ICON Opportunity Timeline 2019

centres, CSC family
Libraries, maternity
Children's Social Care to signpost parents/carers to the e-leaflet and reinforce the messages during the pre-

Posters displayed in children's centres, CSC family centres, surgeries, pharmacies, libraries, maternity wards, A&E, walk-in centres, breastfeeding groups and Children Family & Wellbeing Service settings.

Key message PowerPoint available for team briefings, full toolkit available on the LSCB website

Leaflet to be discussed at booking, midwife to share a Up to 12 weeks - booking copy of the e-leaflet. Signpost to specialist midwife if in appointments required. ICON message reinforced in BwD. E-leaflet provided by 28 weeks - routine appointment (midwifery) Midwife. 25-34 weeks - Bump, Birth Advice provided to expectant parents. Available for all, & Beyond/Baby Steps (in however the take up is not universal. Video clip to be **Blackpool)** offered at shown to parents and messages reinforced **Neighbourhood Centres.** 30 weeks plus – antenatal visit by the Heath Visitor **ICON** messages reinforced by the Health Visitor. The ICON leaflet discussed on discharge. Parents given a Birth (40wks approx) leaflet to take home. Early Infancy Visit - up to Health visitor to discuss ICON message during early 8 weeks infancy visit Day 5 contact - blood spot New born bloodspot screening. ICON messages screening reinforced either in clinic or at home. 10-14 days post birth -Reiteration of ICON messages during midwife **New Birth Visit (health** discharge/handover visit at 10 - 14 days. Go over points. visitor) 21 days - home/clinic visit. Reiteration of ICON messages during midwife **Discharge from maternity** discharge/handover visit at 21 days. Go over points. care 4-8 weeks post birth -Messages reinforced. **Mood assessment/HV** check 3-4 months post-birth -BwD reinforce messages at home if CAF is in place mood assessment (targeted families only) (targeted) Posters displayed in GP surgeries. ICON message 8, 12 & 16 weeks reinforced at 8, 12 & 16 week immunisations. **Immunisations** 8-12 months development ICON messages reinforced. check - Clinic/visit

Blackpool only - Red Blackburn with Darwen only - Green Pan-Lancashire - Blue

