

ICON shares with the nation our profound sadness on the passing of Her Majesty Queen Elizabeth II

Dear colleagues

Is everybody ready for our second national ICON week? I've taken the week off work so I can make sure I am able to be there for as many of the webinars as possible. The social media run up to ICON week is definitely having an impact and the number of enquiries about ICON is increasing as a result.

Everyone should have their communications toolkit and you'll see from the content below we have a really good programme lined up. Let us know if you don't have your toolkit! Whatever you are doing, drop us a line to tell us about it and if you can include pictures, that's even better.

ICON week comes at a time when we are emerging from a period of national mourning that has impacted us all in different ways. It will be time to once again turn our thoughts to the protecting babies by helping parents cope with crying.

Let's make a difference!

Suzanne Smith PhD
ICON Founder & Programme Advisor



ICON
Week

26 - 30 September 2022



WEBINAR PROGRAMME

ICON Week starts on 26 September and we hope as many of you as possible can join in our exciting and informative programme of webinars. You will have already seen our campaign on social media, and received the ICON Week Toolkit, and details can also be found on our website:

www.iconcope.org/iconweek2022

We look forward to seeing you during ICON Week ...

MaryLou Costa, freelance journalist, has interviewed Dr Suzanne Smith for ICON Week and has written a piece for the Positive News website about normalising parental overwhelm, and the support required.

This will be published on: <https://reasonstobecheerful.world>



SSAFA have issued a press release promoting ICON, which they have circulated to the military press and also to a number of nursing publications including The Nursing Times, and Nursing Standards. The press release can be viewed on the link below. In July they also did their own ICON Week specifically for Military Families.

<https://www.ssafa.org.uk/news-articles/icon-week-health-programme-will-save-lives>

SSAFA have posted this on their website and social media: Instagram (ssafa_armed_forces), Twitter (@SSAFA) and LinkedIn site, and they have let us know that they are getting quite a few shares and comments on their Community Health Facebook posts for ICON, which is great news!

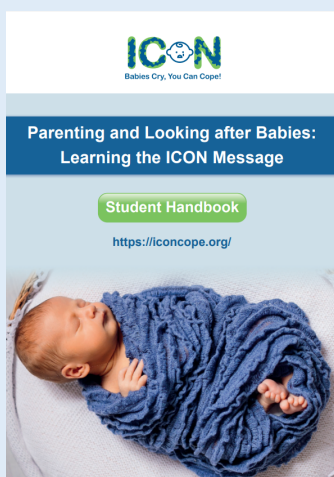


ICON Week: 26 - 30 September 2022
Let's make children safer, together



Keep up-to-date with Awareness Weeks and Event Days with the NHS Calendar of Campaigns for 2022
[Calendar of national campaigns | NHS Employers](#)

Schools Project Update



Since the recent successful piloting of ICON at Fleetwood High School in Lancashire, work is underway with PHSE Leads to roll the programme out to schools across the country. Many schools during ICON Week will be engaging 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: www.iconcope.org

Beth Williams, PSHE Lead for Fleetwood High in Lancashire, who delivered the 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.

ICON Week Webinar Programme

Link to join webinars:

<https://bit.ly/iconweek2022>

Monday 26 September	
10:00-11:00	Sue Anslow – ICON Programme Manager welcome to ICON Week
11:30-12:00	Dr Suzanne Smith Founder of ICON – Introduction and background to ICON
14:00-15:00	Jill Broadhurst Senior Family Support Worker- ICON in the Early Years’ service
Tuesday 27 September	
09:30-10:00	Jenny Roddy Public Health Specialist Midwife, Leeds Teaching Hospital NHS Trust - The progress and embedment of ICON within maternity service in Leeds
10:30-11:00	Sara Waters Health Visitor Team Leader – Health Visitor Delivery of ICON in Manchester
13:00-13:30	Caroline Campbell Development Health Visitor and colleagues - Health Visitor Delivery of ICON in Staffordshire
16:00-16:30	Claire Bainbridge Lead Midwife for Safeguarding - ICON within Safeguarding and next steps in North Cumbria
Wednesday 28 September	
10:00-10:30	GPs - Working with GPs as commissioners to embed ICON
13:30-14:00	GPs - what do you need to know as a primary care clinician?
14.15-14.45	Dr Jamie Carter Consultant Paediatrician - AHT and Legal Complexities
Thursday 29 September	
10:30-11:00	Dr Giles Haythornthwaite, Consultant Paediatrician: Why the Major trauma network supports ICON
11.30-12:00	Gaynor Lovatt, Team Leader Burnley Neonatal Unit: ICON in the Neonatal Unit
15:30-16:00	Beth Williams, PSHE Lead, Fleetwood High School: Delivering the ICON Message in High Schools
Friday 30 September	
10:00-10:30	Andrew Ryan Detective Superintendent Merseyside Police
10:45-11:15	Clare Henderson/ICON in the Military – Health Visitor from Cyprus gives an overview
11:30-12:00	Parent Ambassadors talk about ICON
13:00-13:30	Clare Henderson/ ICON in the Military – Health Visitor from Cyprus gives an overview
14:00-14:30	Andrew Ryan Detective Superintendent Merseyside police
15:00	Final thought and close from Dr Suzanne Smith

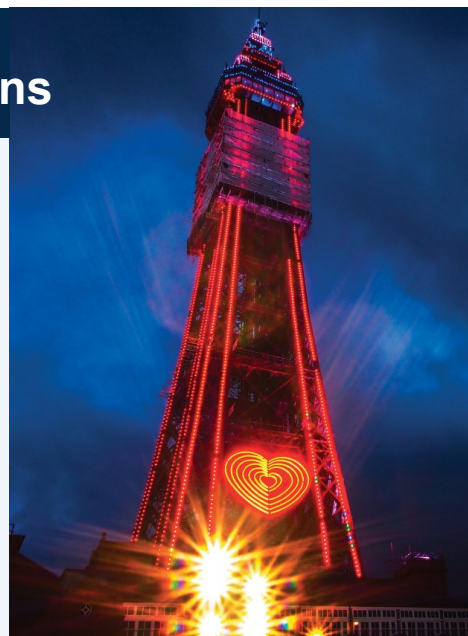
ICON Week Blackpool Illuminations

To mark **ICON Week**, NHS Lancashire have arranged for the famous Blackpool Tower to be lit up, which will be quite spectacular!

The entrance to their hospital will also be lit up, and they are in the process of organising the lighting of other venues in the area.

They are hoping that both local and national media will be involved in doing interviews with ICON Ambassadors, and photography/video will be shared on social media of this momentous event.

Keep a look out on social media during ICON Week for more news of this unique event.



ICON Week - Social Media Campaign



During ICON Week we will be running a social media campaign featuring videos and a quiz on Facebook and Instagram, aimed at engaging dads. Videos will include:

Stop Right There – Careful, Caring and Calm (as featured)

Being a New Dad with So Many Questions

Dads Not Alone

We hope you can encourage as many new/to-be dads as possible to watch these very helpful and informative videos.

Share with us on Social Media

Keep us up to date with what you are doing in your areas with ICON by sharing your posts with us:
<https://www.facebook.com/iconcope>
 ICON (@ICON_COPE) | Twitter

ICON Newsletter

If you have any news that you would like to share in our next newsletter, we would love to hear from you.

Please contact:
ann.barber@iconcope.org

Next NSG meeting

The next National Strategic Group meeting is on Tuesday 18 October at 11:00-13:00. If you haven't had an invitation, please let us know and we will send you one - (ann.barber@iconcope.org)

Suzanne Smith PhD
 ICON Founder and Programme Advisor