

Parents know best

How parent consultation shaped resources developed under the **Nurture Programme**



We need to understand parents' needs before we can respond to them

Parents are the real experts when it comes to what they need.



4,135

Parents took part in an online public survey



53

Parents participated in 10 focus groups

Why?

Your key messages are more likely to be taken on board if you **consult with your end user**

How?

Consult **early** and **often**

The Nurture Programme found that **parents know best**

- What information they want
- When they want it
- Where they want it

Consultation can be

- **Time specific**
Through surveys and focus groups
- **Continuous**
Through a culture that constantly seeks and considers feedback

Include a wide range of voices

Those with challenges in literacy, language, culture and technology

Find out what they want and their preferred communication channels. One size rarely fits all

User test early versions. Listen to and respond to feedback



Examples from the Nurture Programme

The Nurture Programme:
Infant Health and Wellbeing set out to strengthen the supports offered to every child born in Ireland from pregnancy up until age 3

With the generous support of the **Atlantic Philanthropies**, it was a unique collaboration between the:

- HSE's National Healthy Childhood Programme
- Katharine Howard Foundation (KHF)
- Centre for Effective Services (CES)

For more information on the **Nurture Programme**, go to:

HSE: www.hse.ie/eng/health/child/nurture/
KHF: <http://www.khf.ie/what-we-do/the-nurture-programme-infant-health-wellbeing>
CES: www.effectiveservices.org

Project	What parents told us	What we did as a result
mychild.ie website and My Pregnancy / My Child books	"More information needs to be given...before hospital booking appointment - the first 3 months can be worrying and you've very little info apart from books and internet"	Created mychild.ie and the My Pregnancy book - given to every pregnant woman at her first maternity appointment
Antenatal education standards	"...minimal use of learning resources and no handouts. The video on labour pain management was literally from the '80s ... so seemed totally outdated."	Developed Ireland's first National Antenatal Education Standards to support quality education for all pregnant women and their partners and a staff training programme
Standardised national training programme and child health record	"Some info[in the record booklet] is out of date now and not relevant" "Would prefer to have access to an online record"	More standardised approach through training and national child health record to be accessible to parents in the future, including online
Embedding the concept of infant mental health	"I struggled with people questioning 'spoiling' the baby by responding to distress"	Provided information on supporting children's emotional development in mychild.ie and the My Child books and training for healthcare professionals