

# ICON Fact Sheet



## 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 Do We know About Abusive Head Trauma (AHT)

- AHT is abuse and is preventable
- Crying is a known trigger
- 70% of babies who are shaken, are shaken by men
- AHT is the most common cause of death or long-term disability in babies
- 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

## What are the key messages we can share with parents/carers?

- 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