



What is ICON?

ICON is a preventative programme consisting of a series of brief 'touchpoint' interventions to help support families and carers to cope with a crying baby and not to shake. Crying is one of the leading triggers for abusive head trauma in infants.

HOW CAN PROFESSIONALS HELP PARENTS AND CARERS?

- BY OFFERING ICON AS AN ALTERNATIVE TO A SITUATION WHERE FRUSTRATION (OFTEN LINKED TO TIREDNESS) CAN LEAD TO ABUSE
- BY TALKING THROUGH THE KEY POINTS OF ICON
- SIGNPOST PARENTS AND CARERS TO ICON RESOURCES, HELP & ADVICE

1

Help us
share the
ICON
Message

2

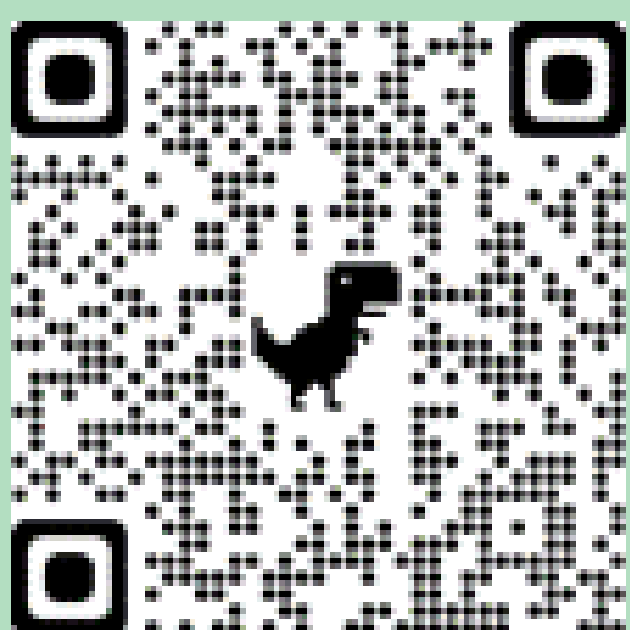
ICON is the simple
message that
supports parents &
caregivers cope
with infant crying

3

Have the conversation!
It's everyone's
responsibility.
Together we can
prevent abuse

4

Revisit &
Reinforce ICON.
Every contact is
an opportunity



7 Minute Briefing

ICON Website:
Iconcope.org



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