

Has been using the SBY concepts when giving advice out to parent in general but only managed to use SBY formally with one parent. "I'm using it all the time, I think it's amazing, there nothing that you teach that could do any harm so why wouldn't you implement it? It's just so common sense, this is definitely the future"

Feels that on the training course there was a lot about education the HP and I got a lot from that and understood it but there was not a lot on how to deliver the SBY to parents. The video at the end was amazing but it needed to be edited and I didn't feel there was enough emphasis on implementing the programme. "I really valued the training but I don't quite feel confident enough to implement it as the training day didn't incorporate that"

I think if you are finding that other HP aren't formally using the programme this is probably why, we understand it and can articulate it but the implementation part has got lost. It would be good if we could get some more training on how to implement SBY in practice.

"I think it's amazing, and I wish I had known it when my son was a baby, at the time it was all about sleep programmes and getting your baby to sleep through and I think that what you are saying is common sense really" "I think it's going to be a lot of work changing the misconception that babies should sleep all night and this controlling behaviour that people like [redacted], so called sleep nannies, have put out there. Your babies aren't meant to be controlled, you're supposed to let them lead you and ultimately that's what this training is, it's about listening to you baby"

Feels that parent are receptive to the SBY ideas because "When they are coming to you about sleep problems it means that everything they have tried already hasn't worked, because it doesn't work, you can't train a 4 month old baby, it's impossible, you can't do so I think that parents do listen because this is the answer isn't it...to me we should have had this training in our [HP] training, everyone should be talking this way to parents" Even only 2 years ago when I had my baby the concept that you should be looking for cues with your baby wasn't there.

Have implemented SBY with a 4 month old baby and he was premature by 10 weeks so the parent is very protective over him and worried about taking baby out in the cold weather but I have tried to encourage her to go to a baby group which is a start towards building up his stimulation and building that sleep pressure during the day and we've discussed sleep and wake timings, introducing that it's not realistic for him to be going to bed at 6pm and then expecting that he will sleep through the night and we looked at what might be normal for him in terms of sleep. So this parent has agreed to an early help plan and so someone from the family team will be going out to help her to get to groups and provide more stimulation for baby and she is going to start the bedtime routine a little bit later "And I think she was just happy to listen because she was so desperate"

"These are all things that we have always said, we've always promoted groups but just not in terms of when we discuss sleep, we always try to promote walking, getting out the house and having that kind of meaningfulness to your day. I think that's what I found most helpful about the training because you are linking it into sleep and showing how important all these things are to infant's sleep"

"There's definitely a divide between the affluent and the poorest 10%, the affluent can dedicate their whole maternity to their children, they go to so many baby groups and probably the people who would find the leaflet most useful are already doing 80% of it, it's just that they think that they are doing it wrong, this just gives them the reassurance that their parenting style is completely correct but you are just enhancing it with some extra suggestions". Feels that SBY can help to reassure parent and give them a better expectation of their babies. Feels that things are moving in

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that direction already, when she looks at Facebook she see a lot of informative pieces that share the same concept and feels it's only right that HV should be speaking the same way to family as well. "All babies need confident parents don't they".