

ICON Parent Questionnaires Summary of findings
16 October 2018

- 23 parent questionnaires were completed. There were a total of 76 names on the list, 23 had no phone number and 1 was a stillbirth. Of the 53 available to contact each was contacted at least once with the majority contacted twice.
- The majority of babies (22/23) were aged between 8 weeks and 15 weeks when the questionnaire was completed (with most being between 10-12 weeks). One baby was 6 months old and had been born prematurely.
- Of the 23, 11 were completed by just mum, 11 were completed by mum and dad, and one by mum and female partner.
- 19/23 mums recalled ICON being discussed and 7/11 dads. For the family with female partners neither recalled ICON being discussed.
- We didn't collect data about the ethnicity or first language of parents however we know that approximately 5 of the parents who completed the questionnaire didn't have English as first language. One mum handed the phone to dad.

The table below summarises who completed the questionnaire, age of baby and when they recall being spoken to.

Ref	Who	Age (wks)	HVA	CMW	HVNBV	BR	HV6W
1	Mum	11			x		x
2	Mum & Dad	12	x	x	x		
3	Mum	8		x	x		
4	Mum	15					x
5	Mum & Dad	12				x	
6	Mum	12	?		?	x	
7	Mum	12	x				
8	Mum & Dad	12		x	x		
9	Mum	14					x
10	Mum & Dad	11	x	x	x	x	
11	Mum & Dad	12	x			x	

12	Mum	12					
13	Mum & Dad	26					
14	Mum & mum	12					
15	Mum	12				x	
16	Mum	12					
17	Mum & Dad	13		x	x	x	
18	Mum & Dad	12			x		
19	Mum & Dad	10	x	x		x	
20	Mum & Dad	12		x			x
21	Mum & Dad	12	x	x	x	x	
22	Mum	10	x		x		
23	Mum	12		x			

6 out of 7 of the dads recalled receiving the information at the birth registration and one mum commented that for health visitor appointments it should be specifically stated that they are for dads too so they can be told about ICON. Another mum thought the information should also be given when you are discharged from hospital.

Parents were asked what message they remembered about ICON. Most of the parents recalled the message from ICON.

'Babies cry, there are reasons, here is a leaflet to help you cope' Mum 1

'Crying is normal, it's ok to leave baby in a safe place if you need a break' Mum 2

'Put baby down, walk away and let baby cry. Do not shake baby' Mum 7

'I have used the mantra 'babies cry, I can cope' myself when baby has cried. It has gone round my head and helped.' Mum 4

Two parents couldn't remember at all and two talked about safe sleeping messages

'It's hard to remember the exact messages because you get that much information to go through. The staff were brilliant at birth registration but I can't remember key messages, Dad 5

'How to keep baby safe while asleep and where to put him and how to use the blankets' Mum 21

Some parents talked about not needing the information - either because their baby 'isn't a crier' or because it wasn't their first child.

'As a second time dad I didn't really listen this time round' Dad 10

'It's my second baby so I'm more relaxed' Mum 11

'Got given the leaflet but I said that my baby isn't a crier' Mum 15

When asked about the resources all who answered the question said that they were average, good or excellent. Comments included:

'Leaflet good - better than when had last child' Mum 3

'Leaflet is good - not much time to read but a good amount of info' Mum 10

'It's all common sense' Dad 10

'I liked the bullet points on the leaflet' Mum 11

Only two of the parents questioned were offered a magnet. One had it on the extractor fan and one declined it. Another parent thought it was a good idea even though they hadn't received one.

Suggestions for other resources included

Something to put on a changing bag / bag tag / something that other people will see including older children

Key ring

Something for the buggy

Parents were asked how the message could be improved. Some parents focused on different ways of getting the message out and stressed the importance of being told by a health professional not just given a leaflet. Comments included

'Posters at baby clinics, info online. An app with techniques to help stop a crying baby'

'Include in 6 week check at doctors, immunisation clinics, postnatal needs to be pushed more.'

'More important for first time parents'

'Say to first time parents it's ok to ask for help'

'Good as it is, she's my third so it seems common sense'

'Get it on the TV, I didn't know this could happen. Health Visitor should say this appointment is for you and baby's father so he can be told'

'Make sure midwife talks to you at home. There is such a lot of information, talking is better'

'Just ensure it is spoken about and not just given out as a leaflet'

'Could be mentioned at discharge from hospital. Needs to be better marketed - not seen it on any poster. Should be on posters and maybe when you get baby weighed.'

Parents were asked if they would feel confident sharing the information with other people who care for the baby. All mums except one said they would be confident and of the dads who answered the question four said they would be confident and one said they wouldn't.

Finally, parents were asked if the ICON information had changed how they responded to baby's crying. This question got a mixed response with 12 mums saying it would and 8 saying it wouldn't. For dads, 2 said it would and 3 said it wouldn't. Looking at other responses of parents who said they wouldn't do things differently, this appears to be linked to parents already feeling confident as they were positive about the message itself.

Summary Learning points

- Birth registration was the most effective point for reaching dads. This needs to be considered at the roll out - could this be picked up by all settings that register new births?
- Parents suggested other ways of getting the message out and specifically reaching dads - this included posters, use of TV, apps, at hospital discharge, six week GP postnatal check, baby weighing and immunisation clinics. One parent suggested that dads should specifically be invited to Health Visitor appointments.
- Parents liked the message and thought it was clear but recognised the importance of being told by health professionals and not just being given a leaflet.
- Parents liked the idea of a baby bag tag or something that travelled with the baby.
- Second / third time parents generally seemed to feel that the message wasn't as relevant to them. One dad said he didn't listen because he wasn't a first time dad. The evidence from SCRs in Manchester is that AHT is an issue for second / subsequent babies so we need to give some thought to how this message is conveyed when talking to parents who aren't first time mums and dads.