON Founder & Programme Advisor**

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# Pathway of how to Implement ICON

**1** Identify a lead to implement and oversee the embedding of ICON across the chosen footprint e.g. CCG/ICS/region together with some admin support.

**2** Agree on your preferred approach to ICON implementation – i.e. are you planning an holistic approach involving health and partner agencies, or are you planning a phased approach looking at health providers initially and then bringing partner agencies on board at a later date.

This decision will rest largely on local demographics and support from partner agencies.

A phased approach could be:

1. Midwifery and health visiting initially
2. Midwifery, health visiting and general practice
3. Health together with partner agencies

**3** Set up an implementation working group consisting of appropriate representatives of those agencies who will be part of this initial implementation. It is suggested that representation should be sought from:

- Public health commissioners of 0-5 service
- Service lead from 0-5 service
- Midwifery service leads
- Named Nurse and Named Midwife from each NHS provider trust
- Representative from Children's Social Care and/or LSCP
- Named GP or LMC representative if planning to implement in general practice as part of initial implementation
- Key leads from partner agencies if these are to be part of the

**4** At initial set up meeting:

- Work through ICON presentation by Sue Smith which details the research project and the basis for the ICON programme
- Show 'Ellis's story' (available at <http://iconcope.org/>) – this is really impactful and reminds group members why ICON is so important
- Agree touch points for intervention
- Develop action plan including timescales and date for launch
- Request that provider organisations highlight development via governance structures
- Inform CCG Safeguarding Lead and LSCP

**5** At subsequent meetings it is helpful to:

- review progress against the agreed action plan
- consider the progress of ICON training delivery across each provider organisation
- plan for launch (may be helpful to liaise with CCG, LSCP and provider Comms leads)
- agree number of resources (leaflets and posters) which each provider will need
- agree any additional resources which you think would be helpful (e.g. A5 laminated copies of 'Normal Crying Curve' for use by

**6** Formally launch ICON programme across the CCG footprint with appropriate comms, and ensure that LSCP have signposted to ICON on website.

**7** Hold follow-up meeting of implementation group to:

- review launch and implementation
- consider how professional and service user feedback has been received
- agree on next phase of implementation – this could be inclusion of ICON at GP 6 week check if not included at Phase 1
- consider how ICON can be supported across key partner agencies and staff groups (e.g. foster carers, childminders, Early Years settings, etc.)

# ICON Registration Guide

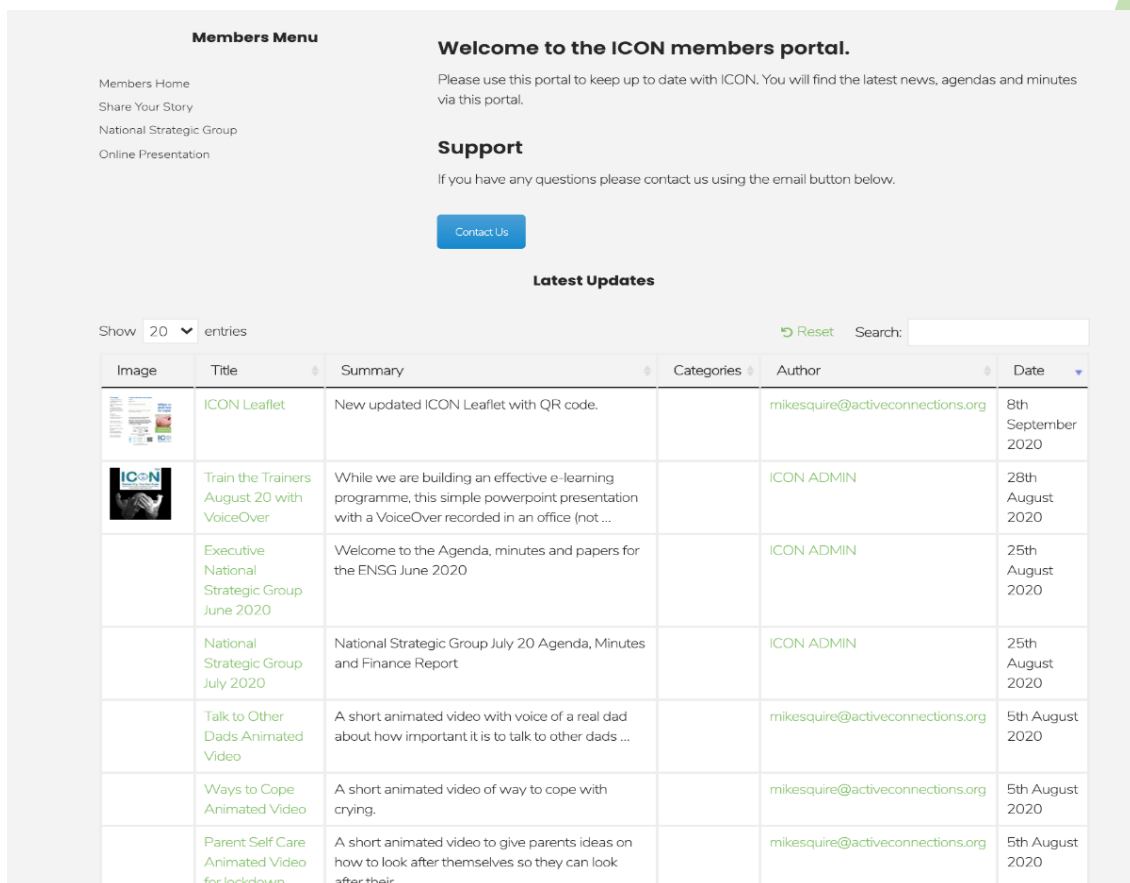
To register on the ICON website please go to <https://iconcope.org/wp-login.php?action=register>

Enter your email address and password.

You will need to enter the following security code in the user create code section:  
ICONPORTAL20

Please do not share this code without permission from ICON.

Once you have registered and logged in you will be directed to the members portal home page:



**Members Menu**

- Members Home
- Share Your Story
- National Strategic Group
- Online Presentation

**Welcome to the ICON members portal.**

Please use this portal to keep up to date with ICON. You will find the latest news, agendas and minutes via this portal.



**Support**

If you have any questions please contact us using the email button below.

[Contact Us](#)

**Latest Updates**

Show 20 entries [Reset](#) Search:

Image	Title	Summary	Categories	Author	Date
	ICON Leaflet	New updated ICON Leaflet with QR code.		mikesquire@activeconnections.org	8th September 2020
	Train the Trainers August 20 with VoiceOver	While we are building an effective e-learning programme, this simple powerpoint presentation with a VoiceOver recorded in an office (not...		ICON ADMIN	28th August 2020
	Executive National Strategic Group June 2020	Welcome to the Agenda, minutes and papers for the ENSG June 2020		ICON ADMIN	25th August 2020
	National Strategic Group July 2020	National Strategic Group July 20 Agenda, Minutes and Finance Report		ICON ADMIN	25th August 2020
	Talk to Other Dads Animated Video	A short animated video with voice of a real dad about how important it is to talk to other dads ...		mikesquire@activeconnections.org	5th August 2020
	Ways to Cope Animated Video	A short animated video of way to cope with crying.		mikesquire@activeconnections.org	5th August 2020
	Parent Self Care Animated Video for lockdown	A short animated video to give parents ideas on how to look after themselves so they can look after their...		mikesquire@activeconnections.org	5th August 2020

You can see all recently added files and downloads on the home page and by scrolling down there are separate tables for each area of work.

At the top of the home page you will find a small members menu for quick access to different parts of the members portal, including a page with National Strategic Group files.

To download any resource please click on the name. You will be taken to another page with further information on that download. Press download and confirm to access the resource.

## Train the Trainer Presentation with voice over from Dr Suzanne Smith

[PowerPoint Presentation with Notes:](#)



The Power Point Presentation can be accessed on the website in the members portal.

[Members Portal | ICON \(iconcope.org\)](#)

To open the PowerPoint Presentation with additional explanatory notes, right click once on the image and select Presentation Object, Open.

To open the PowerPoint Presentation with voiceover, left click twice on the image.

## E-Learning Package

An ICON E-Learning package has now been created and is available for commissioned areas on the members portal. It can be accessed via two methods -

The link below can be shared with any organisations in your area that you wish to complete the training with via the online portal, and using the following login details:

<https://elearning.iconcope.org>

Username: ICON

Password: ICONPORTAL20

It can also be added to an organisation's own E-learning via the SCORM file on the Members Portal:

[eLearning – ICON \(iconcope.org\)](#)

## Lesson Plan for Schools



Since the successful piloting of ICON at Fleetwood High School in Lancashire, work is continuing with PHSE Leads to roll the programme out to schools across the country. Many schools during ICON Week in September 2022, engaged in delivering this lesson plan, so please get in touch with your local schools to see if they would like to be involved. The PowerPoint lesson plan and student booklet are available to download from the Members Portal on our website:

[Members Portal | ICON \(iconcope.org\)](https://iconcope.org/)

Schools can also order copies of the student booklet from our website via Harlow Printing.

Beth Williams, PSHE Lead for Fleetwood High in Lancashire, who delivered the pilot lesson to a small group of Year 10 students, said:

*Working with ICON has allowed students to become aware of the challenges of becoming a parent/carer as well as raising awareness of where to access support as a new or young parent. Professionally, ICON aligns with our vision to create a wholesome preventative active and proactive curriculum that fully prepares our students for adulthood.*



## Snowmed Code

As part of an application for new and altered safeguarding codes, we are pleased to announce a new Snomed code for the ICON programme. A Snomed code is part of an international clinical vocabulary, and NHS Digital says: *“All NHS healthcare providers in England must use them for capturing clinical terms within electronic patient record systems”*. They provide accurate and consistent ways of recording clinical data, which can be shared across systems, and improve patient care and safety. The ICON code is part of the edition providing terms specific to the UK.

The code is: 150091000000106 - Provision of information about Infant crying is normal, Comforting methods can help, It's OK to walk away, Never, ever shake a baby.

## ICON Website Navigation Guide

<https://iconcope.org>

The Iconcope website is a great resource for parents, guardians and health professionals. When you join ICON, you will be given access to the ICON Members Portal. Here you will find links to the latest meeting minutes, posters, leaflets, training information and general news.

The website has sections for Parental Advice, information for Professionals, Resource pages, a Contact Form, and an About Us link – all accessible as drop downs from the Home Page.

On the Resources page, you can purchase printed ICON materials by clicking on the *Printing Partners Website* link at the bottom of the screen. Here you can buy quantities of leaflets, posters, booklets and even magnets.

The Parents Advice link contains explanations of the ICON message, broken down into individual pages – one for each letter:

**I** is for Infant crying is Normal and it will stop!

**C** is for Comfort methods can sometimes soothe the baby and the crying will stop

**O** is for It's Ok to walk away if you have checked the baby is safe and the crying is getting to you

**N** is for Never, ever shake or hurt a baby

Each page contains advice and guidance for parents, links to videos featuring baby-shaking stories, and useful links to other organisations that can also offer support and help such as DadsPad and Cry-sis. These pages are currently in the process of being redesigned for ease of reference.

On the Professionals drop-down you will find advice surrounding ICON and Covid 19 safeguarding, as well as videos featuring baby shaking stories, and an explanation of the full ICON programme consisting of 7 potential intervention points:

1. High School: description. Link to lesson plan and lesson.
2. Hospital based: description. Link to leaflet and script and commitment statement.
3. Community midwife home visit: reiteration of 4 point message.
4. Health Visitor Primary visit: reiteration of 4 point message.
5. Health Visitor topic specific contact: dedicated contact discussing normal.
6. GP 6/8 week check: link to questionnaire.
7. Any professional involved with babies to provide opportunistic support/advice.

There is also the opportunity to read a study report written by the founder of ICON, Dr Suzanne Smith, called *Abusive Head Trauma: The Case for Prevention* following a research visit to the USA and Canada in 2016 (courtesy of the Winston Churchill Memorial Trust Travel Fellowship).

## ICON Social Media

ICON is active on social media and can be found @ the following accounts:

[ICON - Home | Facebook](#)

<https://www.facebook.com/iconcope>

[Icon Cope \(@Icon\\_Cope\) | Twitter](#)

[https://twitter.com/ICON\\_COPE](https://twitter.com/ICON_COPE)

[#iconcope | Twitter](#)

<https://twitter.com/hashtag/iconcope>

[ICON \(@icon\\_cope\) • Instagram photos and videos](#)

[https://www.instagram.com/icon\\_cope](https://www.instagram.com/icon_cope)

## ICON Resources

All the resources on the ICON website can be shared electronically or downloaded and taken to a printer of your choice as required. You can also order via Harlow Printing, our print providers, who will provide a very competitive quotation and they also provide products in other languages.

Please click on the link below for Harlow printing to see some of the products they produce, including leaflets, posters, red book inserts, pens, lanyards, and magnets. They will also create products at your request and can localise and add logos on most products.

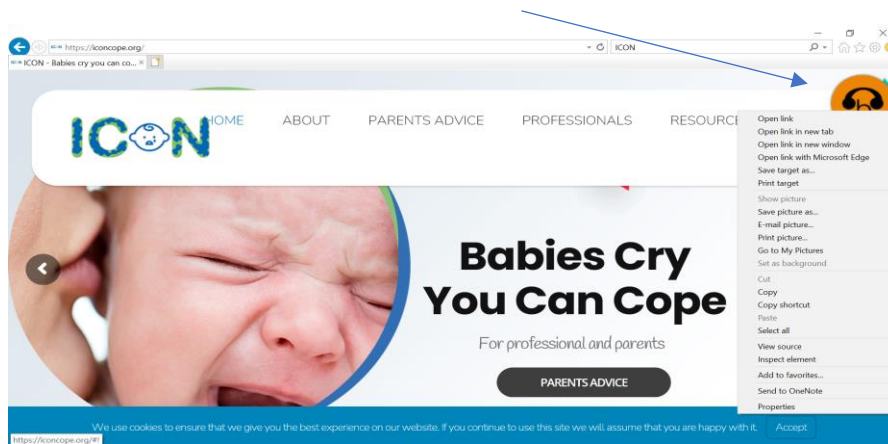
<https://www.healthforallchildren.com/product-category/shop/icon/>



Additionally, there is a translation facility on our website known as Reachdeck. This allows you to select text from the website and have it translated into the desired language on screen, as per our step-by-step guide on Pages 10-11 of this Welcome Pack. You can also take a screenshot of the translated text of the leaflet etc. to send to the parent. Reachdeck can also read aloud the text in your chosen language.

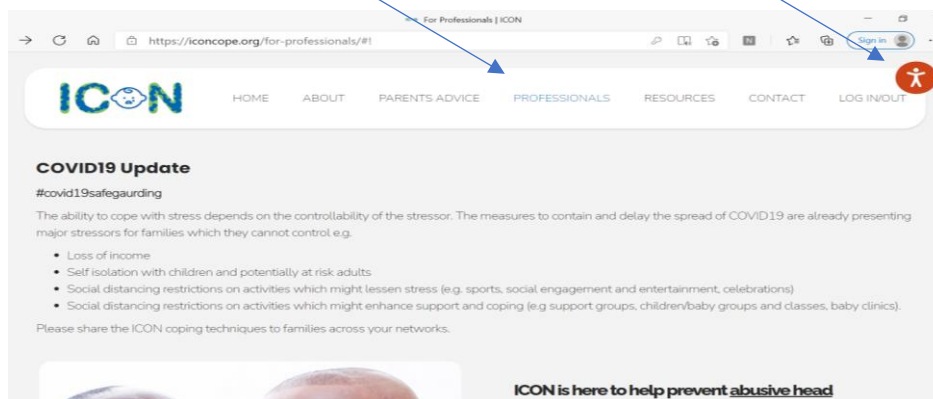
## Screen shots to assist with ICON language translation

1. Once on the website, right click on the orange circle to 'Open with Microsoft Edge'

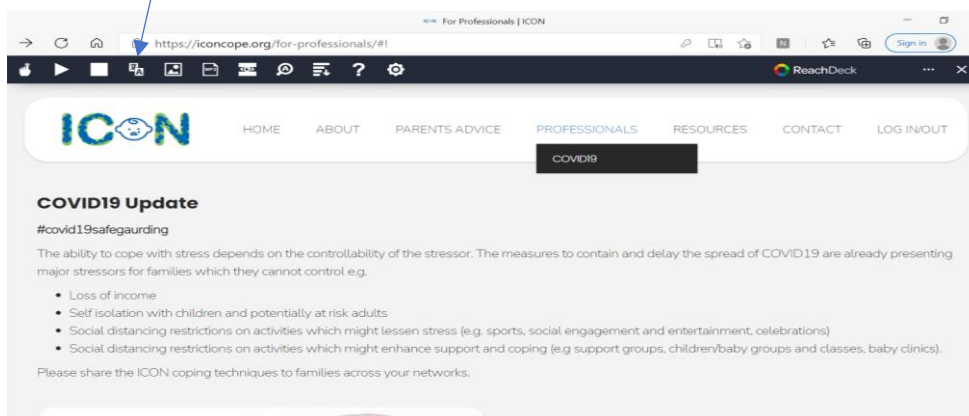


2. Click on 'Professionals' tab

3. Then click on this symbol



4. Then double click on this symbol and it will give you the option to choose from a range of translated options. You can then scroll to the leaflets at the bottom of the page, and they will have been translated in the language of your choice e.g. Polish, as in example below:



https://iconcope.org/for-professionals/

ReachDeck

Tłumaczyć x

Polski - Polish

translated by Google

DZICÓW PROFESJONALIŚCI SUROWCE KONTAKT ZAŁOGI/WYLOGUJ

## Aktualizacja COVID19

#covid19safeguarding

Zdolność do radzenia sobie ze stresem zależy od możliwości kontrolowania stresora. Środki mające na celu powstrzymanie i opóźnienie rozprzestrzeniania się COVID19 już teraz stanowią główne stresory dla rodzin, których nie mogą kontrolować, np.

- Strata dochodów
- Samoizolacja z dziećmi i potencjalnie zagrożonymi dorosłymi
- Ograniczenia dystansu społecznego w działaniach, które mogą zmniejszyć stres (np. sport, zaangażowanie społeczne i rozrywka, uroczystości)
- Ograniczenia dystansu społecznego w działaniach, które mogą wzmocnić wsparcie i radzenie sobie (np. grupy wsparcia, grupy i zajęcia dla dzieci/dzieci, kliniki dla dzieci).

Prosimy o udostępnienie technik radzenia sobie ICON rodzinom w swoich sieciach.

Używamy plików cookie, aby zapewnić najlepszą jakość korzystania z naszej witryny. Jeśli będziesz nadal korzystać z tej strony, zakładamy, że jesteś z nią zadowolony. [Zakceptowałem](#)

https://pdf.browsealoud.com/PDFViewer/\_Desktop/viewer.aspx?file=https://pdf.browsealoud.com/...

ReachDeck

Sahifa: 1 / 2 Avtomatik Zoom

Üçün xüsusi məlhizələrə vaxtından əvvəl doğulmuş körpələrin olması Neonatal çöbələrədən buraxılmışdır. Səhər sonra körpəni fərq etməyə bəli, yox 2 həftə sonra ədə və daha çox ağlayır - və the onların doğulması lazım olan tarix.

• Vaxtdan əvvəl doğulmuş körpələr daha çox ağlamaya meyillidirlər - tez-tez və sakitləşməyə gətir ola bilər. Bu söz zamanla yavaşlayacaq.

• Bəzəkdən sonra bəzi körpələr çətinləşir/ut evin sakitliyinə uyğunlaşmaq üçün amma bu əldə edəcək daha yavaş.

• Tezliklə ağlamağa nə qədər ölkəyini bəyənəcəksən körpəni üçün normaldır, ancaq orada doğunmuşuzsa Körpəndə bir problem var, onda siz - - - - - bəli yavaş etməyə lazımdır.

ICON mesajını paylaşın! Körpəni əsəblən təkcə valideyler deyil - b's ağlaması. Kimsə bəməni xəliq etməyi çox dözənlə doğulan körpələrdən sonra.

ICON mesajını ədə bilən hər kədə paylaşılmaq körpəni bədən - - -

Bəzilərin necə bəqə dözəyini paylaşın - - - to ayılmaq qərarına gəlmədən əvvəl ağlamağın öhdəsindən gəlin körpəni onlara birlikdə çəkmə və bu ICON vərəqəsinə onlara paylaşın onları.

Təfəkkürləz yuxu hərəqində xəritələmə.

Mama və ya Sağlamlıq Ziyarətçinizə dəmqa bilənəniç ağlamanın və təfəkkürləz yuxusunun bədən aspektləri haqqında:

Əlavə məlumat və dəstək: sport mama / Sağlamlıq ziyarətçisi GP Neonatal İctima Komandası Ağlamağa kömək üçün kimsə müraciət edə bilərsiniz.

Çoxuna bir neçə dəfə lazımlı ola bilər? Məni daha yavaş hiss edən nədir?

CRV-SSS tətbiqi Yardım Xətti: 08451 226659 Bəli, həftədə 7 gün, səhər 8-dən 10-a kimi qəşqəş. Ürəkməyiniz - vaxtdan əvvəl doğulmuş körpələr daha çox ola bilər bəzi sağlamlıq problemlərinə meyillidirlər. Səhər vaxtın körpəniçin pils ola biləcəyindən narahatdır. GP və ya NHS 111 ilə əlaqə saxlayın (111 nms uk sayfına diant olun və ya 111-a zəng edin - vaxtınız 24 saat əlçəz).

Tezliklə vaxtınız dözənləzdir.

For a translation of this document, an interpreter or a version in large print or Braille.

Lookin, ICON VHS sayfına solğu göndərin iconcope.org - - - - - 33

Web sayfı: iconcope.org Facebook: ICONCOPE Instagram: iconcope Twitter: ICON\_COPE

NHS

## Körpənin ağlaması və necə öhdəsindən gəlmək olar

Vaxtından əvvəl doğulan körpələr

Valideymlər üçün məlumat və bəxşicilər alır vaxtından əvvəl doğulmuş körpələr ev

ICON Körpələr ağlayır, siz dözə bilərsiniz!

## Maternal Postnatal Template for use in General practice 6-8 week check

This template designed to be used by the General Practitioner at the 6-8 week review. The form can be downloaded and printed as needed from the website in the members portal by following the link: [Members Portal | ICON \(iconcope.org\)](#)

### Mental health screening questions

1. Is motherhood everything you thought it would be?
2. In the past month have you felt little interest or pleasure in doing things?
3. In the past month have you often felt down, depressed or hopeless?
4. During the past month have you been feeling anxious, nervous or on edge?
5. During the past month have you not been able to stop or control worrying?
6. Is this something we can help you with?

[link to RCGP perinatal mental health toolkit](#)

### Domestic Abuse screening questions

1. How are things at home?
2. Have you ever felt frightened or had to change your behaviour due to someone you had a relationship with?

### Social Support

1. Who is at home to support you?
2. Have you or your family ever received help or support from children's services?
3. How is your partner coping with parenthood? (If concerns consider need to offer partner an appointment)

### Postnatal health education

1. Do you feel your baby is crying excessively?
  - ICON advice discussed and leaflet given?
  - Safe sleeping advice (including co-sleeping)
  - Link to DadPad for support for partners (where appropriate)

### Physical health

1. Type of delivery
2. Feeding details
3. Postnatal examination
4. Contraception
5. Smear
6. Smoking status
7. Alcohol consumption
8. History of substance misuse

## **National Strategic Group Meetings**

There are two ICON national strategic group meetings which are held quarterly: The Executive National Strategic Group Meeting (ENSG), and The National Strategic Group Meeting (NSG):

### **The Executive National Strategic Group Meeting (ENSG)**

ICON is managed by an executive group of members who come from diverse backgrounds across safeguarding and children/parents/ families. They meet to discuss and approve the latest projects and initiatives, like e-learning, the finance report, and the social media report. They also share updates regarding newly commissioned areas, parent and GP ICON Ambassadors, and administration activity.

### **The National Strategic Group Meeting (NSG)**

The NSG are a group of lead people from all the commissioned areas who meet to discuss any feedback from the ENSG meeting, and to share updates and any initiatives that are being developed. They also share practices and what is going on in their area.



## Engaging Men Steering Group

A quarterly Engaging Men Steering Group has been set up to discuss how we can improve engagement with men in order to reduce AHT. The steering group is well supported with representatives from commissioned areas across the country, and is a good opportunity for people to share ideas and learn different processes for getting fathers more involved e.g. including them in appointment letters, in record keeping – including mental health, and in parent groups.

If you would like to join the steering group, please contact Sue Anslow at:  
[sue.anslow@iconcope.org](mailto:sue.anslow@iconcope.org)

## AUDIT FORMS

Many areas choose to undertake an audit after having delivered the ICON programme for a year. The staff and parent/carer templates are an example of an audit tool that can be developed or adapted to suit your individual area needs. They can be completed as a verbal interview, a staff member can complete it, or it can be printed out. We would be grateful if you could share the results of your audit with ICON to help us continue to support parents and carers to cope with baby crying. To print the form please follow the link to the Member's Portal: [Members Portal | ICON \(iconcope.org\)](https://membersportal.iconcope.org)

### STAFF AUDIT FORM

ORGANISATION NAME:
DATE AUDIT COMPLETED:
COMPLETED BY:    MIDWIFE    HEALTH VISITOR    GENERAL PRACTITIONER
Do you deliver ICON at an antenatal contact if so what information and how do parents receive it? Yes                      No Comment
Can you name the ICON touch points and the reason why each is important?
Is coping with crying something you usually discuss with families? Yes                      No Comment
What do parents/carers recall the most about ICON?

How have you found discussing the ICON messages in practice with families?

1 easy 10 difficult:

1 2 3 4 5 6 7 8 9 10

Comment

Please list any resources that you use/share with the parent/carer

Circle all that apply:

Crying plan      Standard Leaflet      Easy Read Leaflet      Premature Leaflet  
Website      Facebook      Twitter      Instagram      None

Other (please state)

Please share any case scenarios or any other information you would like about ICON:

## PARENT/CARER AUDIT FORM

To print the form please follow the link to the Member's Portal:

(link)

ORGANISATION NAME:
DATE AUDIT COMPLETED:
NAME:
COMPLETED BY: MOTHER/FATHER/PARTNER/CARER
1. Have you heard of ICON?  Yes                      No  Comment
2. What do you recall about ICON?
3. ICON stands for:  Infant crying is normal it will stop Comfort methods sometimes help Ok to walk away if the crying is getting to you Never ever shake or hurt a baby  Which bit of ICON stuck with you the most?

4. How much did the ICON message help you cope with crying?

1 being not at all 10 being a lot

1      2      3      4      5      6      7      8      9      10

Comment

5. Have you shared ICON with anyone else and if so, who?

Yes

No

E.g., partner, mother, grandparents

Comment

6. Did you use any of these things to learn more about coping with crying?

Leaflet

Website

Facebook

Twitter

Instagram

None

Other (please state)

## GP Ambassadors

There are two GP Ambassadors who represent ICON within the GP community:



**Dr Rachael Jolley**

Named GP for  
Child Safeguarding

North Staffordshire and  
Stoke on Trent CCG's

I have been an NHS GP for just over 3 years. I've had an interesting journey getting to this point, after initially training as a paediatric nurse, I then went on to study Medicine, working as a paediatric nurse alongside my studies. After qualifying as a doctor, I went on to do my GP training, qualifying as a GP in July 2018.

My background in paediatrics provided me with links, knowledge and skills that I have been keen not to lose. I have worked as one of the on-call GPs for the local children's hospice and was keen to pursue my interest in child safeguarding.

I was recruited as the Named GP for Child Safeguarding in March 2021 and started the role in September on my return to work from maternity leave. I get to work with proactive teams and colleagues in health and social care to make a positive difference to children in our local communities and safeguarding pathways and protocols. I also have the opportunity to engage with various organisations and other professionals nationwide to help promote and uphold the safety and wellbeing of all children and young people.



**Dr Bryony Kendall**

Named GP for  
Safeguarding

South Sefton and  
Southport & Formby CCGs

I'm a Named GP for safeguarding adults and children, currently 3 CCGs in the NW of England. I'm passionate about making a difference and using the knowledge and influence of being a GP to make small changes to the lives of patients to improve health outcomes, as well as supporting and learning from professional colleagues.

## Parent Ambassadors

There are seven Parent Ambassadors who represent ICON within the parental community:



### Heva and Jacob

*"My whole world. You are my strength and the other half of my soul." Xxx*



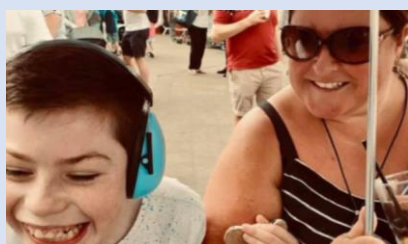
### Laura and Jason

*"Hi I'm Laura, an ambassador for ICON and also mum of two boys. This is Jason who is my youngest, he is our little warrior. We Are Survivors."*



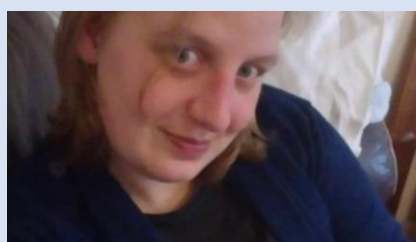
### Mae and Ellis

*"Miss him every moment of every day. Working with ICON has really helped me through."*



### Joanne and Charlie

*"You are my sunshine."*



### Terri Hill

*"Strength is what we gain from the madness we survive. ICON has given us the light in a very hard path with awareness we hope fewer family's have to down down this path."*



### Sarah and Harvey

*"Laughter is the best medicine."*



### Jess Stephenson

*"I'm proud to be one of many building blocks involved in the success of ICON. Dr Suzanne Smith created a solid foundation to make change and ICON was born."*

## Contact details – meet the ICON Team



**Dr Suzanne Smith PhD**  
**ICON Founder & Programme Advisor**  
**info@iconcope.org**

The idea for the ICON programme and the different interventions within it, was conceived by Dr Suzanne Smith PhD following a Winston Churchill Memorial Trust Travel Fellowship to USA and Canada in 2016, which included the study of effective interventions and research into the prevention of Abusive Head Trauma (AHT). Suzanne is a registered nurse and health visitor and has specialised in safeguarding since 1991. Her PhD is about supporting parents as a preventative approach to AHT. Suzanne's work for ICON is voluntary and is carried out alongside her substantive employment as an executive director for a national safeguarding organisation.



**Sue Anslow**  
**ICON Programme Manager**  
**sue.anslow@iconcope.org**

I first became associated with the ICON programme in 2019 when ICON was launched in Lancashire. The compelling message drove me to want to be a part of and support the programme, as well as ensuring that it was embedded in practice. The ICON programme is becoming part of the dialogues with families in conjunction with midwives, CCGs, school health, and the local authorities. I hope that I can support ICON to become part of national delivery.

As the ICON programme manager, it is my role to ensure that the simple but vital message is shared with all that care for babies by supporting colleagues to be confident to deliver the programme so that families understand that crying is normal, and they can cope.





**Ann Barber**  
**ICON Administrator**  
**[ann.barber@iconcope.org](mailto:ann.barber@iconcope.org)**

I am the administrator for the ICON programme. I bring to the role my diverse experience and skills gained from working in a variety of industries, and in more recent years for the NHS.

I am a trained PA/Administrator as well as a qualified graphic designer and journalist. I enjoy working for the ICON programme because not only is it a vital programme but it allows me to use my creative skills in producing documents, as well as providing input for the website. I also minute the National Strategic Group Meetings, as well as other meetings.

ICON is a very inspiring programme and I have learned a lot since joining in November 2021.