

Hasn't had the opportunity to use SBY with parents as her caseload has been focused on specialist support for parents. Would have liked to have had the opportunity to use SBY but is still using the principles of SBY when working with parents. Had one parent in particular that she was able to talk to about the SBY ideas (this was before we issued the leaflets) but felt for that particular mum that "she didn't quite key into that kind of philosophy, I would go back the next week and there would be another problem...maybe if I had the leaflet at that point it would have gone better because I'd have had something that I could reinforce...she was very much looking for fixes and ways of managing, and she was using social media a lot and I think because I didn't have anything concrete then it didn't work as well as it could have...and actually it's quite a big mind shift being like that as a parent, particularly if you're coming from being quite career focused to making that transition to parenthood, a lot of mums just want solutions, that shift to becoming more nebulous can be quite difficult."

After the training days talks a lot more about how sleep develops with parents, and discusses about circadian rhythms and the importance of getting babies up at the same time each day rather than before which was talking about bedtime and evening routines. Has done a lot more reading around the subject and has been able to use the SBY alongside other knowledge and training that she already has such as mindfulness. SBY also fits in with the way in which they are now trying to move away from trying to come up with solutions for parents but are now trying to help parents come up with ideas that might work for them. One parent she talked to in particular about managing her baby at home as she was spending her days sitting in one room at home, she talked about the importance of getting out and about and the getting the sensory stimulation and allowing baby to nap on the go.

Thinks that SBY definitely fill a gap in service provision particularly for babies up to 9 months as parents do have a lot of questions about sleep in that period. Thinks that some HP that have done the millpond training (<https://millpondsleepclinic.com/>) might think that that training fills the gap, but doesn't feel that this training is evidenced based (the 2 HP who have done the training were not available: 1 no longer in the service, 1 long-term sick). Depending on how the Trust wanted to move forward with the advice on sleep would depend on whether or not SBY would fill the gap. Millpond is based on quite strict sleep training advice.

Believes that giving information to parents about what to expect when they have a baby is very important but consideration needs to be given to when delivering that information is appropriate. So much information is given at the antenatal contact that adding more in would be quite hard but some of the SBY would fit in quite well with when we talk to parents about what to expect with a new baby. SBY might fit into baby practical sessions which is about how to care for your baby when they arrive so these sessions could be useful to "plant seeds" about some of the SBY principles. Likes the idea that this might then be followed up by giving the SBY info at an early contact e.g. 6 week contact. Giving it antenatally would be hard for midwives as they don't have much time and HV antenatal contact have so much other information to deliver.

Likes the suggestion of creating SBY videos. Has used the UNICEF infant feeding videos when working with families and they have worked well. Varies as to whether she watches the videos with parents or just directs them to the videos, depending on the context. E.g. of hand expression of breast milk—she held baby whilst mum expressed her milk which worked well and mum actually learned a lot better that when she showed her how to do it. Issue is that some HV have laptops and others don't and they are not yet routinely using IT in their visits, it's often a case of using the families own IT resources during visits. For HP to sit and watch a video depends on how long the clips were. HV did sit with parents when they showed them the NSPCC coping with crying video (

video on the effectiveness of the fil from a HP perspective, good demonstration as to why videos are effective (<https://www.youtube.com/watch?v=NZMh7WyCies>) . If HP have knowledge about the video they could tell them a little about it and then leave parents with the link.

Thinks that it would be a good idea to develop SBY from a personal level, but as a workforce this might be where there is some dilemma. It would be very useful to have but you would need to get that buy-in to the service and agreement that being the way forward to deliver sleep advice to parents and to move away from the sleep training model.

Would like to see a larger evaluation of the service to capture how/if SBY works from both parent and HP perspective. Agreed that allowing a longer period between introduction of SBY and evaluation would be beneficial to allow HP time to get used to using the programme. "It take a long time to embed something new, especially when the philosophies might be new to practitioner and then taking that out into practice, that can be really quite hard"

[Discussing where or not the advice during the training session was adequate for HP to then go out and use SBY with parents] "I didn't actually find the video clip that helpful, it was the least helpful part of the session". Suggested that getting some user feedback as a video clip would be very "powerful" for HP to see, about what they thought about the information and how they have used the information and how it has worked for them. Believes that HP would be more inclined to use it if they see real-life clips of parents' experiences of using it. "I think a lot of people find data quite dry, where actually, when you hear a service user describe how something has worked and it has changed things for them, that actually much more powerful". Could also have a HV talking about how they have used it and found it useful too, not necessarily the mum and HV who are connected.