

# ICON

Babies Cry, You Can Cope!

I

**I**nfant crying is normal and it will stop!

Babies start to cry more frequently from around 2 weeks of age.

The crying may get more frequent and last longer.

After about 8 weeks of age babies start to cry less each week.

C


**C**omfort methods can sometimes soothe the baby and the crying will stop.

Think about are they:

- hungry
- tired
- in need of a nappy change

Try simple calming techniques such as singing to the baby or going for a walk.



It's  to walk away if you have checked the baby is safe and the crying is getting to you.

After a few minutes when you are feeling calm, go back and check on the baby.

N

**N**ever, ever shake or hurt a baby.

It can cause lasting brain damage or death.

If you are worried that your baby is unwell contact your GP or call NHS 111.



**Speak to someone if you need support such as your family, friends, Midwife, Health Visitor or GP.**



# Abusive Head Trauma – Evidence

- **24** out of **100,000** hospital admissions for babies are due to abusive head trauma.
- **200 children** are killed or hurt annually in the UK. These figures are likely to be much higher as it may not be recorded as abuse but considered accidental, or milder cases may not present to hospital.  
(Barlow and Minns 2000, cited by NSPCC)
- **Males represent the majority of perpetrators (70% of babies who are shaken are shaken by men. )**

- **Human cost**
- **Long term cost**
- **Hospital, equipment and care cost**
- **Legal and criminal cost**



**Avoidable**



Hertfordshire and  
West Essex Integrated  
Care System



# Intervention points

The full ICON programme consists several key intervention points.

1. Hospital Based: Link to leaflet and script and commitment statement - **has been shown in previous studies to be crucial in engaging with male caregivers.**
2. Community Midwife home visit: reiteration of the 4-point message
3. Health Visitor New Birth visit (day 10-14): reiteration of the 4-point message
4. Health visitor topic-specific contact: dedicated contact discussing normal crying and exploring how parents/caregivers are coping.
5. GP 6/8 week check
6. **Any professional involved with babies to provide opportunistic support/advice. Phase 2 launched in 2024 with a focus on social care. Training will be rolled out to all teams.**



Phase 1



Phase 2

[\\*\\*Webpage for full info and range of videos: Home - ICON Cope\\*\\*](#)



Hertfordshire and  
West Essex Integrated  
Care System





Hertfordshire and  
West Essex Integrated  
Care System

