

POB PLENTYN EVERY CHILD

Welcome to the health professionals' guide to using the new Public Health Wales parent health information resource, **'Every Child – Your Pregnancy and Birth'**, and its Welsh equivalent, **'Pob Plentyn - Eich Beichiogrwydd a'r Enedigaeth'**.

This guide has been written for early years professional colleagues to introduce them to the booklets, provide information about their development, as well as practical guidance about how to use them to support conversations with expectant new parents.

About the booklets

These booklets will replace the pregnancy and birth elements of Bump, Baby and Beyond and Naw, Mis a Mwy, and have been developed following feedback from parents indicating they wanted information that better reflected their parenting journey, was more supportive in tone and was provided when it was most relevant. As with of Bump, Baby and Beyond and Naw, Mis a Mwy previously these booklets should be provided by a midwife as part of the booking appointment.

The new booklets have been written with guidance from health professionals and input from parents who have already been on the parenting journey. This means **'Every Child - Your Pregnancy and Birth'** and **'Pob Plentyn -Eich Beichiogrwydd a'r Enedigaeth'** includes all the essential and important information parents in Wales need to help them give their children the best start in life.

To ensure parents find them as engaging as possible, these booklets have been written in everyday language, and where clinical terms are used, explanations in layman's terms are provided to make the information easy to access and understand. The content throughout the booklet addresses the reader as 'you' to make it feel like they are being spoken to directly.

This approach has yielded positive results, with parents taking part in pre-publication testing of the booklets indicating that they find them supportive, informative and engaging.

Public Health Wales is currently developing further resources covering 'Newborn to age 2', 'Age 2 to starting school' and 'Age 4 to 7', ensuring parents in Wales receive the information they need and want when it is most relevant to them and their families.

Until these resources become available, relevant sections of Bump, Baby and Beyond and Naw, Mis a Mwy, will continue to be made available digitally on everychildwales.co.uk/parent-information/

The **'Every Child - Your Pregnancy and Birth'** and **'Pob Plentyn - Eich Beichiogrwydd a'r Enedigaeth'** booklets will be further supported by an enhanced online offer in 2024.

How to use the 'Every Child - Your Pregnancy and Birth' and 'Pob Plentyn - Eich Beichiogrwydd a'r Enedigaeth' booklets.

The booklets have been designed to support you with your conversation with parents, and provide key information about the following

- The importance of the first 1000 days (pregnancy to the child's second birthday), and what parents can do to bond with their babies before and after they are born
- Looking after your physical and mental health throughout pregnancy
- Smoking cessation
- What to expect from antenatal care
- What happens during the birth
- Feeding the baby
- Information for dads and partners.

To optimise the effectiveness of the booklet you give to parents, it is recommended that you:

- Provide the resource at the booking appointment, giving parents a choice of receiving the English or Welsh booklet
- Provide it in a meaningful way, highlighting to the parents how useful it will be to them.
- Inform parents that this is the NHS in Wales pregnancy and birth resource, and as such has been produced to the highest standards.
- Avoid giving the booklet at the same time as other resources, especially those developed by a commercial organisation. This is important to maintain integrity of the NHS brand, and avoid creating the impression that this NHS resource is somehow linked to any commercial organisation
- Discuss the content with the parents, showing them the contents page and then showing them sample sections of the booklet, they may find useful
- Encourage the expectant and new parents to read the booklet together
- Refer to the contents of the booklet at each routine appointment and check that parents have understood what they read
- Keep your copy handy for when you speak to parents
- Let parents know that the booklet is also available in a digital format, which can be accessed at any time via the below QR code or by visiting everychildwales.co.uk/parent-information/. Remind them to bookmark the site or add it to their favourites if their phone allows them to do so.



Ordering the new resources

***'Every Child- Your Pregnancy and Birth'* and *'Pob Plentyn - Eich Beichiogrwydd a'r Enedigaeth'* will not be sent out automatically to midwifery units. Midwifery departments will need to order copies of the new resource proactively via the Public Health Wales Health Information Resources page phw.nhs.wales/services-and-teams/health-information-resources/ to meet the parent information needs of their local system.**

This process is being implemented to give midwives and maternity services colleagues more control over how they manage stock, and to also help the Every Child team to understand and monitor use of the resource in the system.

The booklets come in boxes of 32 and orders can take up to 10 working days to arrive. There isn't any standard advice or minimum requirement on frequency of ordering, maternity services colleagues can develop local plans for ordering and distribution according to local need and storage capacity. However, we would encourage midwifery services to ensure they reorder in good time and aim to hold at last a one-month supply in stock at any time to avoid running out of stock.

We'd love to hear your views

We'd love to hear from our midwifery colleagues about what they, or the parents in their care, think about the booklet.

If you have any feedback on the booklet, please write to everychild@wales.nhs.uk

If you have any queries/complaints, please send them to the same address.