



## **Babies Cry, You Can Cope**

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

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Chief Programme Advisor/Volunteer

# What is Abusive Head Trauma?

- AKA Shaken Baby Syndrome
- Child Abuse
- Catastrophic injuries:
  - Brain injuries
  - Bleeding behind the eyes
  - Bony injuries
- Causal mechanism rarely confirmed
  - Acceleration/deceleration
  - Impact
- AHT is the most common severe injury in infants aged under 1 year, with accompanying high rates of mortality and life-long adversity.
- Incidence in UK 24 per 100,000
- Incidence globally: 14.2 to 33.8 per 100,000 live births



# Why shaking a baby is dangerous



# COST

- Survival with significant brain injury or death
- Emotional cost
- Inpatient hospitalisation (Paediatric Intensive Care)
- Long term medical services –
  - Physiotherapy
  - Occupational Therapy
  - Speech and Language Therapy
- Educational needs
- Foster care
- Family and criminal proceedings
- Prison/probation
- Serious Case Review cost (circa £75,000)
- Loss of societal productivity and occupational revenue.



# WHO SHAKES and why?

- **70% perpetrators are males – fathers/male surrogates (Kesler et al 2008; Altman et al 2010)**
- Can occur in every socio-economic group
- Coping with crying: Living on the edge
- Caregivers lose control and shake – baby stops crying
- Some risk indicators include  
financial hardship, low birth weight, prior referral to child protection services (strong risk factor) and young parents (Otterman and Palusci 2020).
- The link with Adverse Childhood Experiences (ACEs):  
with each additional ACE, study participants were more likely to accept potentially harmful parenting behaviour. (Clemens et al 2020)



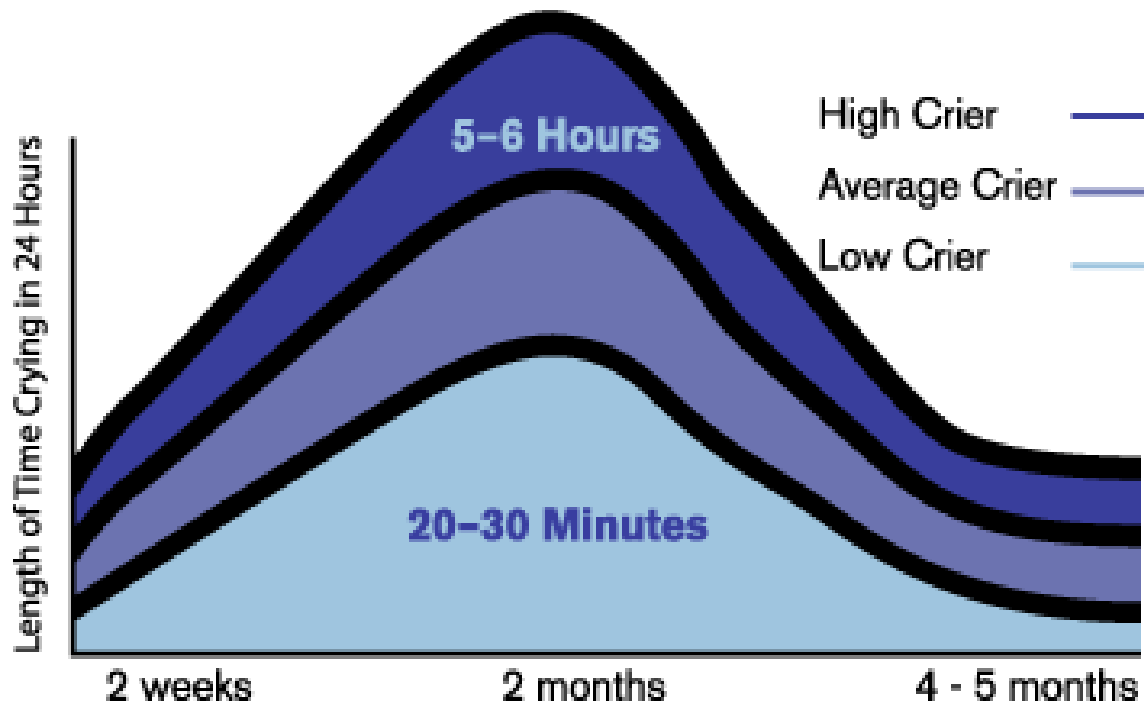
# Shaking and crying

- There is agreement that the typical trigger to a baby being shaken is the caregiver's inability to stop an infant crying (Dias et al 2005, Altman et al 2011; Barr 2014; Smith 2016).
- Demonstrable relationship between the normal peak of crying and babies subject to AHT. (Barr et al 2006)
- Increase in cases in the 1<sup>st</sup> month of life, a peak at 6 weeks during the 2<sup>nd</sup> month and a decrease during the 3<sup>rd</sup> to 5<sup>th</sup> months of life



# Normal Crying curve

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



# Effective intervention and prevention

- AHT is not inevitable. Some of it can be prevented by taking a multisectoral, multifactorial public health approach and there is a compelling financial argument for investment in prevention programmes (Sethi et al 2013; Gray et al 2016; Smith 2016; Steinbeigle et al 2020).
- My WCMT report recommends a multi agency co-ordinated programme that touches on all the different levels of prevention and includes a wrap around public health message
- Each 'touch point' is brief & can combine 'safe sleep' whilst reinforcing the simple ICON message.





# ICON

## Babies Cry, You Can Cope!

I

**I**nfant 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

**C**omfort 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

**N**ever, 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 Touchpoints

Each area can deliver ICON through additional routes e.g. antenatally, via 0-19 teams. The touchpoints below represent the CORE ICON programme.

- 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.



# ICON Touchpoints

- Within the first 10 days during Community Midwife visit (a light touch reminder)
- Between 10 and 14 days during Health Visitor contact (a light touch reminder and conversation about comforting techniques)
- Around 3 weeks via text/telephone/visit/clinic contact by Health Visiting service (a light touch reminder and conversation about a plan about how to cope)
- At the 6/8 week check with GP (a questionnaire included in RCGP national toolkit)



# Jack's Dad



# NHS 111

- New care advice incorporating the ICON message was approved by the National Clinical Governance Group and 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.



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# ICON: Premature Baby

- Special Considerations for premature babies being discharged from Neonatal Units
- Your baby may well behave differently once you are home and cry more from 2 weeks after the date they were due to be born.
- Premature babies are prone to crying more often and can prove difficult to soothe. This phase will improve over time.
- Following discharge some babies find it difficult to adjust to the quiet of home but this will get better
- You will soon learn how much crying is normal for your baby but if you think there is something wrong with your baby then you must seek medical help



# ICON makes a difference

- Since 2018, ICON's simple message is helping parents cope with crying.
- 2023 survey results show parents remember the ICON message, especially the 'O' and the 'N'.
- In local audits findings show 98% of parents who had a discussion about ICON went on to discuss it with their partner.
- "Overwhelmingly the audit results are positive that ICON is embedded in practice and that parents are aware of ICON messages".
- "The results of the audit demonstrate that the message is being discussed by professionals and heard by parents."



# ICON makes a difference (cont)

- Parent's responses:
  - Young mum in foster care stuck her 'crying plan' on the wall.
  - Dad suffering with stress and anxiety worried how he would cope, found info easy to follow and felt relieved at being able to talk about his fears.
  - I have used the mantra, 'babies cry, I can cope' myself when baby has cried. It has gone round my head and helped
  - It's comforting to know that it's OK to walk away.
  - We looked at the information together and it made us both feel at ease.
  - I worried that I couldn't do anything for my baby then I remember that they go through this stage, thank you.







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# Response of different areas

- Launches and media/social media coverage.
- BBC Look North (Yorkshire) x 2, BBC Points West, BBC Radio Leeds, BBC Radio Tees.
- Local radio ads translated into different languages
- Displays fire appliances, buses, refuse wagons....
- Use of banners, displays, videos in waiting areas
- Own posters, discharge info wallets.
- PCHR inserts
- Video films/animations



# ICON in schools



Parenting & Looking after Babies:  
Learning the ICON Message



# Accessibility



- Easy Read
- Reachdeck:- readability, translation upgrade on website
- Commissioned a review of website from a blind user's perspective: "Overall the ICON website is highly accessible for individuals using screen readers on a computer. Its simplicity and reliance on text-based content make it a great platform for blind-friendly technology".

## BEBEKLER AĞLAR! Bebek ağlamak normaldir ve duracak

Bir bebeğin ağlaması üzücü olabilir ve sinir bozucu. Almak için tasarlanmış dikkat ve endişelenebilirsin yanlış olan bir şey var sizin bebek.

Bebeğiniz daha çok ağlamaya başlayabilir sıklıkla yaklaşık 2 haftalıkken.

Ağlama daha sık olabilir ve sonraki birkaç gün daha uzun süre devamı haftalar, yaklaşık 6 ila 8 arasında zirveye ulaşır haftalar.

Her bebek farklıdır ama sonra yaklaşık 8 hafta, bebekler daha az ağlamaya başlar ve her hafta daha az.



Barr RG. The normal crying curve: what do we really know?  
Barr RG. Normal ağlama eğrisi: gerçekten ne biliyoruz? *Devlet* 356-362.  
Gelişimsel Tıp ve Çocuk Nörolojisi 1990; 32 (4): 356-362.

## Bebeğime yardım etmek için ne yapabilirim?

Konfor yöntemleri bazen bebeği rahatlatır ve ağlama duracak.

Bebekler ağlayabilirlermiş gibi nedenlerle aç, yorgun, ıslak / kirli veya hasta iseler.

Bu temel ihtiyaçları kontrol edin ve bazı basitleri deneyin sakinleştirici teknikler:

- Sakince konuşun, mırıldanın veya bebeğimize şarkı söyleyin
- Tekrarlayan veya yatıştırıcı bir ses duymalarına izin verin
- Onları yakın tutun - cilt cilde
- Bebeğinizle dışarıda yürüyüşe çıkın
- Onlara sıcak bir banyo yapın

Bu teknikler her zaman işe yaramayabilir. Olabilir bir kombinasyon veya birden fazla deneme yapmak bebeğinizi yatıştırır.

Eğer sende yanlış bir şey olduğunu düşünüyorsan bebek ya da ağlama doktorunuzla konuşmayı kesmeyecek, Ebe veya Sağlık Ziyaretçisi. Eğer endişeleniyorsan bebeğiniz iyi değil NHS 111'i arayın.

## Ağlama durmayacak, şimdi ne yapabilirim?

Her bebeği sakinleştirmek kolay değil ama bu değil yanlış bir şey yapıyorsun demek.

Bebeğinize veya kendinize kızmayın. Bunun yerine bebeğinizi güvenli bir yere koyun ve yürüyün uzakta, böylece kendini sakinleştirebilirsiniz aklını kaçıran bir şey yapmak ağlıyor. Deneyin:

- Müzik dinlemek, bazı egzersizler yapmak veya seni sakinleştiren bir şey yapmak.
- Bir akraba veya arkadaşınızı arayın - yapabilirler sakinleşmenize yardımcı olmak için sizin bebek.

Sakin olduğunuz birkaç dakika sonra geri dönün ve bebeği kontrol et.

Ebeveynlerin özellikle strese girmesi normaldir. ağlayarak. Kendinize biraz zaman ayırın ve bebeğinizin yanı sıra ihtiyaçlarınıza da dikkat edin başa çıkmanıza yardımcı olur.

## Ne yapmamalı ...

Bir bebeği kabaca tutmak onları daha çok yapacak üzgün. Bebeğinize bağırarak veya kızarak işleri daha da kötüleştirecek.

Bazen ebeveynler ve bakanlar looking after bebekler bir bebeğe çok kızar ve hayal kırıklığına uğrar ağla kontrolü kaybederler.

Dürtüyle hareket ederler ve bebeklerini sallarlar.

Bir bebekle sinirlenmek veya sinirlenmek çok tehlikelidir ve şunlara neden olabilir:

- Körlük
- Öğrenme engelleri
- Nöbetler
- Fiziksel engeller
- Ölüm

Hatırlamak:  
Asla asla  
salla veya  
bir bebeği incitmek



Unutma - Bu aşama sona erecek! İkon ol ICON bebeğiniz için ve ağlamasıyla başa çıkın.

Bebekler Ağlar, Başa Çıkabilirsiniz!

Bebeğin ağlaması normaldir ve duracaktır



Konfor yöntemleri bazen bebeğinizi sakinleştirir ve ağlama duracak

Kontrol ettiyseniz, çekip gitmeniz sorun değil bebek güvende ve ağlamak sana geliyor

Asla bir bebeği sallamayın ya da incitme




# ICON Roll Out in the military

**ICON** WWW.ICONCOPE.ORG  ICONCOPE  
 ICON\_COPE


**I** Infant crying is normal and it will stop!  
Babies start to cry more frequently from around 2 weeks of age.

**C** Comfort methods can sometimes soothe the baby and the crying will stop. Is the baby hungry, tired or in need of a nappy change?

 It's ok 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 the baby. It can cause lasting brain damage or death.

**Babies cry, you can cope**



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

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**Babies cry, you can cope**

**Support for the Armed Forces community**



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

## 5 tips to help soothe a crying baby



1. Talk calmly, hum or sing to your baby.
2. Let them hear a repeating or soothing sound
3. Hold them close, skin to skin
4. Go for a walk outside, with your baby
5. Give them a warm bath



**ssafa** | the  
Armed Forces  
charity



During a recent Understanding your Baby Course, one parent specifically thanked the facilitators for helping her to understand crying and get her through that difficult time.



## Commissioned areas in England

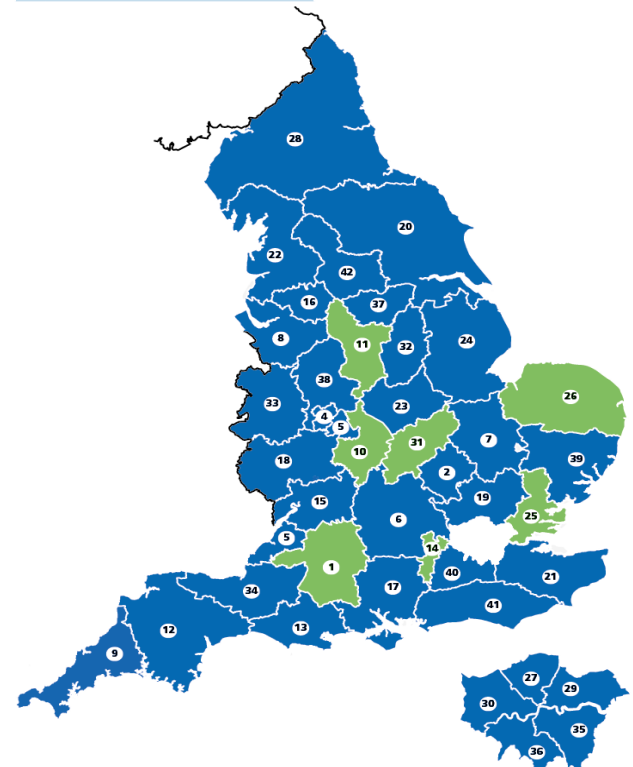
- Nottingham and Nottinghamshire
- Frimley

1	NHS Bath, North East Somerset, Swindon and Wiltshire Integrated Care Board
2	NHS Bedfordshire, Luton and Milton Keynes Integrated Care Board
3	NHS Birmingham and Solihull Integrated Care Board
4	NHS Black Country Integrated Care Board
5	NHS Bristol, North Somerset and South Gloucestershire Integrated Care Board
6	NHS Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board
7	NHS Cambridgeshire and Peterborough Integrated Care Board
8	NHS Cheshire and Merseyside Integrated Care Board
9	NHS Cornwall and The Isles of Scilly Integrated Care Board
10	NHS Coventry and Warwickshire Integrated Care Board
11	NHS Derby and Derbyshire Integrated Care Board
12	NHS Devon Integrated Care Board
13	NHS Dorset Integrated Care Board
14	NHS Frimley Integrated Care Board
15	NHS Gloucestershire Integrated Care Board
16	NHS Greater Manchester Integrated Care Board
17	NHS Hampshire and Isle of Wight Integrated Care Board
18	NHS Herefordshire and Worcestershire Integrated Care Board
19	NHS Hertfordshire and West Essex Integrated Care Board
20	NHS Humber and North Yorkshire Integrated Care Board
21	NHS Kent and Medway Integrated Care Board
22	NHS Lancashire and South Cumbria Integrated Care Board
23	NHS Leicester, Leicestershire and Rutland Integrated Care Board
24	NHS Lincolnshire Integrated Care Board
25	NHS Mid and South Essex Integrated Care Board
26	NHS Norfolk and Waveney Integrated Care Board
27	NHS North Central London Integrated Care Board
28	NHS North East and North Cumbria Integrated Care Board

29	NHS North East London Integrated Care Board
30	NHS North West London Integrated Care Board
31	NHS Northamptonshire Integrated Care Board
32	NHS Nottingham and Nottinghamshire Integrated Care Board
33	NHS Shropshire, Telford and Wrekin Integrated Care Board
34	NHS Somerset Integrated Care Board
35	NHS South East London Integrated Care Board
36	NHS South West London Integrated Care Board

37	NHS South Yorkshire Integrated Care Board
38	NHS Staffordshire and Stoke-on-Trent Integrated Care Board
39	NHS Suffolk and North East Essex Integrated Care Board
40	NHS Surrey Heartlands Integrated Care Board
41	NHS Sussex Integrated Care Board
42	NHS West Yorkshire Integrated Care Board

Commissioned Not commissioned



# Where is ICON now?





**7 minute briefing**

**SEFTON**  
Local Safeguarding  
Children Board

**1 Infant crying is normal**

**2 Comforting Methods can help**

**3 It's OK to walk away**

**4 Never ever shake a baby**

**5 Further Information**

Infant Crying and How to Cope  
[Information Leaflet](#)

Follow the ICON guidance for coping with crying  
[www.iconcope.org](http://www.iconcope.org)

Always follow  
[Safe Sleep Advice](#)

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

**6 When should you worry about a baby's crying?**

Medical professionals will always be prepared to see your baby if you have serious concerns. You should seek professional or medical help if you notice your baby has any of the following:

- A fit (seizure or convulsion)
- Very high pitched cry (doesn't sound normal)
- Breathing is a struggle or noisy or unusually fast
- Skin is greyish, mottled, blue or unusually pale
- A rash that doesn't fade when you press a glass against it
- High temperature

**7 Babies Cry You Can Cope!**

**1 Introduction**

This briefing is to provide professional support for ICON. ICON has recently launched a campaign to support parents/carers with ways of coping with crying babies.

This briefing contains clear messages that represents the ICON approach in managing crying babies. **This advice is not solely for health agencies.** Similar to the Safe Sleep Campaign, ALL practitioners should take the opportunity, where they can, to be professionally curious about parental stresses and coping with a newborn baby.

It is important for parents to understand these messages.....

**2 Infant Crying is Normal**

**Infant crying is normal and it will stop!** A baby's cry is designed to get attention and can be upsetting and frustrating. Babies start to cry more frequently from around 2 weeks of age. The crying may get more frequent and last longer hitting a peak at about 6-8 weeks.

Every baby is different, but after about 8 weeks, babies start to cry less and less each week.

**3 Comfort Methods**

**Comfort Methods** can sometimes soothe the baby and the crying will stop. Babies can cry for different reasons like when they are hungry, wet/dirty or if they are unwell. Sometimes babies cry for no particular reason and a parent needs to learn how to cope with this and can try some simple calming techniques.

These techniques may not always work but understand that not every baby is easy to calm and that doesn't mean you are doing anything wrong and this is a phase that will pass.

**4 It's OK to walk away**

If the baby's crying is getting to you, **it's OK to walk away.**

Don't get angry with your baby or yourself. Instead, put your baby in a safe place and walk away so that you can calm yourself down by doing something that takes your mind off the crying. After a few minutes, when you are calm, go back and check on the baby.

Parents needs to find time for themselves to help cope through what can be a really stressful time. Stay calm, this phase will pass.

If you are worried that the crying won't stop, it's OK to check it out with a health professional (midwife, health visitor, GP, NHS 111).

**5 Never Ever Shake or Hurt a Baby**

**Never ever shake or hurt a baby.** It can cause lasting brain damage and death. Handling a baby roughly, shouting or getting angry with your baby will make things worse.

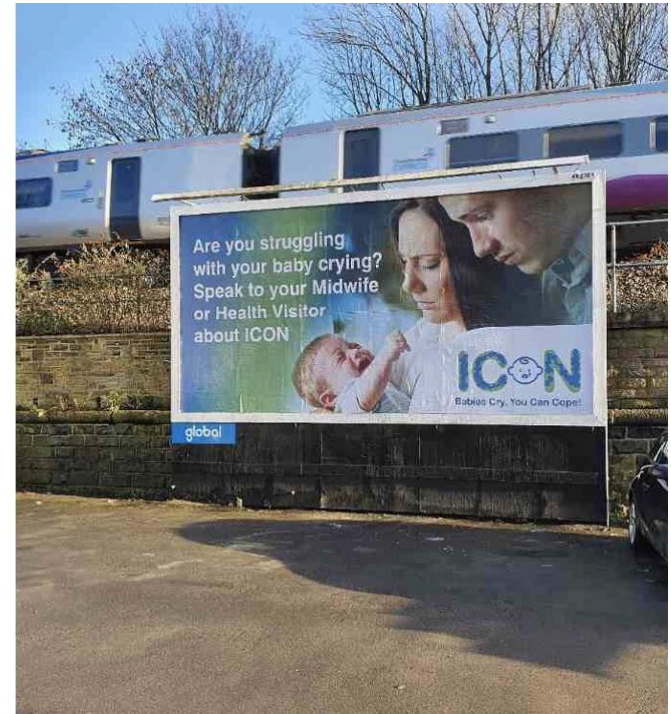
Sometimes parents/carers get so angry and frustrated with a baby's cry they lose control and act on impulse and shake the baby. Shaking or losing your temper with a baby is very dangerous and can cause:

- Blindness
- Learning Disabilities
- Seizures
- Physical Disabilities
- Death

It is important to check that if you are leaving your baby in the care of anyone else, they understand about how to cope with crying babies.

Sefton Local Safeguarding Children Board (LSCB) (October 2020) No 30  
[www.seftonlscb.org.uk](http://www.seftonlscb.org.uk)





Believe in  
children



Barnardo's



# ICON



**IS AN AHT (ABUSIVE HEAD TRAUMA) PREVENTION PROGRAMME!**

**INFANTS CRY IT'S NORMAL**  
**COMFORT METHODS CAN HELP**  
**OKAY TO WALK AWAY FOR A FEW MINUTES**  
**NEVER EVER SHAKE OR HURT A BABY**

Putting a stop to AHT together!  
We are all in this together!



# WORRYING ABOUT YOUR BABY CRYING A LOT IS NATURAL

Try using these comfort methods to soothe your baby:

- ✓ Hold them close to your skin
- ✓ Talk or sing calmly
- ✓ Smoothly stroke the skin
- ✓ Taking them out for walk or rocking them in their pram

It is important to remember that all comfort methods can help sometimes and it's okay to walk away.



# STOP! BREATHE! YOU'VE GOT THIS!

**Never, ever shake or hurt a baby.**

Shaking a baby to stop them crying can cause lasting brain damage and even result in death.



# CHILL OUT MAN!



Don't worry, babies cry. A lot! It's perfectly normal. And so is worrying about it, especially when you're a new Dad.

If you're concerned about your baby, seek professional help from your GP, health visitor, phoning 111 or if it's a life threatening emergency dial 999 immediately.



# STOP! THINK! DON'T SHAKE THE BABY! BABIES DO CRY

**Abusive Head Trauma (AHT) is child abuse and 100% preventable!!**

70% of babies that are shaken are shaken by a male caregiver/father! Just take a breath!



#NeverEverShakeTheBaby

# BABIES CRY!

That's no surprise is it. A bit like your team conceding a last minute equalizer. It's frustrating.

When Babies do cry, NEVER take it out on them. Remain calm. Take a breath. Remember, it's normal for them to cry.



#NeverEverShakeTheBaby

# ICON

# Parent/Families ICON Group

- Ellis's Story
- "I don't know if anyone else feels the same but seeing it there in a newsletter, somehow feels like there's some sort of relief/accomplishment! That make sense?"
- "ICON means so much to myself and my family. Knowing we can turn a negative life changing event into something positive, is what we wanted. I'm so proud to be apart of it."



# Parents/Families ICON Group

- “I still have to pinch myself and check ICON is real sometimes. Im so proud to be part of it, it means so much to myself and my family.. we also have an extended family now thanks to ICON.”
- “ I miss Ellis every day, and hope ICON can prevent babies being shaken , and brothers being taken away as Ellis was.”





ICON

Thank you!

