**My baby is crying I.C.O.N. cope campaign offers support to local families**

The Cambridgeshire and Peterborough Healthy Child Programme together with the Safeguarding Partnership Boards have launched the ‘My baby is crying I.C.O.N. cope campaign’ across the system. This new initiative aims to reduce the potential triggers of Abusive Head Trauma (AHT) in babies by offering vital advice and support to new parents and carers who are struggling to cope with their crying baby.

The AHT is reflected in a number of Child Safeguarding Practice Reviews in which babies have died or been seriously harmed. The I.C.O.N initiative is a preventative programme, which offers local parents essential support through its key messages (I – Infant crying is normal C – Comforting methods can sometimes soothe the baby O – It’s OK to walk away N – Never, ever shake a baby).

We would like to encourage all Cambridgeshire and Peterborough professionals to support local families with their newborn child by sharing the online resource which has some great insightful information and videos to help parents cope with their crying baby. All online information can be accessed on: <https://bit.ly/nhscambspboro-icon>

In addition, a template newsletter article has also been created for sharing any parent facing communications. If you have any internal updates or newsletters please share [this article](https://www.cambscommunityservices.nhs.uk/docs/default-source/cambs-cyp/icon-for-parents.docx?sfvrsn=2) with your fellow colleagues and partners.

For any further information, please contact: ccs.cpft.hcp@nhs.net

Please, don’t forget to follow us on Facebook, Twitter and Instagram:@CambsPboroCYP our My Baby’s Crying ICON Cope hashtag is #ICONcopeCP If you would like us to send us our social media assets, please get in touch.