

Appendix 2 You Said We Did Document from our Start for Life Parent & Carer Panel

	'YOU SAID'	'WE DID'
Maternity	<p>Importance of good clear communication from professionals about the services available</p> <p>Need to improve Father's role in birth</p>	<ul style="list-style-type: none"> • Best Start for Baby programme - regular and more frequent 1-1 support in the first 12 months for all families. • Investment in lead midwife role to support the transition from maternity to early years, developing a more integrated service • New families website • Anya App – support on-line, including out of hours • All publicity includes images of fathers • All staff attend training to develop awareness of positive impact of fathers on child development and outcomes • Fathers inclusive manager role and team created • Fun activities for dads and their children including on Saturdays
Infant Feeding	<p>Support needed for all, not available for bottle feeding/ not the same welcome</p> <p>Provide more support in hospital (postnatally)</p>	<ul style="list-style-type: none"> • Camden Baby Feeding Team supporting breastfeeding and safe bottle feeding • More Baby Feeding clinics, additional locations • Trained volunteers offering support on postnatal wards • All families contacted within 48 hours of discharge and offered support
Parenting Support	<p>Attending children's centres & family hubs – feeling welcome / more online – social media (WhatsApp)</p>	<ul style="list-style-type: none"> • Warm welcome – developing more family friendly reception areas and family rooms • Key Contact role – family worker on duty to talk to families, answer queries, support access • Establishing family hub network & meetings • Development of digital offer, e.g. parent & carer on-line and in person, WhatsApp group for dads antenatally and for baby bonding groups.

	Parenting programmes – barriers /marketing/ creche / length	<ul style="list-style-type: none"> • New parenting programmes introduced • Delivered in family hubs, schools, community centres, on-line and 1-1 at home • Creche provision established
SEND	<p>Emerging SEND needs – what's available – stress of waiting for assessment, specialist interventions</p> <p>Referral assessment – unclear process</p>	<ul style="list-style-type: none"> • New SEND role created to lead this area of work • SEND Family Hubs working group established to develop more joined up approach to service offer • Improved information about universal and specialist services through SENDIASS drop-ins in Family Hubs, Information & engagement Worker linked to MOSAIC, Sensory rooms open to wider community (previously used only by nurseries)
Home Learning	<p>Concerns around the on children's communication & language and impact of technology</p> <p>Support sessions in person preferred</p>	<ul style="list-style-type: none"> • Camden Kids Talk – includes developing resources for families e.g. Ten Top Tips, workforce development - helping staff to help families. • E.g. Baby Bonding and Little Talkers groups, 1-1 support at home.
Perinatal Mental Health	Sharing information with families about PMH Access to support around mental health	<ul style="list-style-type: none"> • Development of wellbeing checks for parents at Best Start for Baby 3month appointment delivered by psychologist • PMH campaign to be launched- destigmatising the need for support • PMH pathways – helping practitioners to support families to access services and interventions.