**Pan-Cheshire**

**Please Use Resources Below to Promote:**

**ICON WEEK 22-26 SEPTEMBER 2025**

A green and blue logo

AI-generated content may be incorrect.

**Right click on above, click on object,**

**Click on open. This allows you to click on file and print. (7 slides)**



**Copy the above for your signature list.**

**Please use the embedded Communications Toolkit below.**

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**The embedded power point above has social media schedule with posters to print for sharing information which includes:**

**Day 1 Monday Launch:** What ICON standards for.

**Day 2 Tuesday Support & Mental Health:** 5 Tips to help soothe a crying baby.

**Day 3 Wednesday Friends and Family Support:** Information on shaking or losing your temper with a baby.

**Day 4 Thursday Coping Strategies:** Website for help and advice.

**Day 5 Friday Reminder and Call to Action:** Information on babies who start to cry more frequently at about two weeks of age.

**Different poster:** with what ICON stands for.

**MS Teams:** background.