



23 - 27 September 2024

## **COMMUNICATIONS TOOLKIT**

**[www.iconcope.org/ICONweek2024](http://www.iconcope.org/ICONweek2024)**

**#ICONWeek2024**

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# Background

## About ICON

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 the USA and Canada in 2016 which included the study of effective interventions and research into the prevention of Abusive Head Trauma (AHT). Research suggests that some lose control when a baby's crying becomes too much. Some go on to shake a baby with devastating consequences.

Suzanne found that the most effective evidence-based programmes studied provide a simple message that supports parents/caregivers to cope with infant crying. Apart from preventing AHT, most people who have ever cared for a baby appreciate some advice about comforting a crying baby and coping when it goes on for a long time.

ICON is about helping people caring for babies cope with crying.

ICON stands for ....

- I Infant crying is normal
- C Comforting methods can help
- O It's OK to walk away
- N Never, ever shake a baby

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

More information and a wealth of resources are available on the ICON Cope website – [www.iconcope.org](http://www.iconcope.org)

## Press release (please localise)

### **Press Release: ICON Week 2024 – Raising Awareness About Infant Crying and Coping Strategies**

“Babies cry, you can cope!” This September, NHS, local authorities, and healthcare organisations across the country are uniting to deliver crucial messages to parents through ICON Week 2024.

Research indicates that some parents and carers may lose control when faced with persistent infant crying, potentially leading to severe outcomes such as shaking a baby—a tragic consequence of Abusive Head Trauma (AHT). AHT results in catastrophic brain injuries, which can lead to death or long-term health and learning disabilities.

ICON is a UK-wide programme aimed at educating health and social care professionals, parents, and carers about infant crying, effective coping strategies, and how to prevent AHT. The third annual ICON Week, running from 23 to 27 September 2024, seeks to raise awareness about these issues and support families in managing stress related to infant crying.

The ICON programme is built around a simple, evidence-based acronym:

- I – Infant crying is normal and will eventually stop.
- C – Comfort methods can sometimes soothe the baby, and the crying will cease.
- O – It’s OK to walk away for a few minutes if you have ensured the baby’s safety and the crying is overwhelming.
- N – Never shake or hurt a baby.

Babies often begin to cry more frequently around two weeks of age, peaking between 6-8 weeks. During ICON Week, from 23 to 27 September, participating organisations will promote these messages to normalise infant crying and provide practical coping techniques for parents.

Dr Suzanne Smith, nurse, health visitor, and founder of ICON, stated: “Abusive head trauma can occur in any setting when a parent or carer is overwhelmed by persistent crying. The additional pressures from the rising cost of living further strain families, leading to potentially devastating consequences.

“ICON’s mission is to offer support and advice to parents and carers who may be struggling. We aim to normalise the experience of infant crying, share practical information on managing stress, and ultimately reduce the risk of AHT.

“Help is available for anyone who feels overwhelmed. Reach out to your midwife, health visitor, or GP, or visit our website for additional resources.”

For more information, please visit [www.iconcope.org/iconweek2024](http://www.iconcope.org/iconweek2024).

ENDS

# Website, intranet and newsletter copy


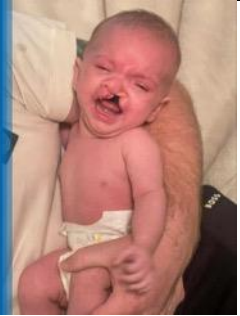




## **ICON Week 2024**





Taking place from September 23 to 27, ICON Week 2024 is dedicated to raising awareness about infant crying and how to manage it, supporting parents and carers, and preventing serious injuries, illnesses, and even fatalities caused by Abusive Head Trauma, often resulting from shaking a baby.

ICON is a program embraced by health and social care organizations across the UK, providing essential information about infant crying, including coping strategies, parental support, and stress reduction.

This year's ICON Week focuses on sharing ideas and best practices. Friends and relatives play a crucial role in supporting parents and carers during the challenging times when a baby is crying. Explore our new Friends and Family leaflet and other resources on our website [Resources - ICON Cope](#).

# Social media schedule

<p>MONDAY 23 September</p>	<p>It's here - #ICONweek2024 has officially begun! 🎉</p> <p>Just a reminder: all babies are different and all babies cry and you can get through it. 😊 Crying often increases around 2 weeks and peaks at 6 weeks, but remember, this phase will pass. ⌚</p> <p>For more info, visit <a href="http://www.iconcope.org/iconweek2024">www.iconcope.org/iconweek2024</a>.</p> <p>#ICONWeek2024 #ICONcope</p>	 <p><b>ICON Week 2024</b> 23 to 27 September</p> <ul style="list-style-type: none"> <li><b>I</b> Infant crying is normal and it will stop</li> <li><b>C</b> Comfort methods can sometimes soothe a baby and the crying will stop</li> <li><b>O</b> It's OK to walk away for a few minutes, if you've checked the baby is safe</li> <li><b>N</b> Never shake or hurt a baby</li> </ul> <p><a href="http://www.iconcope.org/iconweek2024">www.iconcope.org/iconweek2024</a></p>	
<p>TUESDAY 24 September</p>	<p>Parents and carers, we know it can be tough to cope with a baby that cries a lot—it can feel exhausting and lonely. 😞 Remember to support each other. You are not alone. ❤️</p> <p>Crying is normal, and you are not a bad parent or carer. It's okay to take a time out when you feel overwhelmed. 🙋</p> <p>Keep your baby safe and keep yourself safe too.</p> <p>#ICONcope #ICONweek2024</p>	 <p><b>ICON Week 2024</b> 23 to 27 September</p> <p>5 tips to help soothe a crying baby:</p> <ul style="list-style-type: none"> <li>• Talk calmly, hum or sing to your baby</li> <li>• Let them hear a repeating or soothing sound</li> <li>• Hold them close, skin to skin</li> <li>• Take baby for a walk outside</li> <li>• Give them a warm bath</li> </ul> <p><a href="http://www.iconcope.org/iconweek2024">www.iconcope.org/iconweek2024</a></p>	
<p>WEDNESDAY 25 September</p>	<p>Abusive head trauma can happen anywhere when a parent or carer is pushed to the edge by infant crying. 🚨</p> <p>Friends and family, remember to check on parents with new babies to see how they're coping. 💬</p> <p>Check out our website to learn how you can support them:</p>	 <p><b>ICON Week 2024</b> 23 to 27 September</p> <p>For help and advice on soothing a crying infant and coping with crying visit <a href="http://www.iconcope.org">www.iconcope.org</a></p> <p><a href="http://www.iconcope.org/iconweek2024">www.iconcope.org/iconweek2024</a></p>	

	<p><a href="https://iconcope.org/parent-sadvice/">https://iconcope.org/parent-sadvice/</a>.</p> <p>#ICONweek2024 #ICONcope</p>	
<p>THURSDAY 26 September</p>	<p>Parents and carers, there are many ways to help soothe your baby. 🤍 Remember, if you're finding it hard to cope, it's okay to step away for a few minutes as long as the baby is safe, until you feel calm.</p> <p>Check out our website for helpful tips: <a href="https://iconcope.org/advice-for/parents/its-ok-to-walk-away/">https://iconcope.org/advice-for/parents/its-ok-to-walk-away/</a> 📄 The most important thing to remember is to stay calm and never hurt or shake your baby.</p> <p>#ICONcope #ICONweek2024</p>	 <p><b>ICON</b> <b>NHS</b> <b>ICON Week 2024</b> 23 to 27 September</p> <p>Shaking or losing your temper with a baby is very dangerous and can cause:</p> <ul style="list-style-type: none"> <li>• Blindness</li> <li>• Learning disabilities</li> <li>• Seizures</li> <li>• Physical disabilities</li> <li>• Death</li> </ul> <p>For help and advice on how to cope with infant crying visit <a href="http://www.iconcope.org">www.iconcope.org</a> <a href="http://www.iconcope.org/iconweek2024">www.iconcope.org/iconweek2024</a></p> 
<p>FRIDAY 27 September</p>	<p>It's tough when a baby won't stop crying. 😞 You might worry something is wrong, fear losing your cool, or doubt your parenting skills—but you can handle it!</p> <ul style="list-style-type: none"> <li>• Take a break. 🛑</li> <li>• Ask for help. 🤝</li> </ul> <p>For more tips, visit: <a href="https://iconcope.org/advice-for/parents/never-ever-shake-a-baby/">https://iconcope.org/advice-for/parents/never-ever-shake-a-baby/</a>.</p> <p>Remember, NEVER SHAKE YOUR BABY! 🚫</p> <p>#ICONcope #ICONweek2024</p>	 <p><b>ICON</b> <b>NHS</b> <b>ICON Week 2024</b> 23 to 27 September</p> <ul style="list-style-type: none"> <li><b>I</b> Infant crying is normal and it will stop</li> <li><b>C</b> Comfort methods can sometimes soothe a baby and the crying will stop</li> <li><b>O</b> It's OK to walk away for a few minutes, if you've checked the baby is safe</li> <li><b>N</b> Never shake or hurt a baby</li> </ul> <p><a href="http://www.iconcope.org/iconweek2024">www.iconcope.org/iconweek2024</a></p> 

## Additional social media posts

🌟 **ICON Week 2024 Tip:** When comforting a crying baby, try using a soft, soothing voice. Your calm demeanour can be incredibly reassuring! 💬 #ICONWeek2024 #ICONcope

😊 **ICON Week 2024 Tip:** A warm hug can be magic for a crying baby. Physical touch helps babies feel safe and loved. ❤️ #ComfortingBabies #ICONWeek2024 #ICONcope

🧸 **ICON Week 2024 Tip:** Create a comfort kit with your baby's favourite items—soft toys, blankets, or calming books. It's perfect for those fussy moments! 📖👉 #ParentingHacks #ICONWeek2024 #ICONcope

🌈 **ICON Week 2024 Tip:** As part of ICON Week 2024, remember that a consistent routine helps crying babies feel more secure. Stick to regular mealtimes and bedtime. 🕒 #ComfortingBabies #ICONWeek2024 #ICONcope



## Artwork and graphics

Download the graphics [here](#)

Microsoft Teams backgrounds

Version 1



Email footer

