



The National Healthy Childhood Programme



Newsletter 4: Summer 2018

Welcome to the fourth newsletter of the National Healthy Childhood Programme. As children are now on their school holidays we have some timely tips about keeping safe around water and in the sun. We also include very important advice on MMR vaccination and on the dangers of drinking alcohol in pregnancy.



The first six months of 2018 have been very busy and just some of the products from our work are outlined in this issue.

I'd like to thank everyone for their continued support and work and wish you all a safe and healthy summer.

Dr Phil Jennings,

HSE Lead National Healthy Childhood Programme /

Director of Public Health (Laois/Offaly/Longford/Westmeath)

Page 1

- ♦ Welcome
- ♦ New test website - your feedback is needed

Page 2

- ♦ National Healthy Childhood Training Programme
- ♦ Child Safety Programme eLearning and updated resources launched

Page 3

- ♦ Ages and Stages Questionnaire (ASQ-3™)
- ♦ Sleep awareness training courses

Page 4

- ♦ In seconds water can steal a life - watch your child at all times

Page 5

- ♦ Are you and your children protected against measles?
- ♦ Be *SunSmart* - always keep your child protected from the sun

Page 6

- ♦ Never leave your child alone in a car
- ♦ If you drink alcohol, so does your baby
- ♦ Our contact details

mychild.ie New test website – your feedback is needed

Your feedback is invited on a new test website ahead of its public launch later this year. The beta site is a first version of MyChild.ie, the new HSE pregnancy and child health resource for parents.

MyChild.ie is designed to:

- meet the needs of users – parents of children aged 0 to 3 and parents-to-be
- provide evidence-based information from experts
- make it easy for users to find relevant information

Thinking about the parents you work with and their information needs, you can use the feedback button at the bottom of each page. We are particularly keen to get your perspective if you are pregnant or the parent of a child aged 0 to 3. If you work with groups of parents, please invite them to take a look. We are using this beta site to test it with users and get feedback on the content. It is also being used to identify any technical issues.

Nurture Programme implementation team members and other subject matter experts across the HSE have been developing the content for a wide range of topics, many of which currently are not present on HSE websites. We are extremely grateful to all of those involved in this project so far. Their expertise and experience with parents is being matched with the latest evidence in communicating public and patient information online.

When launched, the website will have hundreds of pages. The beta site contains a limited number of topics across pregnancy, labour and birth, babies and toddlers and parenting. Many more will be added over the coming months. Research with parents has informed the content, approach and design.

The content has been edited and designed by HSE communications staff according to the [new HSE content guide](#), [Plain English guidelines](#) and to incorporate search engine data and analysis. We will continue to review and improve articles based on user feedback in the coming months.

MyChild.ie is one of the many elements of the *Nurture Programme – Infant Health and Wellbeing* being delivered this year.

Go to www.mychild.ie or email sorcha.nicmhathuna@hse.ie for further information.

