Best Foot Forward
Supporting Families With New Technology

Helen Hunter
Director of Training and Development
Our Vision
all babies in the UK have the best start in life

Our Mission
to be a catalyst for change by:
developing innovative resources for parents &
professionals
to help reduce inequalities in child health
Our Guiding Principles

- Innovation
- Evidence-base
- Collaboration
Our Projects
Why apps and films?

- Films show reality, not all mums have perfect houses/wardrobes/babies. For women that are struggling to connect to other mothers locally, films can act as peer-to-peer support.
- Films cut through literacy barriers and even language barriers.
- Films don’t tell us what to do they show us possibilities, open our minds to different approaches.
An app is familiar, relevant and accessible medium, preferable for many to leaflets, books, internet, even face-to-face contact

- 88% of 16-24 year olds have a smart phone*
  - 48% of 16–24 year olds, choose to shop via apps, compared to 14% of 45-64 year old

- Smart phones are with them 24/7

- Delivery of information is instant, bite size and typically visually engaging and requires considerably less effort than printed matter

* Source TNS for Deloittes May 2013
Out of the Blue – films to support maternal mental health and staff training programmes.
The Baby Express magazine

Baby Express – evidenced based age and stage magazine supporting the healthy child programme and reaching the 20% of the population who are digitally excluded.
From Bump to Breastfeeding – films to support the breastfeeding journey.

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Updated in 2014 thanks to DH funding, the DVD is in:

- British Sign Language
- Urdu
- Bengali
- Somali
- Polish
- Arabic
Undertaken across 14 hospitals in 2009 within weeks of launch.
Summary findings from across the 14 hospitals

- Of the women who watched the DVD before their baby was born:
  - 99% said that they found it useful
  - 84% felt that it covered all they wanted to know.

- Watching DVD was associated with an increase in b/f at 6-8 wks

- 71% of women who received the DVD watched it
  - This figure was 88% amongst women who left school with no qualifications.

- 50% of women were given their DVD in the context of a conversation with a healthcare professional.
  - NB: This figure was 96% in Barnsley (a non evaluation site) where they actively embedded the DVD into practice and “gifted it” to women.
> 2 million distributed across the UK

- FBTB was included in the DH/UNICEF/Start4life/NHS breastfeeding care pathway.
- All the FBTB films have been dropped into Baby Buddy App.
The Small Wonders Change Programme

Small Wonders – films to support family centred care in the neonatal unit, staff training programme and parent champion peer support programme.
How many hospitals use Small Wonders?
- In England: 151 Out of 171
- In Northern Ireland: 7 Out of 7
- In Scotland: 1 Out of 17
- In Wales: 0 Out of 13

How is Small Wonders being used in hospitals?
- Gifted to parents antenatally & postnatally
- Used in a curated way to reinforce conversations with staff
- Used by specially trained Parent Champions
- Integrated into eg: Imperial Neonatal Feeding Checklist
- Supporting other initiatives to drive change towards FCC
- Used in formal and informal staff development and training
# Neonatal Unit Feeding Checklist

**Patients Details**

- Name: ____________________________
- Address: ____________________________
- Unit Number: ____________________________
- NHS Number: ____________________________

* This checklist has been developed by the Imperial College Healthcare NHS Trust, Division of Neonatology. If using or adapting this checklist please always acknowledge its source.

<table>
<thead>
<tr>
<th>1. To be completed within <strong>6 hours</strong> of admission: During visit to mother by a staff member:</th>
<th>TICK WHEN ACHIEVED/ CIRCLE AS APPROPRIATE</th>
<th>PRINT NAME &amp; INITIANGLES</th>
<th>DATE AND TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpreter required</td>
<td>Y / N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ask feeding intention and record here:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss the importance of colostrum as first feed and breast milk for the preterm baby with respect to the following</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Reduced risk of Infection</td>
<td>- Improved development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Improved gut tolerance</td>
<td>- Reduced risk of NEC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For mother; reduced risk of breast and ovarian cancer, osteoporosis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breast milk expressing pack given and explained</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advise watching Small Wonders DVD films:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Film 3. First hours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Film 4. Expressing breastmilk</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Three interrelated independent evaluations

- **Baby data/breastfeeding rates**
  CI: Dr Bill Yoxall, Liverpool Women’s Hospital

- **Staff knowledge/confidence/skills**
  CI: Prof. Beth Grunfield from Coventry University

- **Parent Experience and Parent Champions programme**
  CI: Prof. Fiona Dyke from UCLAN

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Evaluation of impact of embedding Small Wonders in LWH and GSST

- **Staff evaluation:** Statistically significant increase in knowledge and confidence of staff in supporting breastfeeding and other aspects of parent centered care.

- **Parent evaluation:** Statistically significant increase in:
  - Finding out about Skin-to-skin
  - Receiving support to skin-to-skin
  - Wanting to breastfeed
  - Getting info on benefits of breastfeeding
  - Getting practical demonstration on how to hand express milk

- **Baby data evaluation:** Statistically significant increase in:
  - Proportion of babies receiving breast milk on discharge
  - Proportion of enteral feeding days on which breast milk was used.
Next steps

- Recruit more neonatal and midwifery Champions and ensure the FREE DVDS are used well nationally
- Secure funding for a full time National Facilitator
- Deliver, either as commissioned work or through securing charitable funding, our:
  - Small Wonders Days
  - Parent Champion Programme
  - One-day multi-disciplinary workshops
  - Small Wonders Leadership Change Programme
- Secure funding and create the neonatal version the Baby Buddy app

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The Baby Buddy app

Using technology to empower parents, enhance conversations and help parents maximise their:

- own physical and mental health
- babies’ potential
Over 45,000 downloads
Department of Health
Areas where Baby Buddy is being used

Total downloads since July 2014 - 64,949

Total downloads last week - 1040
Free Baby Buddy Leaflets:

A4, A3 & A2 Posters:
Baby Buddy
Embedding Sites
Pilot
• Blackpool
• GSTT
Academic Evaluation
• Coventry
• Lewisham
• Bradford
DH funded evaluation
• Cheshire West & Chester
• Leeds
• South Tees & Middlesbrough
Commissioned
• Aylesbury
• Leicester
• Luton
• Newcastle
• Northumbria
• Nottingham
• West Sussex
• Hounslow
Embedding Process

SMT meeting ‘Making it Work’

‘What do You Think?’ workshop
(Service Users)

‘Content & Co-Creation’ workshop
(App/BB Leaders)

Project report

Local Launch

‘The Plan in Practice’ workshop

‘Progress, support & sharing’
(4 month progress meeting)

Progress Report
Who are we reaching?
Ethnicity of Baby Buddy users

- **White**
  - Baby Buddy % of total: 83.99%
  - England ONS % of total: 90.24%

- **Asian**
  - Baby Buddy % of total: 7.01%
  - England ONS % of total: 5.31%

- **Black**
  - Baby Buddy % of total: 5.32%
  - England ONS % of total: 3.16%

- **Mixed**
  - Baby Buddy % of total: 2.66%
  - England ONS % of total: 1.30%
Comparison of primary languages other than English spoken by Baby Buddy users compared with UK 2011 census data [01/08/2014 - 10/01/2016]

- **Baby Buddy users (sample size 261)**
- **General UK population**
Mum users by age band

- **Under 20**: ONS 2013: 4.20%
  - Baby Buddy: 9.94%

- **20-24**: ONS 2013: 17.10%
  - Baby Buddy: 17.86%

- **25-29**: ONS 2013: 28.20%
  - Baby Buddy: 28.43%

- **30-34**: ONS 2013: 30.40%
  - Baby Buddy: 28.01%

- **35-39**: ONS 2013: 16.00%
  - Baby Buddy: 12.77%

- **Over 40**: ONS 2013: 4.20%
  - Baby Buddy: 2.99%
Mum and dad user by ages

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mum</th>
<th>Dad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>10.16%</td>
<td>4.00%</td>
</tr>
<tr>
<td>20-24</td>
<td>17.95%</td>
<td>11.31%</td>
</tr>
<tr>
<td>25-29</td>
<td>28.21%</td>
<td>24.40%</td>
</tr>
<tr>
<td>30-34</td>
<td>27.97%</td>
<td>32.87%</td>
</tr>
<tr>
<td>35-39</td>
<td>12.81%</td>
<td>18.96%</td>
</tr>
<tr>
<td>Over 40</td>
<td>2.90%</td>
<td>8.46%</td>
</tr>
</tbody>
</table>
NEET users

Rate of Baby Buddy mum users (under 25) who are Not in Education, Employment or Training vs ONS data (01/07/2014 - 31/12/2015)
Would you recommend this app for parents-to-be or new parents with whom you work?
How information about nutrition is received

- Push notifications
- FAQs
- Film clips in Video function
Top foods for early pregnancy

You don’t need a special diet when you’re pregnant, but it’s important to eat as well as you can. Everything Ella needs to develop and grow has to come from you, and she can’t get the healthy stuff she needs unless you have eaten it first!

If you are feeling really sick at the moment, just concentrate on getting through it as best you can. But when you feel like eating, here are some top foods for early pregnancy that may not make you feel too bad:

- breakfast cereal that has added folic acid
- chopped banana in lunchbox

Folic acid

Folic acid has a strange name, but it’s actually a vitamin. It’s very important when you’re pregnant because it helps your baby’s body develop properly, preventing some disabilities like spina bifida. The best way to get enough folic acid is to take a daily vitamin that has the right amount.
When should my baby start solids?

Is William interested in what you eat? Look for the following three signs that he's ready for solids:

- He can sit up on his own

Add this question to Remember to ask

Today's information

23 Weeks 1 Day old

It's best not to give William biscuits and rusks - they're sweet and will give him a taste for sweet snacks. And you may want to have a damp cloth handy as finger food has a strange habit of ending up all over the place, including everybody's hair.

To find out more about starting your baby on solids, watch the video.

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200+ film clips are in or going into Baby Buddy
Film Categories

- How you feel in pregnancy
- Your growing baby
- Your health in pregnancy
- Eating well
- Exercise in pregnancy
- Preparing for Birth
- Birth
- Caring for your baby
- Feeding your baby
- How you feel after birth
- Your health as a new mum
- Your baby’s health
- Exercise after birth
- Introducing solids
- Having twins or more
- If your baby is born early or poorly

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Breastfeeding

Benefits of breastfeeding
Different mothers explain why they have

Skin-to-skin and first feed
This video shows a baby in the minutes...

Expressing using a pump
This video shows mums using different...

How to hand express
Mum Teresa is helped to hand express...

How to store and use expressed breast milk

Videos

What is good attachment?
This video shows you how to get your baby to attach well at your breast for comfortable breastfeeding.

Add to favourites
What’s next for Baby Buddy?

- Continue to increase awareness and downloads
- Embed the app into more areas across the country
- Baby Buddy will be one of the platforms for the Our Chance Campaign aiming to reduce stillbirth, neonatal and maternal death, running during April/May. Funded by DH and working in partnership with SANDS, we are currently making 20 films.
- Enhance the content and functionality, eg:
  - Mental health, Smoking cessation, Domestic violence, Exercise, Healthy eating, Accident prevention
- Create version for fathers/partners
- Create different language versions
- Take the app to the third birthday
- Create neonatal, grandparents, twins & other versions
- Keen listening and sharing learning
Together we can make a difference

Thank You