



ICON Programme in Barnsley

BEST Event 20th January 2021

Angela Fawcett - Designated Nurse Safeguarding Children (NHS Barnsley CCG)

Dr Amy Baxter - Senior Public Health Practitioner (Barnsley Council)

Dr Bryony Kendall - Named GP for Safeguarding (NHS Liverpool CCG)

Introduction

This session is designed to equip you with the knowledge, information and skills that you will need to discuss **ICON: 'Babies cry, you can cope'** with parents and carers

The session will help you to:

- understand more about Abusive Head Trauma
- understand more about when and why babies cry
- share the message that crying in babies is normal
- support parents/carers to soothe their baby and cope with a baby's crying

What is Abusive Head Trauma (AHT)?

- AKA Shaken Baby Syndrome
- Head or neck injury from physical child abuse
- When someone shakes a baby or hits the baby against something hard
- The injuries can cause permanent brain damage or death
- AHT is the most common cause of death or long term disability in babies
- Half of severely injured survivors die before aged 21
- AHT is PREVENTABLE

Who shakes and Why?

- Most cases happen when a parent or caregiver is angry, tired, or frustrated because a baby won't stop crying or the child can't do something they expect
- Can occur in every socio-economic group
- 70% perpetrators are males – fathers/male surrogates (Kesler et al., 2008; Altman et al., 2010)
- Some risk indicators include - financial hardship, low birth weight, prior referral to child protection services and young parents (Otterman and Palusci 2020)

Costs of AHT

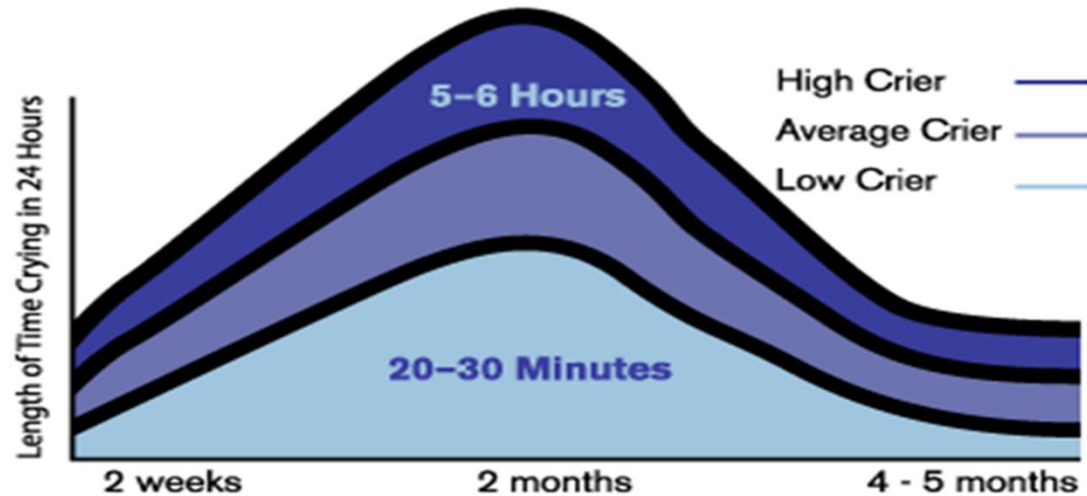
- Human and Emotional
- Financial
 - Hospitalisation
 - Long term health and educational needs
 - Medical equipment
 - Legal proceedings
 - Child Safeguarding Practice Review
- Loss of societal productivity

Crying is a trigger

- In one survey, half of the mothers interviewed reported that their child's crying made them feel like harming their child.
- Such feelings are rarely acted on, but it can be a trigger for a parent to actually harm and abuse their child
- Research shows that babies are most likely to be shaken when they are 2-3 months old... the time when babies cry the most.

Normal Crying Curve

Curves of Early Infant Crying 2 Weeks to 4 - 5 Months



Barr (1990) The infant crying curve what do we really know? *Developmental Medicine and Child Neurology* 32(4); 356-362.

No one is really sure why babies cry so much in this period... research is ongoing

An immature nervous system may make babies more irritable... Crying is their only means of expression

Crying is a normal part of child development but is sometimes misdiagnosed as colic

ICON

Babies Cry, You Can Cope!

I

Infant crying is normal and it will stop!

Babies start to cry more frequently from around 2 weeks of age.

The crying may get more frequent and last longer.

After about 8 weeks of age babies start to cry less each week.

C

Comfort methods can sometimes soothe the baby and the crying will stop.

Think about are they:

- hungry
- tired
- in need of a nappy change

Try simple calming techniques such as singing to the baby or going for a walk.



It's **o**k 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

Never, ever shake or hurt a baby.

It can cause lasting brain damage or death.

If you are worried that your baby is unwell contact your GP or call NHS 111.

Speak to someone if you need support such as your family, friends, Midwife, Health Visitor or GP.

ICON - an evidenced-based delivery method

- 1. Antenatal contact – “I am Unshakeable” video** on screens at antenatal clinic. Health Visitor introduces ICON at antenatal visit – included with safe sleep
- 2. Midwife following hospital delivery** - following **6-minute script**, “I am Unshakeable” video viewed by parents on handheld devices, **ICON leaflet** given in discharge pack
- 3. Community midwife during home visit (within 10 days)** - reiteration of the 4 point message and **Coping with Crying Plan** completed with both parents
- 4. Health Visitor during newborn visit (10-14 days)** - reiteration of the 4 point message and refer back to Coping with Crying Plan
- 5. Automated text message to mums from Public Health Nursing Service (3 weeks)** - reiteration of the 4 point message and signposting to www.iconcope.org



NHS Barnsley Clinical Commissioning Group

ICON

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NHS Barnsley Hospital NHS Foundation Trust

iconcope.org



Barnsley Maternity Whose Shoes

We are Listening

#BetterBirths

Good advice is important!

We are forward thinking

Positive thinking

Appropriate birthing

Women want midwives & support staff for SPECIFIC support

Best Start Feeling safe

the people bring Support women!

Community HUBS

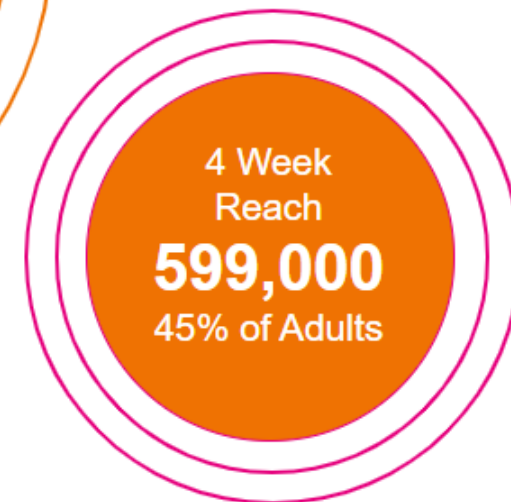
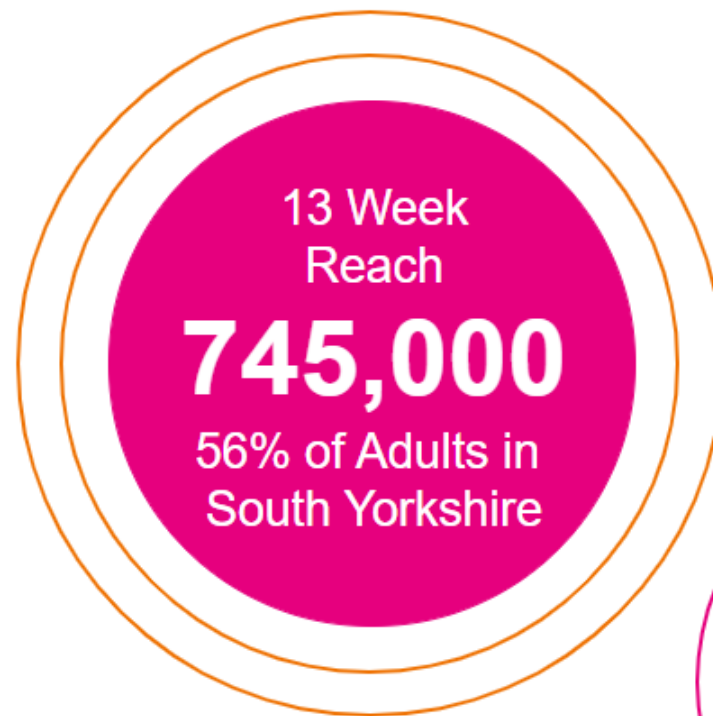
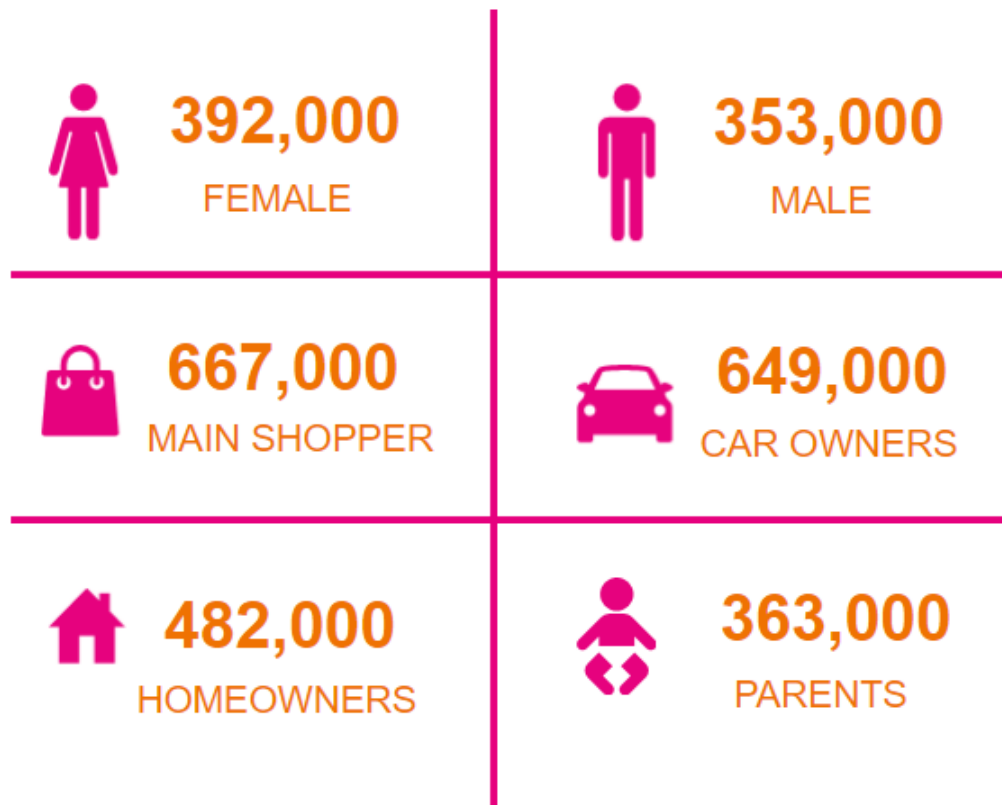
Make a difference

Support Services

Going further

- New care advice incorporating the ICON message included in infant pathways for disposition of 6 hours and longer
- Also included in relevant adult mental health pathways where the interrogation of major life events now includes a new baby for male callers as well as female
- Codes also being developed for SystemOne

HITS RADIO BRAND SOUTH YORKSHIRE AUDIENCE



Source: RAJAR, Hallam FM TSA, 6 Months PE Mar 20
13 week audiences. Predicted Cumulative Reach
Surveyed as Hits Radio Brand South Yorkshire

How can GPs help?

- By offering ICON as an alternative to a situation where frustration can lead to abuse
- By discussing the ICON 4 point message in contacts with patients who are expectant or new parents
- Signpost to the resources available (website, leaflet, coping with crying plan)



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Babies Cry You Can Cope

For professional and parents

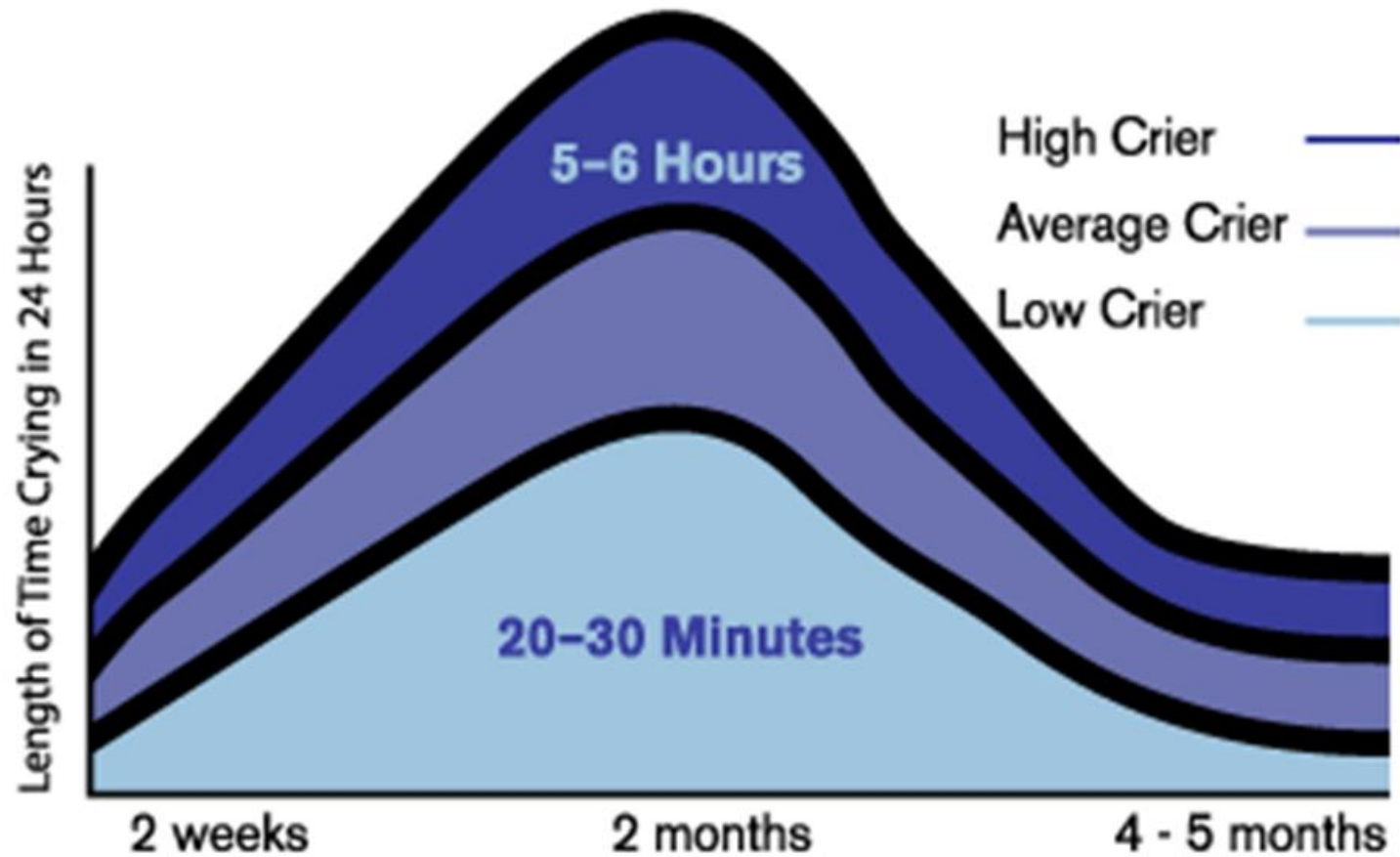
[ABOUT](#)

Dr Bryony Kendall

- Named GP for Safeguarding in Liverpool
- Representing Named GPs in NHS England and NHS Improvement North region in roll out of ICON programme

Crying curve

Curves of Early Infant Crying 2 Weeks to 4 - 5 Months



Crying curve

- <https://seriouscasereviews.rip.org.uk/health/>
- Triennial review of SCRs 2014-17
- “One example of learning from SCRs in relation to the vulnerabilities of infants was the promotion of awareness among parents and professionals of the ‘crying curve’ and the impact on parents of coping with inconsolable crying”

The doctor as a drug



Safeguarding Practice Reviews

- “was the GP aware of ICON?”
- Asked by independent chairs of safeguarding boards, and the national SPR panel

Reflux? Is it though?



AccuRx

Template | Pathway | Florey | Video

Click or type here to search templates

- *Weight MedLink
- Blood Pressure Reading
- Community blood test booking information
- Contraceptive request - econsult
- crying baby/safe sleeping**
- EPS Nomination
- Message to face to face prebookable appts
- New Baby imms & 6-8 week check invite
- New Baby registration
- Patient informed of allocated GP
- PCN GREEN ZONE

Dear Ms Simpson,

Having a new baby is very tiring. Please make sure you put your baby somewhere safe when you are sleeping or when you think you might fall asleep. Babies can cry a lot and we know this can be really hard to manage. Please never, ever shake your baby. Please have a look at these websites for support: <https://iconcope.org/parentsadvice/> <https://www.cry-sis.org.uk/> <https://www.lullabytrust.org.uk>

Change your practice

- Does everyone in the surgery engage and know about ICON? (patient forum?)
- How have you worked with community pharmacists to think wider?
- Have you thought wider still?

You've got this



Further information



<http://iconcope.org/>



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



https://twitter.com/ICON_COPE



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