

Professional use only

ICON is the **Abusive Head Trauma (AHT)** preventative programme to be delivered to all new or expectant parents and carers by professionals across all sectors.

This is not merely a health concern or issue but a supportive programme that all practitioners should take responsibility in delivering. For true effectiveness, revisiting the programme with parents and carers is intrinsic in reducing the prevalence of babies being critically injured and or killed by being shaken.

These posters are for professional use and to be displayed in offices which are **not** public facing. They are there for professionals to be prompted and reminded to make every contact count, should this be face to face or on the phone.

The aim is to normalise conversations around the subject and ask how are parents and carers coping? Do they have strategies in place? What does their support network look like? Is it working? And to reaffirm the ICON messaging – Infant crying is normal, it will get better. Soothing strategies help, it’s ok to walk away and **never** **ever** shake your baby.

The crying plan is a great tool that is easy to complete **with** parents and carers. These are available along with other resources at <https://iconcope.org/>

Critically father’s and non-birthing partners should be involved in these conversations, we know that 70% of all Abusive Head Trauma cases are caused by **male** carers and opportunities to include them is essential.

***Abusive Head Trauma is the leading cause of fatal head injuries in the under twos.***

The Safeguarding and Looked-after Children Team

**NHS Sussex**

 