



# **SOCIAL MEDIA TOOLKIT**

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

**#ICONChristmas2022**

**V1.0**

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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 how to comfort a crying baby and how to cope when it goes on for a long time.

ICON is all about helping people who care for babies to 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)

## SOCIAL MEDIA - SUGGESTED POSTS

<p>Christmas can be a very enjoyable time. But it can also feel very long and very tiring. If you're looking after a young baby just remember to check the 3 C's before you pick them up - <a href="https://bit.ly/iconxmas2022">https://bit.ly/iconxmas2022</a></p> <p>Have a great Christmas and New Year</p> <p>#ICONChristmas2022 #ICONCope</p>	 <p>ICON Babies cry, you can cope www.iconcope.org</p>
<p>Babies cry, even at Christmas, but you can cope.</p> <p>If you need help then ask. You never know who may have that piece of helpful advice or some spare time to give you a break.</p> <p>Remember the three C's - <a href="https://bit.ly/iconxmas2022">https://bit.ly/iconxmas2022</a></p> <p>#ICONChristmas2022 #ICONCope</p>	 <p>ICON Babies cry, you can cope www.iconcope.org</p>
<p>Being a new parent is challenging, but there is support out there. Your health visitor is a great source of information. Dads, and dads-to-be, that means you too.</p> <p>Don't be afraid to ask questions and find out more - <a href="https://bit.ly/iconxmas2022">https://bit.ly/iconxmas2022</a></p> <p>#ICONChristmas2022 #ICONCope</p>	 <p>ICON Babies cry, you can cope www.iconcope.org</p>
<p>Christmas can be stressful. If you're looking after a young baby remember to pause at the door and check the three C's -</p> <p>Calm - Are you calm?</p> <p>Careful - Can you be careful?</p> <p>Caring - Will you be caring?</p> <p>Have a great Christmas and New Year</p> <p>#ICONChristmas2022 #ICONCope</p>	 <p>MP4 video available in the resources</p>

## SOCIAL MEDIA - IMAGES AND VIDEO



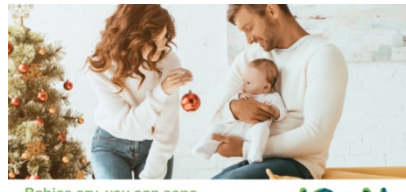
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Download the resources here: <https://bit.ly/iconxmastoolkit>