

## Best Start – key messages that support being a nurturing parent

In 2013, Kirklees Council began work on an idea called Nurturing Parent. This was to support parents- to-be, new parents and services working with families to find ways that could really help to build strong parent /child relationships, through attachment, communication, play, stories, positive approaches and confidence building.

We have worked with parents in Kirklees for the past few years to develop different areas of work, based on experiences, knowledge and conversations to help us understand ways in which parents nurture their children, and some of the challenges and fears they face. The Preparation for Parenthood sessions delivered to first time parents over the past three years is an example of one of the successful developments.

The key messages in this questionnaire have been gathered from local and national sources, and are thought to be really good suggestions of simple ways to make the best start to being a parent.

As this work has always involved local parents and staff who support parents, we are asking for your help. To make sure we get the best suggestions for our key messages across Kirklees, we would like you to have a look at them and tell us what you think. **Your response will be anonymous.**

There are two sections to the questionnaire:

**Section 1** is about the way you get advice and information and who from. We would also like to know how you would like to get information. This section also asks about the 5 Nurturing Parent statements that are at the heart of bonding and attachment. To get the explanation of each statement right, please answer the questions as honestly as you can, as your answers will be used help us to shape the best statements that have real meaning.

**Section 2** shows the key messages (actions) that are being suggested as being helpful and easy to do. There seem to be a lot, but there are a few that are repeated in different sections. There is room to suggest different actions if you think there are some missing. Please take time to do all of the sheets, as your answers will be used to decide on the final selection of messages.

**Please return your completed questionnaire to the person who gave it to you.**

Thank you so much for your help with this activity. Your views are really valuable, and your involvement is important to get the best messages out to all parents and parents to be. Once the 5 statements and key messages are fixed, there will then be work to do on the way the brand and appearance is developed, again with people in Kirklees shaping the way it is created. If you think you might be interested in helping at the next stage, please tell the person who has given you the questionnaire, or email me at the address below.

Many thanks, *Dee Haigh-Elmore* Public Health Improvement Specialist Kirklees Council  
[dee.haigh-elmore@kirklees.gov.uk](mailto:dee.haigh-elmore@kirklees.gov.uk)

Under GDPR guidelines, should you decide to contact me through either of the above methods, this will be taken as consent for Kirklees council to hold your details to support your involvement with this area of work and to be able to stay in touch with you. You can withdraw this consent at any time by informing me at the above e-mail.

## Section 1

Please answer:

Female ☐    Male ☐    Your age -----    First part of your postcode -----

### Questions

- My family and friends give me the best advice about becoming a parent.    Yes ☐    No ☐
- I was told something I didn't know about becoming a parent from:

*(Tick Yes or No for each one)*

My friends and family                      Yes ☐                      No ☐

My health visitor or midwife            Yes ☐                      No ☐

My doctor                                      Yes ☐                      No ☐

Someone else (a volunteer/ care worker/ other professional for example)    Yes ☐    No ☐

- I was told something I didn't like hearing from one or more of those people                      Yes ☐    No ☐

- Do feel you can say what was said to you?

- Do you want to say who said it? (Please use only job title or a description rather than names)

- Was it what was said that you didn't like?                      Y ☐    N ☐

- Was it the way that it was said that you didn't like?                      Y ☐    N ☐

- Is there **anyone** you think you SHOULD get information and support from about becoming a parent?
- Is there **anywhere** you think you SHOULD get information and support from about becoming a parent?
- Where would you **PREFER / feel comfortable** about getting information and support from?

- **Who** would you **PREFER / feel comfortable** about getting information and support from?
- When you are looking for support and information, what do you feel would work best for you? *(Tick as many as you like)*
  - Get it in dribs and drabs? [ ]
  - All at once? [ ]
  - Written down, on a web page or leaflet/ booklet? [ ]
  - Chatted through? [ ]
  - Hands on learning or having a go at stuff? [ ]
- If you have experienced any difficulty in getting information or support can you say what the difficulties were?
- What do you think might be a barrier to people easily finding or using information and/ or support?

Below are some statements about how we build relationships with our babies. Read each one and answer the questions in the boxes below:

| LOVING  | UNDERSTANDING  | COMMUNICATING   | RESPONDING  | PLAYING   |
|---|--|---|---|---|
| <b>Showing love to your baby helps you bond with them and them with you.</b>  | <b>Knowing about making healthy choices for you and baby including physical activity, healthy eating, close contact and coping with stressful moments, helps emotional, physical and social development.</b> | <b>Learning about movement, sounds, actions and expressions helps healthy development. Good communication between parents, family and services help establish positive relationships.</b>             | <b>Learning how babies and children give cues about their needs and how to meet them.</b>   | <b>Playing and having fun helps to develop skills and imagination and helps to build happy loving relationships.</b>  |
| I agree with this <input type="checkbox"/><br>I disagree with this <input type="checkbox"/><br>(tick one only)  | I agree with this <input type="checkbox"/><br>I disagree with this <input type="checkbox"/><br>(tick one only)   | I agree with this <input type="checkbox"/><br>I disagree with this <input type="checkbox"/><br>(tick one only)  | I agree with this <input type="checkbox"/><br>I disagree with this <input type="checkbox"/><br>(tick one only)  | I agree with this <input type="checkbox"/><br>I disagree with this <input type="checkbox"/><br>(tick one only)  |
| I understand what this is saying <input type="checkbox"/><br>I don't understand what this is saying <input type="checkbox"/><br>(tick one only)   | I understand what this is saying <input type="checkbox"/><br>I don't understand what this is saying <input type="checkbox"/><br>(tick one only)  | I understand what this is saying <input type="checkbox"/><br>I don't understand what this is saying <input type="checkbox"/><br>(tick one only)   | I understand what this is saying <input type="checkbox"/><br>I don't understand what this is saying <input type="checkbox"/><br>(tick one only)   | I understand what this is saying <input type="checkbox"/><br>I don't understand what this is saying <input type="checkbox"/><br>(tick one only)   |
| Underline any words you don't like in the statement above   | Underline any words you don't like in the statement above  | Underline any words you don't like in the statement above   | Underline any words you don't like in the statement above   | Underline any words you don't like in the statement above   |
| Do you think this statement will help people to understand what is needed to build good parent and baby relationships?<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only) | Do you think this statement will help people to understand what is needed to build good parent and baby relationships?<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only)        | Do you think this statement will help people to understand what is needed to build good parent and baby relationships?<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only) | Do you think this statement will help people to understand what is needed to build good parent and baby relationships?<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only) | Do you think this statement will help people to understand what is needed to build good parent and baby relationships?<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only) |
| Do you think this statement would help you to build a good relationship with your baby<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only)                                 | Do you think this statement would help you to build a good relationship with your baby<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only)  | Do you think this statement would help you to build a good relationship with your baby<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only)                                 | Do you think this statement would help you to build a good relationship with your baby<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only)                                 | Do you think this statement would help you to build a good relationship with your baby<br>Yes <input type="checkbox"/> No <input type="checkbox"/><br>(tick one only)                                 |
| <b>If you answered no to the above question, can you say why not?</b>   | <b>If you answered no to the above question, can you say why not?</b>  | <b>If you answered no to the above question, can you say why not?</b>   | <b>If you answered no to the above question, can you say why not?</b>   | <b>If you answered no to the above question, can you say why not?</b>   |