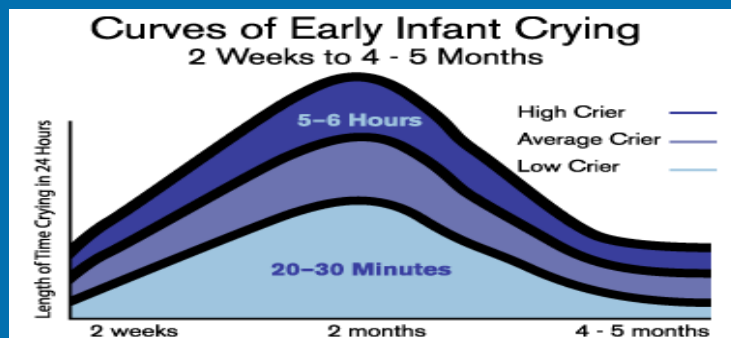


ICON is a campaign to reduce the number of cases of abusive head trauma in infants.

Research shows 70% of cases where a child has suffered abusive head trauma the father / male carer giver has been left in charge of the baby.

BABIES CRY! Infant crying is normal and it will stop. A baby's cry can be upsetting and frustrating. It is designed to get the care givers attention and they may become worried that something is wrong with their baby.

Babies may start to cry more frequently at about 2 weeks of age. The crying may get more frequent and last longer during week 2 - 5 of age, hitting a peak at 6 to 8 weeks. Every baby is different, but after about 8 weeks, babies start to cry less and less each week.



Why is it important?

Handling a baby roughly will make them more upset. Shouting or getting angry with a baby will make things worse. Sometimes parents and people looking after babies get so angry and frustrated with a baby's cry they lose control. They act on impulse and shake their baby.

Shaking or losing your temper with a baby is very dangerous and can cause:

- Blindness
- Learning disabilities
- Seizures
- Physical disabilities
- Death

How do we do it?

ICON - Remind care givers the crying phase will stop! "Babies cry, you can cope!"

I - Infant crying is normal and it will stop

C - Comfort methods can sometimes soothe the baby and the crying will stop

O - It is OK to walk away if you have checked the baby is safe and the crying is getting to you

N - Never ever shake or hurt a baby

Remember: Never ever shake or hurt a baby

Methods to promote with care givers:

- Talk calmly, hum or sing to the baby
- Let them hear a repeating or soothing sound
- Hold them close - skin to skin
- Go for a walk outside with the baby
- Give them a warm bath



One Minute Guide Infant crying and how to cope - ICON



If the caregiver thinks there is something wrong with their baby or the crying won't stop encourage them to speak with their GP, Midwife or Health Visitor. If they are worried their baby is unwell encourage them to call 111.

For more information:

CRY-SIS National Help line: 08451 228 669, lines open 7 days a week 9am - 10pm

Wessex Healthier Together - www.what0-18.nhs.uk

Portsmouth Health Visiting Service: 0300 123 6629

Midwife contact details can be found on the mother's maternity notes.

Website: <https://www.iconcope.org>

Facebook: ICONCOPE

Twitter: ICON-COPE