

Babies cry, you can cope!

We want to raise awareness of infant crying and how professionals can support parents/carers to cope so that serious injury is prevented, especially from shaking injuries which cause abusive head injury and death in young babies.

Research indicates that some parents and carers may lose control when faced with persistent infant crying, potentially leading to severe outcomes such as shaking a baby—a tragic consequence of Abusive Head Trauma (AHT). AHT results in catastrophic brain injuries, which can lead to death or long-term health and learning disabilities.



ICON

**Raising Awareness
About Infant Crying
and Coping Strategies**




Dr Rachael Jolley - Named GP for Child Safeguarding for North Staffordshire & Stoke-on-Trent ICB

Stoke on Trent and Staffordshire have a high perinatal mortality rate compared to the national average, and one of the causes for this is abusive head trauma in babies and young children. It is vital that we raise awareness of ICON locally, not just within our organisations, but in our communities as a whole, so that everyone is aware of who to reach out to and for them to be aware of the support available if parents or carers are struggling.

As a mum of 3 young children, I know how hard it can be and can empathise when I see parents struggling in practice. Everyone can share this simple message 'crying is normal, its ok to have a few minutes to yourself if the crying is getting too much, as long as your baby is safe and their other needs have been met, never hurt or shake your baby'.

Sharing these few points could save lives, therefore reducing the rate of perinatal mortality locally.'

ICON Week 22–26 September 2025



ICON is a UK-wide programme aimed at educating health and social care professionals, parents, and carers about infant crying, effective coping strategies, and how to prevent AHT. ICON seeks to raise awareness about these issues and support families in managing stress related to infant crying.

The ICON programme is built around a simple, evidence-based acronym:

I – Infant crying is normal and will eventually stop.

C – Comfort methods can sometimes soothe the baby

O – It's OK to walk away for a few minutes when baby crying is overwhelming.

N – Never shake or hurt a baby



Infant crying
is normal



Comforting
methods can
help



It's OK to walk
away



Never, ever
shake a baby

Dr Suzanne Smith, nurse, health visitor, and founder of ICON, stated: "Abusive head trauma can occur in any setting when a parent or carer is overwhelmed by persistent crying. The additional pressures from the rising cost of living further strain families, leading to potentially devastating consequences.

"ICON's mission is to offer support and advice to parents and carers who may be struggling. We aim to normalise the experience of infant crying, share practical information on managing stress, and ultimately reduce the risk of AHT.

"Help is available for anyone who feels overwhelmed. Reach out to your midwife, health visitor, or GP, or visit our website for additional resources."

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