

**Welcome to the WSSCP**

**Monthly Email Bulletin**

**April 2021**



**Message from West Sussex Fire and Rescue Service: Be Water Aware this Spring**

With warmer weather just around the corner, West Sussex Fire & Rescue Service is urging everyone paying a visit to the county’s coastline or rivers to be water aware.

Drowning is one of the leading causes of accidental deaths in the country with 223 people accidentally drowning in the UK in 2019. Almost half of these people (44%) just happened to be near water and had no intention of going into the water.

As lockdown restrictions ease, and families begin to spend more time with each other outdoors, it is expected that some of the county’s popular beaches and waterways will once again start to draw in lots of visitors.

Marvin Smith is West Sussex Fire & Rescue Service’s National Resilience Flood Rescue Tactical Advisor. He said: “We all know that when the weather is nice our beaches, rivers and lakes become very busy with people looking to relax by the water.

“We don’t want to discourage people from enjoying our beautiful coastline, we want to encourage them to be water aware by understanding the risks, and knowing what to do in the event of an emergency.

“By sharing some safety tips below, we hope to reduce the number of needless and preventable deaths that occur each year along the country’s coastline and waterways."

The warning comes as the fire service prepares to support the National Fire Chiefs Council’s (NFCC) Be Water Aware campaign, which begins on Monday. The NFCC is a member of the National Water Safety Forum and is committed to the National Drowning Prevention Strategy which aims to cut water-related deaths by 50 per cent by 2026.

If you are heading to the water this weekend, please follow these simple steps:

* If you are going for a walk or run near water stick to proper pathways and stay clear of the water’s edge.
* If you are spending time near water make sure you are familiar with local safety information and children are fully supervised.
* If you've had alcohol don't enter the water.
* Be aware of rip tides and currents - they can drag you out to sea and are almost impossible to swim against.
* Never enter the water to try and help a person or animal - always call 999 and use any water rescue equipment if it is available.

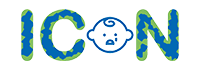
**For further information please contact the press office on 0330 2228377 or email** [**FRSMedia@westsussex.gov.uk**](mailto:FRSMedia@westsussex.gov.uk)**.**

**For urgent out-of-hours enquiries please call 07767 098415.**



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From previous email bulletins you will be aware of the WSSCP Professional Log In section. This is a non-public facing section of the WSSCP website that is only accessible with an individual username and password. This section of the website enables professionals to have access to information that is not for public viewing such as unpublished Serious Case Reviews (now known as Child Safeguarding Practice Reviews) and contact details for Neglect Champions. If you have not yet requested your access to this section, you can do so by emailing [wsscp@westsussex.gov.uk](mailto:wsscp@westsussex.gov.uk) using your professional email address. This will help the team to identify you as a professional.

It’s great to hear that more and more of you are familiar with ICON and how you can use it to support the families you work with. ICON has now been live in West Sussex for a year and is included in all of the WSSCP training so that as many practitioners as possible understand the key messages and feel confident when talking about ICON.

Here is a reminder of ICON and how it helps parents (in particular Dads and male carers) when their baby may cry for longer periods, which can be an extremely stressful time.

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** – **I**nfant crying is normal

**C** – **C**omforting methods can sometimes soothe the baby

**O** – It’s **O**K to walk away (if baby is safe)

**N** – **N**ever, ever shake a baby

There is a lot information available in a variety of formats (both written and visual) for you to access and this can be particularly helpful when working with families who may have varying levels of understanding or may have a language barrier. The choice of information can help you as practitioners to decide which best fit the families you work with and they are designed to support your conversations around explaining why babies may cry and how to access the support they need.

– [ICON-Leaflet](https://www.westsussexscp.org.uk/wp-content/uploads/NHS-CCG-ICON-LEAFLET.pdf)  
– [ICON Leaflet for Parents](https://www.westsussexscp.org.uk/wp-content/uploads/ICON-Factsheet-for-Parents-FINAL-PDF.pdf)  
– [ICON Poster](https://www.westsussexscp.org.uk/wp-content/uploads/ICON-poster-SCCG.pdf)  
– [ICON A3 Poster](https://www.westsussexscp.org.uk/wp-content/uploads/6889-NHS-Icon-A3-Poster.pdf)  
– [ICON Poster -explained](https://www.westsussexscp.org.uk/wp-content/uploads/ICON-explained-SCCG-poster.pdf)  
– [Cryingcurve](https://www.westsussexscp.org.uk/wp-content/uploads/2020/05/Cryingcurve.docx)  
– [ICON Factsheet](https://www.westsussexscp.org.uk/wp-content/uploads/ICON-Factsheet-FINAL-PDF.pdf)  
– [ICON-Video](https://www.westsussexscp.org.uk/wp-content/uploads/2020/05/ICON-Video.mov)  
– [Link to the ICON Website](http://iconcope.org/for-professionals/)



Dadpad has been live since the start of 2021 and is a free app for Dads and male carers to access information and find out more about a wide range of topics around how to care for their baby. Although as the name suggests, it is aimed at men, the information on Dadpad is just as relevant for mums and other female carers. Information available includes feeding baby, keeping baby safe, safer sleeping, support available and many more topics. To download this app, simply go to where you normally download apps (for example [Google Play](https://play.google.com/store?utm_source=emea_Med&utm_medium=hasem&utm_content=Apr2815&utm_campaign=Evergreen&pcampaignid=MKT-EG-emea-gb-1001280-Med-hasem-py-Evergreen-Apr2815-1%7cONSEM_kwid_43700007015697945&gclid=Cj0KCQjwsqmEBhDiARIsANV8H3ai1UuxpgeaZjebREMhLdoxDo87NMQRnvWHsm1nFXOYh8MYzdq1D5MaAiLVEALw_wcB&gclsrc=aw.ds) or [Apple App store](https://www.apple.com/uk/ios/app-store/) ) and type in Dadpad. You will need to enter your West Sussex postcode.



The Lullaby Trust have some excellent safer sleeping advice to share with the families you work with. With COVID restrictions gradually lifting, families will be visiting relatives and when guidance allows, babies may well be sleeping over in a grandparent’s house or with family friends. It is crucial that families are aware of the importance of ensuring their baby sleeps in safe conditions every time , as research has shown that even putting a baby to sleep on a sofa or surrounded by cuddly toys just once can potentially cause tragic consequences.

Have a conversation with parents, carers and grandparents about how to ensure safer sleeping happens every single time. This includes:

* + - * Using a firm, flat and waterproof mattress in a good condition [(Mattress and Bedding Factsheet)](https://www.lullabytrust.org.uk/wp-content/uploads/fact-sheet-mattresses-bedding-and-cots.pdf)
      * Having a clear cot with no toys or cot bumpers and avoid using pillows [(Advice about a clear cot)](https://www.lullabytrust.org.uk/safer-sleep-advice/clear-cot/)
      * Ensuring baby’s room temperature is between 16 and 20 degrees celsius [(Watch the video around room temperature here)](https://youtu.be/_sHhA2gukPM)
      * Giving safe and practical advice about using slings and baby carriers [Read the Royal Society of Prevention of Accidents leaflet on baby carriers)](https://www.rospa.com/Home-Safety/Advice/Product/Baby-Slings)

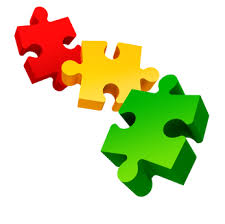
You can find much more information around ensuring baby stays safe by visiting [The Lullaby Trust website](https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwjglP7NjqPwAhXI4ncKHQU3AGoYABAAGgJlZg&ohost=www.google.com&cid=CAASEuRo_5Rqx0dv1OBmza4Jotu4LQ&sig=AOD64_05WjkWgNnql70Rf3iK13PU_oE-sw&q&adurl&ved=2ahUKEwjNjvbNjqPwAhURCuwKHY04B0YQ0Qx6BAgCEAE), where you will find videos, factsheets and much more to support your conversation with parents and carers. If your organisation send out electronic communications to families why not copy and paste the above info into your own newsletters?

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The WSSCP Training pages are regularly updated with new training opportunities, so visit the page to find out what more. All of our training is still being delivered virtually and feedback about this method has been positive. Despite being delivered online, all training remains interactive and still provides those who attend with the opportunity to ask questions, have group discussions and provide challenge and support to fellow colleagues. Click on the link below to visit the WSSCP Training Calendar:

[WSSCP Training Calendar](https://www.westsussexscp.org.uk/professionals/training/training-calendar)



Do you have any information or news that you would like to share from your organisation to the wider partnership? If so please email me directly at [Lucy.Short@WestSussex.gov.uk](mailto:Lucy.Short@WestSussex.gov.uk) to include your addition in a future bulletin.

Kind Regards,

Lucy

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