

"I don't feel I've had the time to give to SBY as much as I'd have like to have given it". Hasn't encountered many parents due to the current working situation. Lost a member of the team and so had to rely heavily on nursery nurses to deliver the 3-4 month contacts with parents. Had spoken to few mums at the 1 year check who said that their baby wasn't sleeping but "they just sort of looked at me as if to say 'what are you going on about'" Spoke to two mums in particular at a 1 year visit and had explained the principle of SBY including sleep pressure and suggestions about daytime naps. At the time they appeared to be keen but found that when she revisited them a week later one was still putting baby down for a 2pm nap in a darkened room upstairs (believed that she had other issues going on in her life at that time making it difficult for her to concentrate on that particular suggestion) the other said 'oh, it just didn't work'. She tried to asked what she had tried and how did she go about it but she just said it didn't work and had carried on with her existing behaviours. "I think it's about changing people's perceptions right from the start really, like I say people were looking at me like I had two heads when I was talking about sleep pressure and things. I think it's just trying to battle what's happened for years {are these women who also have older children] not necessarily, they may have strong granny influences" It's much harder to change ideas once their babies reach 1 year and above. The other issue she finds is that a lot of professional women tend to like routine, for e.g. they might say I'm going to feed every 3 hrs even though we say don't do that and we encourage responsive feeding. "They're like, you're going to feed every three hours and you will nap at this time 'cos that fits in with me and what I want to do and then obviously they're the ones who end up often with the most difficult babies". One she had used the leaflet with them but didn't leave it with the family, the other she didn't happen to have a leaflet with her at the time. On reflect thought that maybe she should have left the leaflet with her and said she would talk it through with her again the next visit.

Had seen some mums with babies in the first 6 weeks and had been talking to them about the SBY principles in the hope that this change people's expectations of infant sleep and may prevent future sleep problems.

"It's great, I really like the package that came with it (SBY)" It's just trying to convince mums to trust the ideas that's been an issue.

Thinks that SBY "absolutely" fills a gap in service provision. "The only thing we've got is Solihull which is about the disappearing chair or controlled crying and we get a lot of people who don't want to do the controlled crying because they can't leave their babies to cry...so yes, it absolutely fills a gap [in service provision] but I think what we need to do is get these ideas earlier to prevent and learn to trust in their babies at that early stage"

Thinks that developing SBY antenatally may be useful but thinks that delivering the whole programme at that stage would be too much, perhaps just introduce some of the ideas briefly in when we talk about safer sleep. Antenatally they like to just focus on how parents are going to care and feed their baby in the first few weeks and finds that mums are very much focused on their baby's arrival and not so much about how they are going to sleep at that stage.

They run a 5-6 week course for mums with babies from around 6 weeks old to 12 weeks. They talk about different topics each week so could be incorporated into the discussions about routines. Again, it tends to be the nursery nurses that deliver these programmes so targeting nursery nurses and involving them more in the SBY programme and training would be valuable.