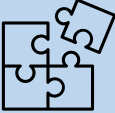









Baby Chat

An Early Language and Communication Improvement Story Board
from East Ayrshire

 <p>The issue</p>	 <p>The team</p>	 <p>Our idea</p>
<p>Baby chat was Introduced in 2018 to initially address low breast-feeding rates in East Ayrshire led by Universal Health Visiting Services.</p> <p>We identified that by developing the group we could reduce loneliness and isolation for Parents, support maternal and infant mental health with a focus on bonding and attachment by use of infant massage as well as communication/interaction with their babies and build resilience in parents to allow them to be the best parents they could be.</p>	<p>Universal Health Visiting Services</p> <p>Visiting Services / Professionals Speech and Language therapy team Community Practitioners 3rd Sector Financial inclusion Child Smile Dieticians</p> <p>Steering Group Membership of the steering group has representation from: Senior Managers in Health, Family Nurse Partnership, Early Years Practitioners, Speech and Language, Dietician, Infant Feeding, 3rd sector services and our Health Visitor Support Workers</p>	<p>Baby Chat is aimed at new parents who are identified by Health Visitors/FNP/SW who may benefit from additional support with babies aged between 6weeks to 6 months.</p> <p>Our Heart ethos of Early Help and Support is the core of baby chat ensuring families can access support at the right time.</p>
 <p>Tools & resources we used.</p>	 <p>What we did</p>	 <p>The impact</p>
<p>Our biggest and most valuable resource is our staff and parents Sessions consistent messages/plan of delivery of sessions that are replicated across all blocks.</p> <p>Venues all considered and risk assessed for suitability – All UNICEF guidelines followed.</p>	<p>Baby chat is led by Universal Services however collaboration with our multiagency partners has ensured longevity and sustainability. This is a vital component of our BabyChat success.</p> <p>Sessions are delivered over a 6-week block in local venues – there</p>	<p>Feedback from parents indicates that having access to professionals and information is important in addition to peer support and spending time with their baby.</p> <p>Parents develop an awareness of key messages around early language and communication</p>

<p>HVSW – wish list of resources to make sessions interactive/engaging.</p> <p>Consideration of room set up – to support and promote communication between babies – lying side by side/mirrors/mood lighting/sensory equipment.</p> <p>SLT Team base strategies and advice on ‘Talk to Your Baby Leaflet’ which outlines early language strategies. Our Helpline and drop-in services are shared and advertised during sessions</p>	<p>are 7 groups now running across East Ayrshire every week.</p> <p>Membership of the steering group has representation from Senior Managers in Health, Family Nurse Partnership, Early Years Practitioners, Speech and Language, Dietician, Infant Feeding, 3rd sector services and our Health Visitor Support Workers who are at the heart of service delivery.</p> <p>Steering Group meetings take place every 6-8 weeks to reflect on and plan the forthcoming sessions. Despite challenges across all areas of the health and social care partnership, all have remained committed to supporting Baby Chat.</p>	<p>Should issues arise that they require additional supports – parents have an awareness of what is available across services</p> <p>All participants have access to feedback form in various forms to ensure inclusion – given pre and post sessions</p> <p>Direct observations from support staff in sessions – ongoing attendance records are kept</p> <p>For the SLT Team, attendance at the group provides the opportunity for early intervention, health promotion and meaningful conversations around language and communication</p>
 <p>Our learning & next steps</p>	<p>Having launched in 2018, the Babychat model has proven to be successful and sustainable</p> <p>Demand for the group continued during the Covid pandemic and the sessions have continued to grow post Covid</p> <p>Identified next steps include:</p> <ul style="list-style-type: none"> • Continue to roll out the availability of Baby Chat group sessions across East Ayrshire • The Steering group is integral to the response to varying needs of communities and promotes on going collaboration. • To provide annual reports to the Children and Young People’s Strategic Partnership • To develop the sessions when need dictates this is required. • Linking with Partners across partnership supporting small test of change in pre birth – Bumps and Bundles • SLT Team are moving to a locality model where team members will be aligned to geographical areas. SLT aligned to each area will attend local Babychat group, bringing knowledge of local area 	
 <p>Find out more</p>	<p>Pamela.parker@aapct.scot.nhs.uk Lynne.mcglain@aapct.scot.nhs.uk</p>	