



ICON Fact Sheet for Parents

What is ICON?

Abusive Head Trauma (AHT), previously known as Shaken Baby Syndrome, is a devastating form of child abuse.

The ICON Programme is a preventative programme, based around helping parents cope with a crying baby. The word 'ICON' represents the following message:

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

Visit the [ICON website](#) for more information

What are the key messages of ICON?

- Crying is a normal part of child development
- All babies will cry a lot from the ages of 2 weeks to 3-4 months, but this can vary from baby to baby. Show parents the [Crying Curve](#) to help them understand
- Crying seems to peak in the late afternoon and early evening... but this can vary
- Help parents understand that crying is normal... all parents can feel like this
- Reassure parents that babies are not doing this on purpose

Where to go for help and support if you are struggling to cope with your baby's crying

- Visit the ICON website's [page for parents](#)
- Contact your Health Visitor
- Contact your GP
- Call 111
- NSPCC helpline 0808 800 5000 - Monday to Friday 8am – 10pm or 9am – 6pm at the weekends. (It's free and you don't have to say who you are)