

Thinks that developing youtube videos to explain SBY is a good idea. Often uses this with bf information for families and will get mum or dad if present to load them up on their phones during the visit.

Doesn't work with many families directly now as her role is to co-ordinate and manage the team. Sees families that have been referred to her with particular problems such as slow weight gain so it's not usually appropriate to be talking to them about sleep at these appointments. Thinks the SBY principles are very good and encountered a family friend with a 4 month old recently and gave her some of the SBY information even though she wasn't experiencing any sleep problems as a way of letting her know what to expect and some of the ideas behind it all "it's almost anticipatory guidance...the principles are very good as a prevention [of sleep problems]". "I think it's like most things, if you have more information and knowledge, you can deal with things better"

Doesn't think that antenatally parents would be ready of the SBY at that point but would be a good time in the early few weeks. Thinks that developing SBY for older children over 1 year would be good as parents often begin to perceive their babies sleep as a problem as they get older "what was acceptable to them at four months, is not acceptable to them later", "going back to work is a pressure, they think how am I going to put that day in if I've been disturbed a lot through the night".