

#COVID19safeguarding

Supporting families to cope with infant crying

ICON: Babies cry, you can cope

Abusive Head Trauma (AHT): Key points

- Is child abuse and 100% preventable
- Results in catastrophic injuries
- Often triggered by caregiver's lack of ability to cope with a crying baby
- 70% of babies that are shaken are shaken by a male caregiver/father
- Risk is increased at times of stress within families
- There is an association between economic hardship and the incidence of AHT.

Challenges of COVID19

- Massive time of stress
- Loss of income
- Self-isolation with children and potentially at risk adults
- Social distancing restrictions on activities which might enhance support

ICON: Babies cry, you can cope

- ICON is an AHT prevention programme
- Delivered antenatal and first 6 to 8 weeks of baby's life
- Evidence from similar programmes shows a reduction of serious injury by up to 70%.

The COVID19 response

- The advice and support that underpins ICON is being made available for all health and social care professionals to ensure the message is provided to all families with babies.

Hospital based prevention

- Midwives are key to ensure the message reaches men, having a conversation with both parents/carers after the baby has been born and before they leave hospital is an important time to deliver this message.

Community

- Proactive contact to repeat the message between 2 weeks and 8 weeks when the crying will start to increase and reach its peak.