

Only one parent was willing to participate in the evaluation. This parent is a Doctor and happened to have already heard about the Possums approach from a GP friend in Australia. Did talk to other mums about SBY principles. Felt that the info on sleep pressure was well received and parents seem to like the dial-up and dial-down concept. Has used the SBY concept in the parent craft antenatal classes without the leaflet; getting up and out the house, starting you day.

Really liked the leaflet "It all made sense to me" and personally wished these ideas had been around when she had her children "It was all about controlled crying when I had my children which was just horrific and it was a definite no to fall asleep on the breast and it was nice to hear that that is ok, I've definitely been using that with mums and I've been talking about how mums can relax and enjoy their babies more". I think a lot of bf mums are resigned to the fact that they are probably not going to be getting much sleep so their expectations are not that their babies will sleep through so don't seek out help for it. And a lot of mums she sees are professional mums who take a year off work as maternity so they aren't as worried about sleep so don't seek help. The lady who did the formal SBY intervention, the baby wasn't sleeping but it wasn't a big problem to her but still wanted to give the concepts a try. Hasn't had an opportunity to follow-up with her yet so no feedback was available.

Feels that SBY fill a service provision gap as the team are asked about sleep a lot, especially in clinics. The SBY training provided HP with the information they need to talk to parent about sleep issues and offer some guidance. Planting the seed antenatally is important, letting people know that they should expect that baby should start sleeping through at 3 months but also giving them the tools to be able to deal with it, starting the day, getting out, fresh air, a lot of parent seemed to take that idea on board when we talk about it.

The HV have been talking about the SBY leaflet and the concepts and everyone likes it and has positive thought about the concepts. Likes the way that the leaflet is laid out.

She would like to see the SBY rolled out in future. And would welcome delivery antenatally.

The team always use the BASIS information to talk about and give to mums.

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Other issues discussed:

HV get asked a lot about parent products and parents who she work will are generally from an affluent area and so they buy a lot of these products a lot of which they have never seen before. We cover this a bit in antenatal classes without referring to specific products and try to reinforce safe sleep messages. A lot people buy the products before the baby is born and also 'perfect prep machines'. They do not recommend these as there have been cases of babies becoming ill with gastroenteritis. It's hard for HV to be critical of these products but they try to encourage parent to do some of their own research around products and to be aware of the potential dangers.

Talked about a SIDS death in a twin, the HV team got a lot of blame from the mother who said that why hadn't she been told about the 20 point check list issued by The Lullaby Trust and was very angry. At the time we as a team weren't aware of it—this was embarrassing for the team. Referred to Martin Ward-Platt when she became pregnant with her next child as the lullaby Trust CONI scheme didn't run in her area.