

Baby Buddy: embracing the power of evidence, innovation and collaboration to reduce child health inequalities

Plenary 2: Early integrated health and psychosocial services for vulnerable children: Clinical and systems approaches and evidence for quality care

ISSOP 2018, 27th-29th Sept Bonn
Early Childhood Intervention
Science, Systems and Policies Promoting
Healthy Development of Vulnerable Children



#ISSOP2018

@BestBeginnings

@BabyBuddyApp

@AlisonBaum

www.bestbeginnings.org.uk

Charity No. 1120054 Company No. 5866886

Our Vision

Is that all children have the best start in life

Our Aim

To inform and empower parents and professionals to improve outcomes and reduce inequalities



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What I will share with you

- Brief scene setting
- The Best Beginnings approach
- Our Baby Buddy app
- Reach and impact in the UK
- The opportunity to collaborate



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[Thematic Map](#) > Infant mortality rate - World

All



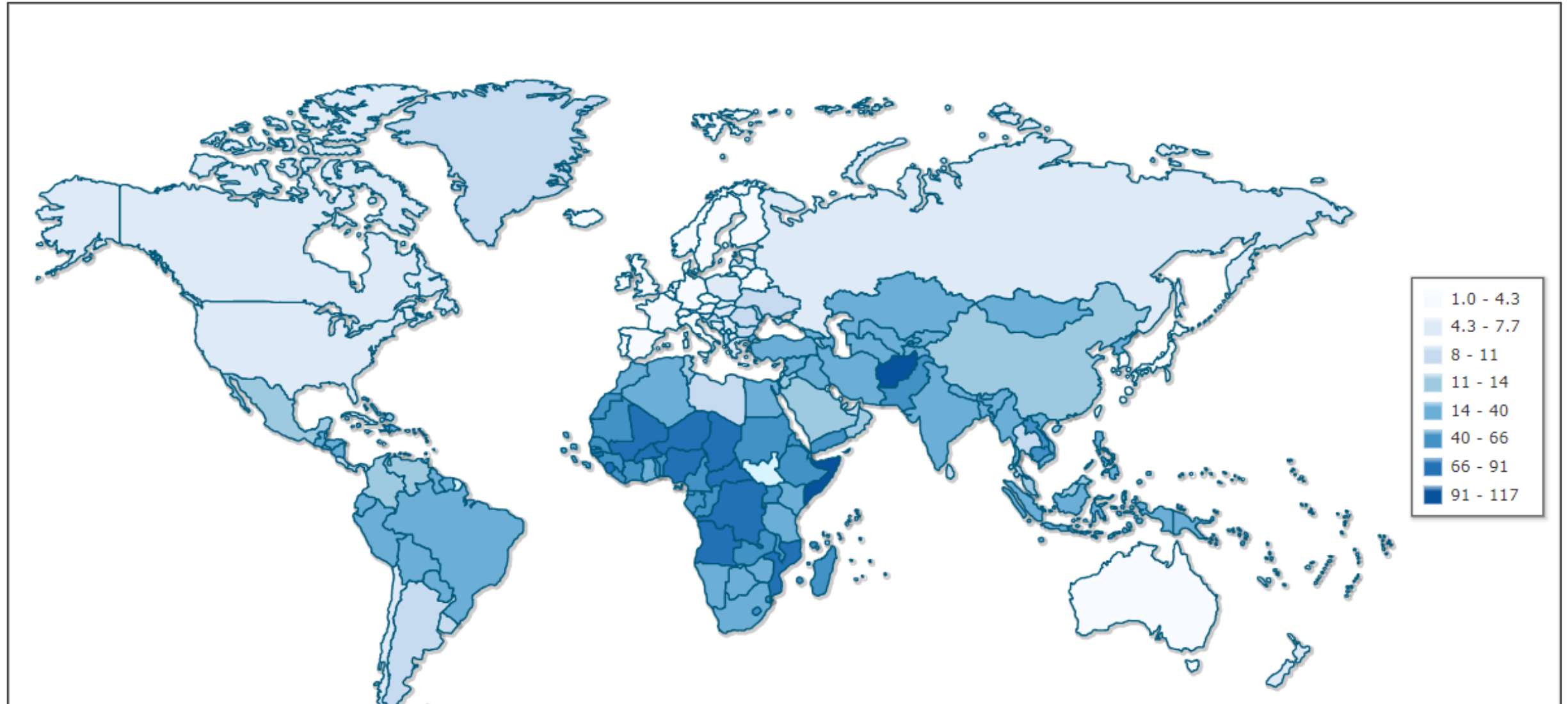
Demographics: Infant mortality rate



World



Submit



UNACCEPTABLE INEQUALITIES

Infant Mortality E.g: a baby born in Birmingham is 4x more likely to die in infancy than a baby born in Bath.

(7.2 per 1,000 births in Birmingham v 1.8 in Bath. England Ave 4.3.)

Born under 2500 grams E.g: a baby born in Newham is > 2x as likely to be born under 2500 grams than a baby born in North Somerset.

(10.4% in Newham ve 4.6% in North Somerset. England Ave 7.4%.)

Breastfeeding at 6-8 weeks E.g: A six week old baby in Wandsworth is c. 4x more likely to be breastfed than a baby of the same age born in Knowsley.

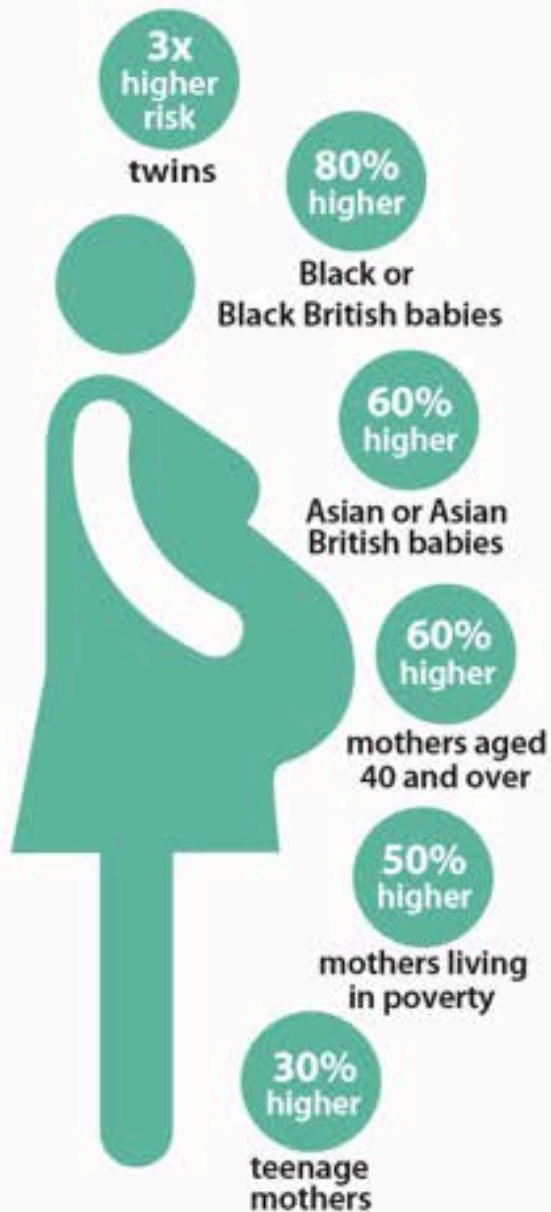
(77.4% in Wandsworth v 19.9% in Knowsley. England Ave 55%)

Smoking on delivery E.g: a baby born in Blackpool is > 13x more likely to be born to a mother who smokes than a baby born in Westminster

(27.2% in Blackpool v 2.1% in Westminster. England Ave is 10.7)



Understanding babies' deaths in the UK: 2014



Out of over 780,000 births in 2014...

5,623

registered deaths of babies before, during or within the first 4 weeks of birth

4,633

deaths of babies born from 24 weeks of pregnancy

3,252

stillbirths

1,381

neonatal deaths

6 deaths for every 1,000 births

How do rates vary across the UK?

Local mortality rates varied across the UK even after taking into account differences in poverty, ethnicity and the age of the mother

They ranged from

4.9

to

7.1

per 1,000 births

What risks do we know about babies who die before, during or shortly after birth?

WINDOW OF OPPORTUNITY

Pre-conception



Child's 3rd
birthday

NURTURING CARE

FOR EARLY CHILDHOOD DEVELOPMENT

A FRAMEWORK FOR HELPING CHILDREN **SURVIVE** AND **THRIVE** TO **TRANSFORM** HEALTH AND HUMAN POTENTIAL



01

Introduction

If we change the beginning of the story, we change the whole story.¹

The Global Strategy for Women's, Children's and Adolescents' Health (2016-2030)² is at the heart of the Sustainable Development Goals.³ Its vision is a world in which every woman, child and adolescent realizes their rights to health and well-being – both physical and mental. That is a world in which they have social and economic opportunities, and are able to participate fully in shaping prosperous and sustainable societies. And an essential part of this vision is that young children's human rights guarantee them the conditions they need to survive and thrive.⁴

We know why this is important. The period from pregnancy to age 3 is when children are most susceptible to environmental influences.⁵ That period lays the foundation for health, well-being, learning and productivity throughout a person's whole life, and has an impact on the health and well-being of the next generation.^{6,7}

We know what threatens early childhood development. The biggest threats are extreme poverty, insecurity, gender inequities, violence, environmental toxins, and poor mental health.⁸ All of these things affect caregivers – by which we mean parents, families and other people who look after children. The threats reduce these caregivers' capacity to protect, support and promote young children's development.

We know what children need to develop to their full potential. They need nurturing care – the conditions that promote health, nutrition, security, safety, responsive caregiving and opportunities for early learning. Nurturing care is about children, their families and other caregivers, and the places where they interact.

We know what strengthens families and caregivers' capacity to support young children's development. An enabling environment is needed: policies, programmes and services that give families, parents and caregivers the knowledge and resources to provide nurturing care for young children. Community participation is a key part of this environment, which also needs to consider the diversity of children and families.

A framework for nurturing care

The Nurturing Care Framework provides a roadmap for action. It builds on state-of-the-art evidence about how early childhood development unfolds and how it can be improved by policies and interventions.⁹ It outlines:

- why efforts to improve health, well-being and human capital must begin in the earliest years, from pregnancy to age 3;
- the major threats to early childhood development;

Nurturing care refers to conditions created by public policies, programmes and services. These conditions enable communities and caregivers to ensure children's good health and nutrition, and protect them from threats. Nurturing care also means giving young children opportunities for early learning, through interactions that are responsive and emotionally supportive.



1

Co-creation & production of national innovative evidence-based resources

for parents & professionals that utilise human narrative & technology & augment & enhance what exists.

2

Co-creation & delivery of local/regional plans

to make our resources 'business as usual' within local care-pathways (embedding).

3

Evaluate and disseminate findings about the impact

of our resources to inform future developments.

IN OUR FIRST TEN YEARS WE HAVE

- Created five national resources that have reached over 2 million families and that are endorsed by multiple organisations:



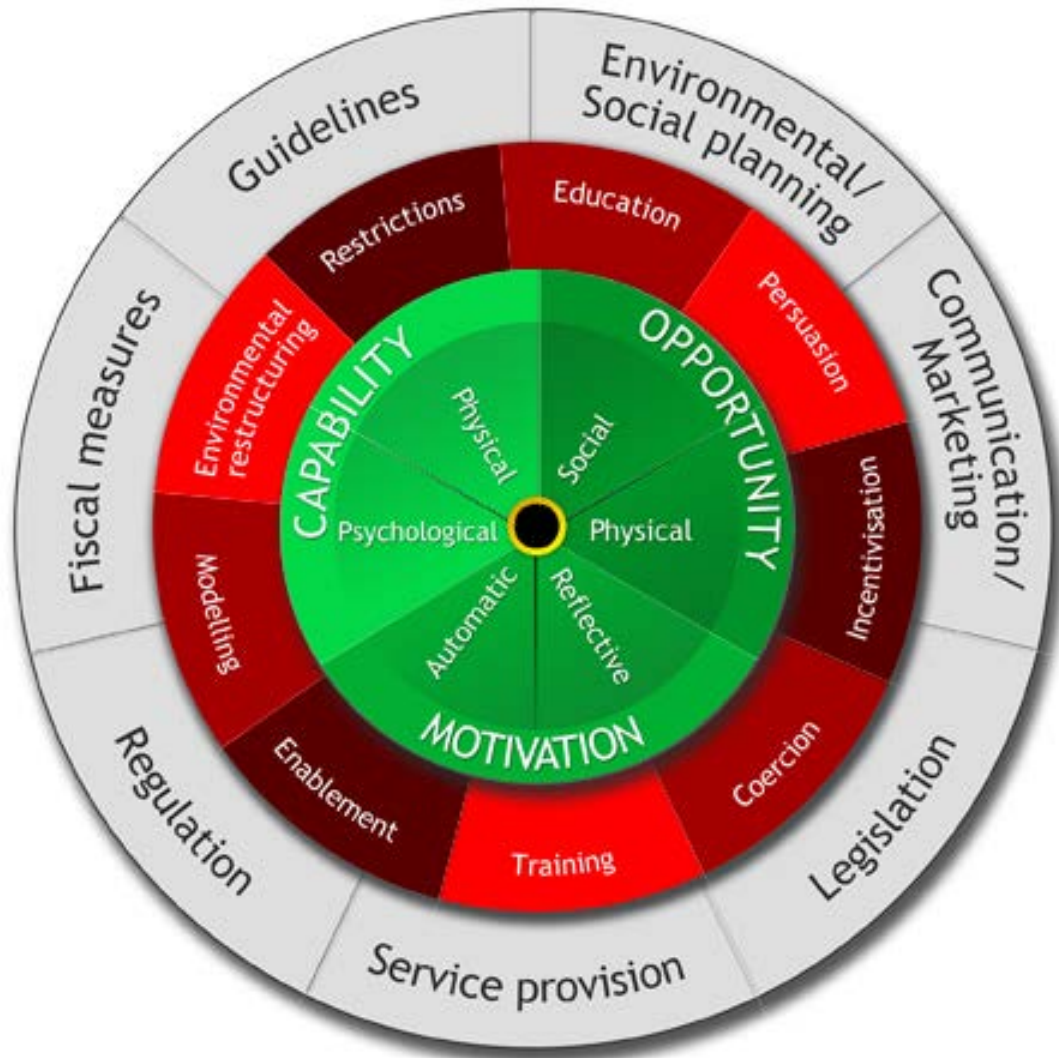
- Taken a “Proportionate Universalism” approach
- Been unwavering in our focus on improving outcomes with a commitment to three guiding principles:

INNOVATION

COLLABORATION

EVIDENCE

MICHIE ET AL. BEHAVIOUR CHANGE WHEEL



The behaviour change wheel: A new method for characterising and designing behaviour change interventions

[Susan Michie](#),¹ [Maartje M van Stralen](#),² and [Robert West](#)³

[Author information](#) ▶ [Article notes](#) ▶ [Copyright and License information](#) ▶

This article has been [cited by](#) other articles in PMC.

Abstract

Go to:

Background

Improving the design and implementation of evidence-based practice depends on successful behaviour change interventions. This requires an appropriate method for characterising interventions and linking them to an analysis of the targeted behaviour. There exists a plethora of frameworks of behaviour change interventions, but it is not clear how well they serve this purpose. This paper evaluates these frameworks, and develops and evaluates a new framework aimed at overcoming their limitations.





BABY BUDDY

A purposeful intervention in the guise of an engaging and fun app designed to empower parents and parents-to-be, support relationships, enhance conversations and help parents maximise their:

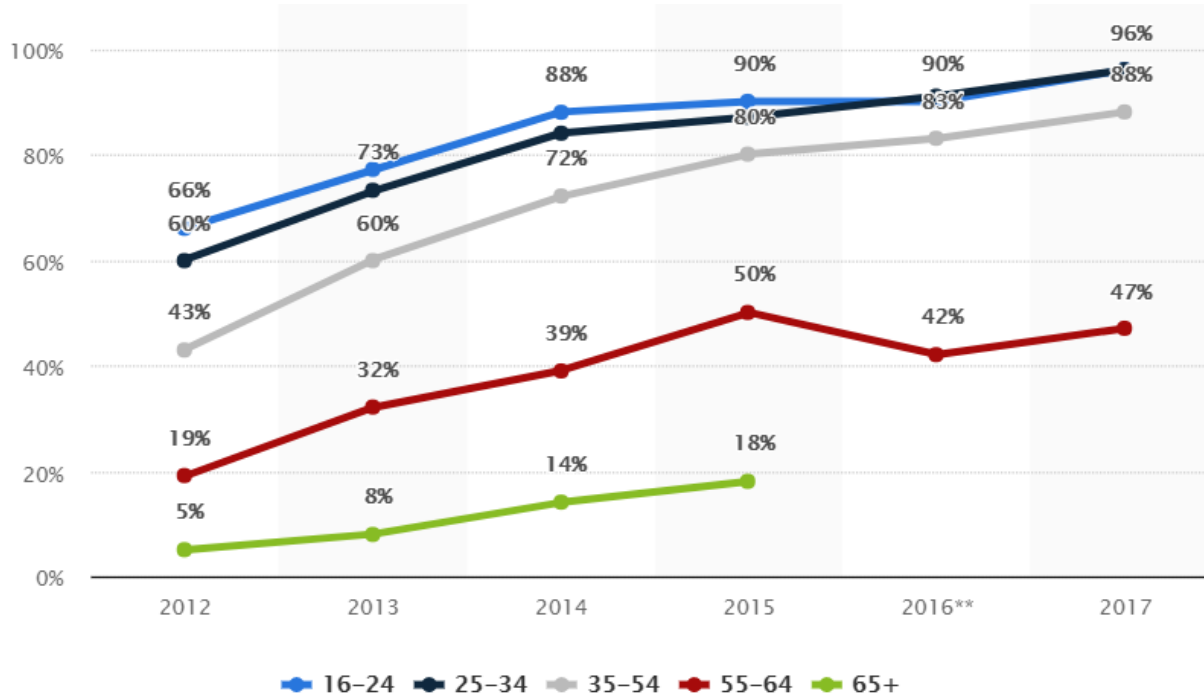
- b** own physical and mental health
- b** child's development



BABY BUDDY

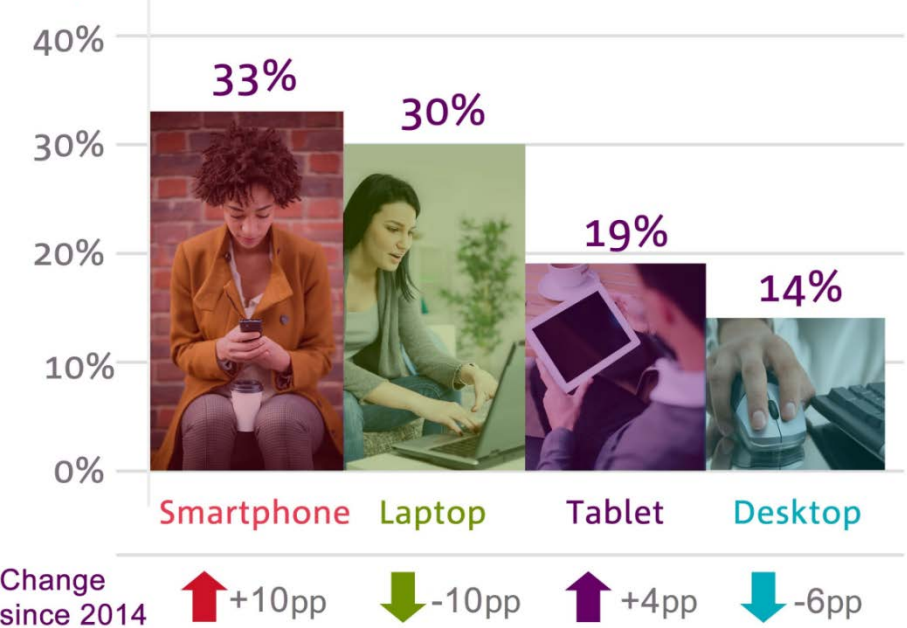
-  Directly empowering and informing parents & professionals
-  Augmenting & enhancing existing interventions & support
-  Taking an “as well as” not “instead of” approach
-  Iterating, based on our constant development feedback loop

The rise of the smartphone



33% of internet users view their smartphone as the most important device for getting online

Proportion of internet users



The rise of apps

- 5 Million apps available
- >165,000 medical and health apps
- 74% of pregnant women using pregnancy apps don't check validity of information

Smartphone is a key & growing information source

Ofcom Communications Market Report 2015, Statista, 2017, Lupton 2016

(with thanks to Dr Adrienne Gordon)

Baby Buddy is available on the NHS Apps Library and endorsed by:



Baby Buddy Awards:

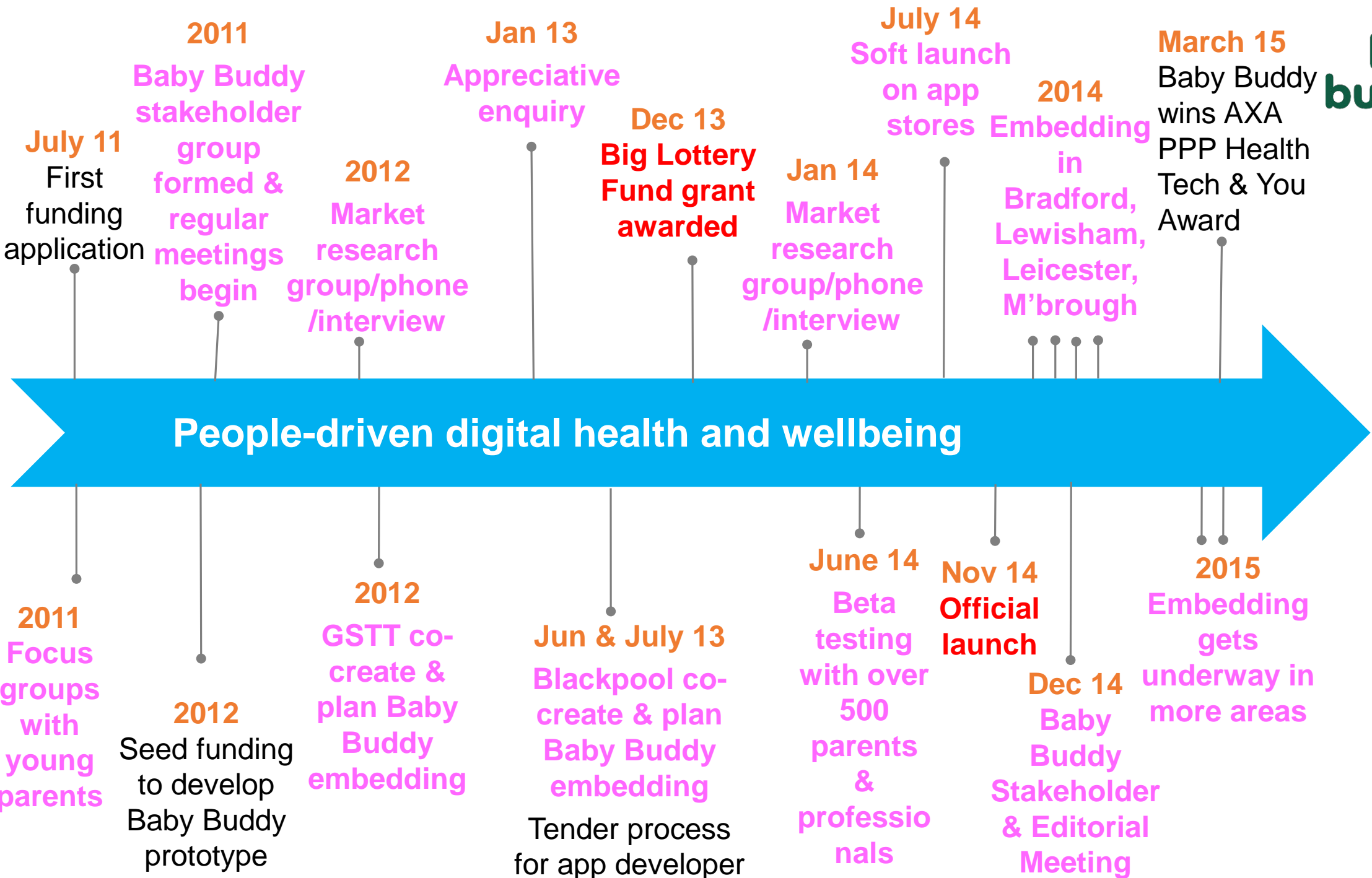
FINALIST

FIRST PRIZE



best beginnings

baby buddy™



July 11
First funding application

2011
Baby Buddy stakeholder group formed & regular meetings begin

2012
Market research group/phone/interview

Jan 13
Appreciative enquiry

Dec 13
Big Lottery Fund grant awarded

Jan 14
Market research group/phone/interview

July 14
Soft launch on app stores

2014
Embedding in Bradford, Lewisham, Leicester, M'brough

March 15
Baby Buddy wins AXA PPP Health Tech & You Award

2011
Focus groups with young parents

2012
Seed funding to develop Baby Buddy prototype

2012
GSTT co-create & plan Baby Buddy embedding

Jun & July 13
Blackpool co-create & plan Baby Buddy embedding
Tender process for app developer

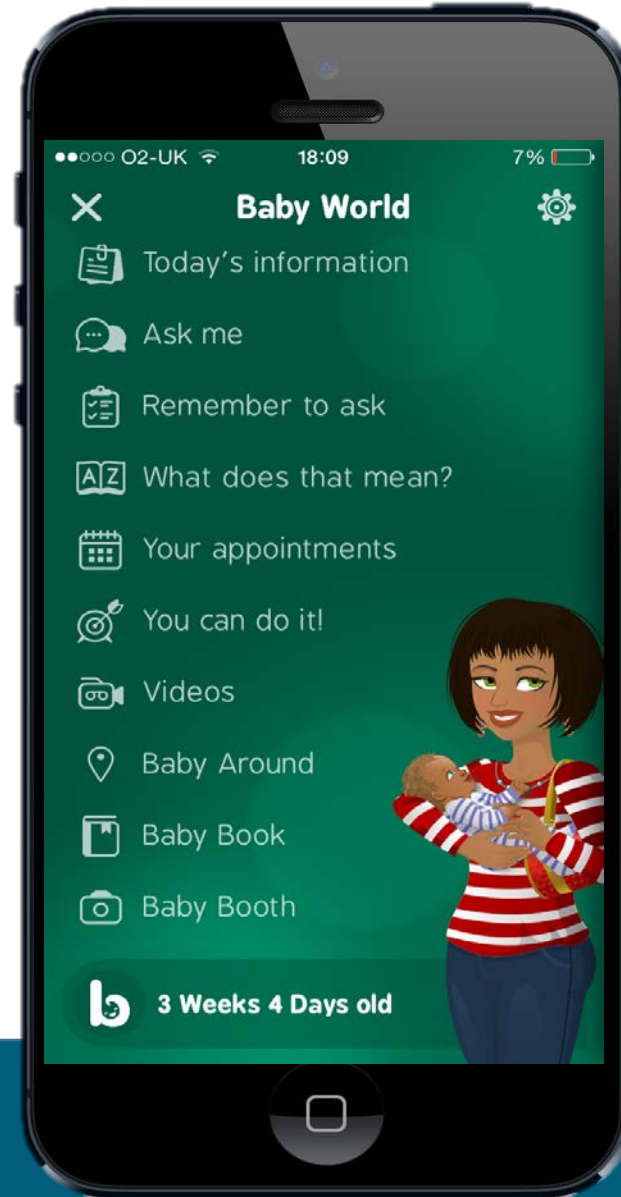
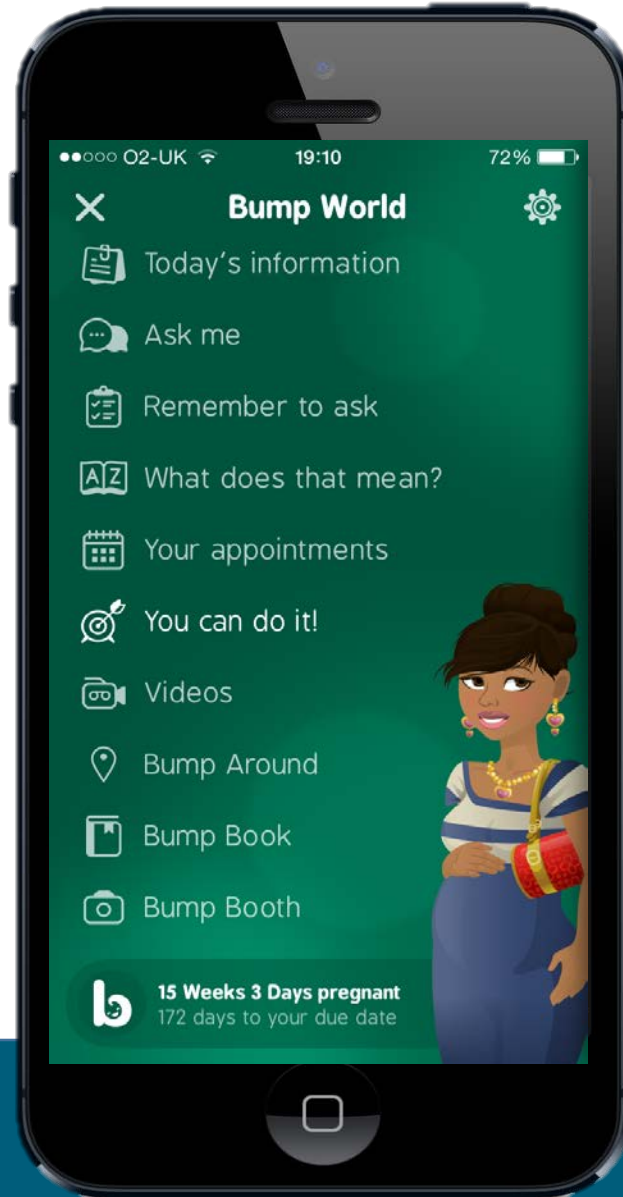
June 14
Beta testing with over 500 parents & professionals

Nov 14
Official launch
Dec 14
Baby Buddy Stakeholder & Editorial Meeting

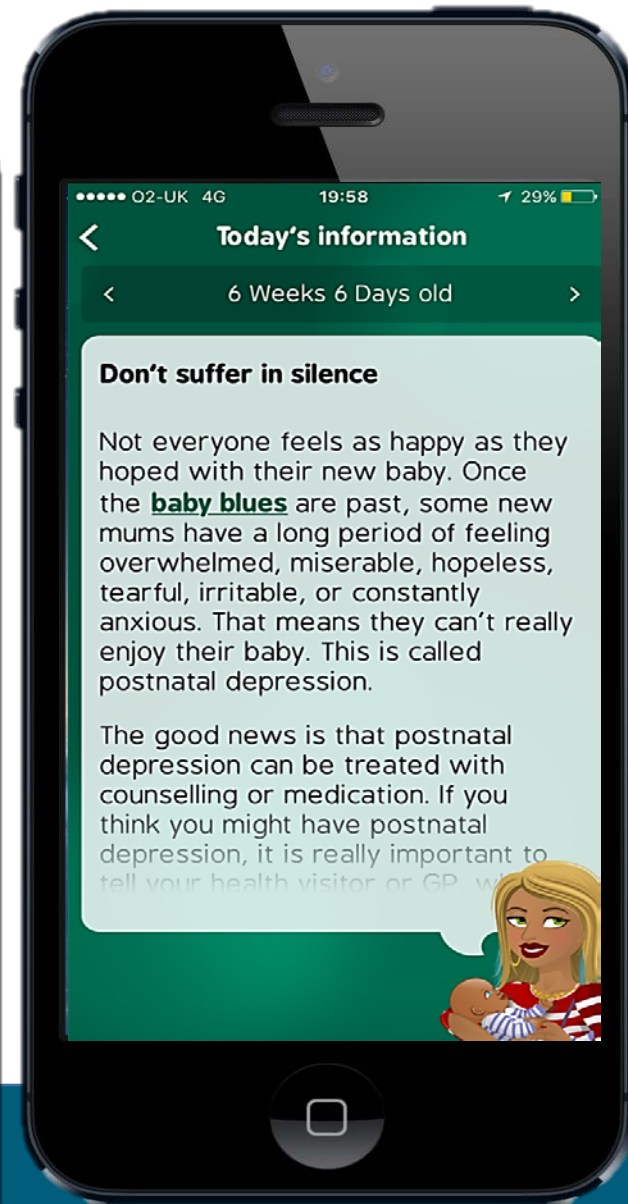
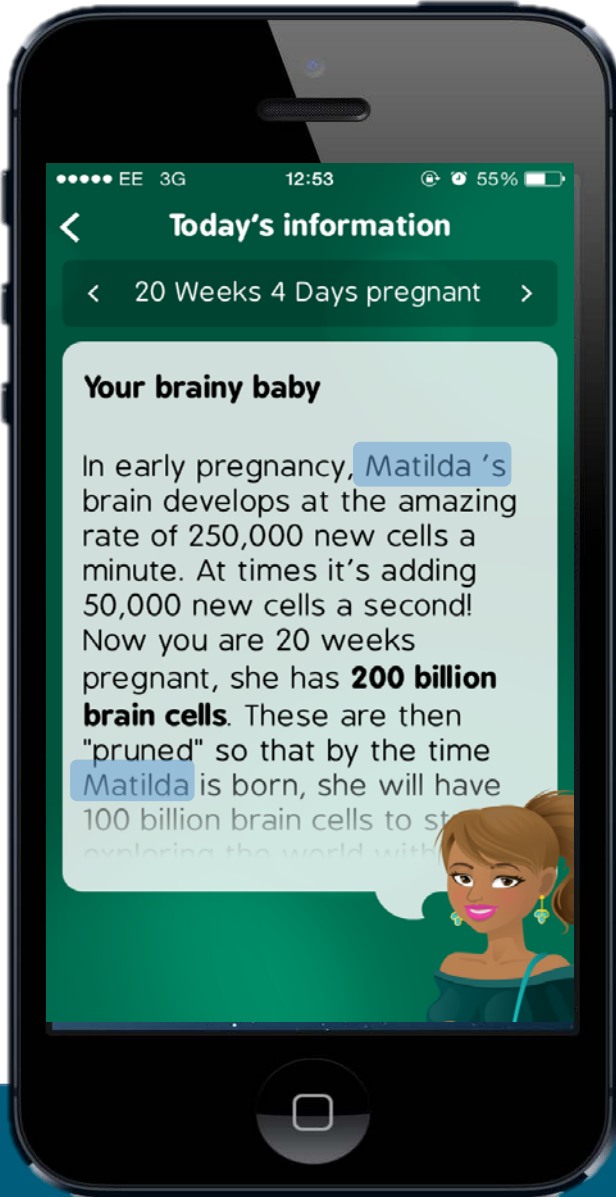
2015
Embedding gets underway in more areas



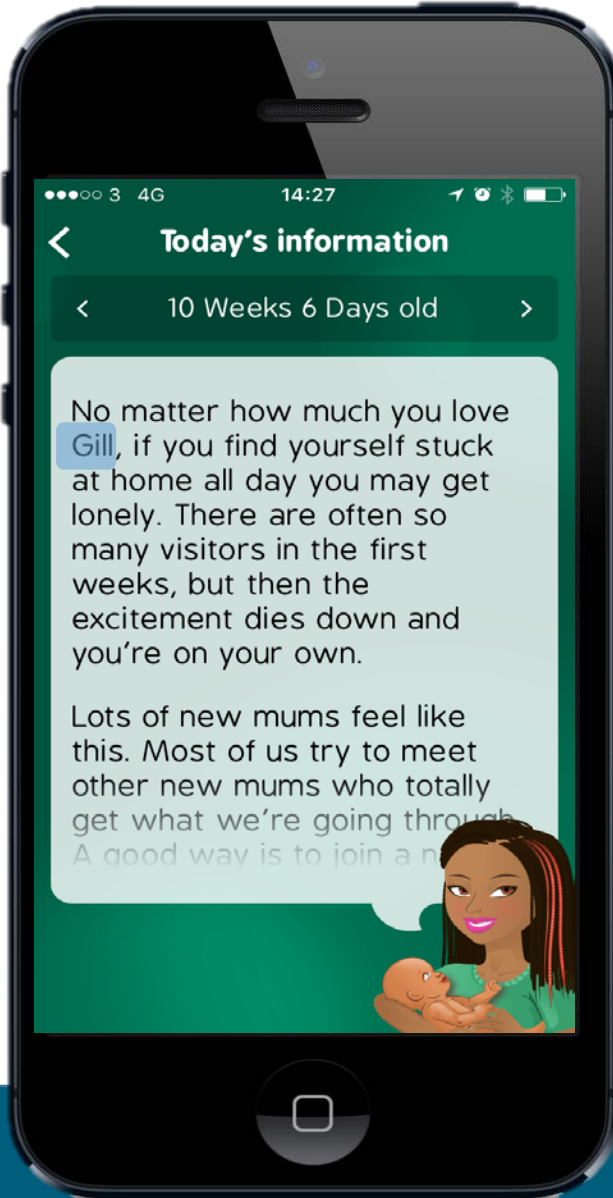
Baby Buddy Features



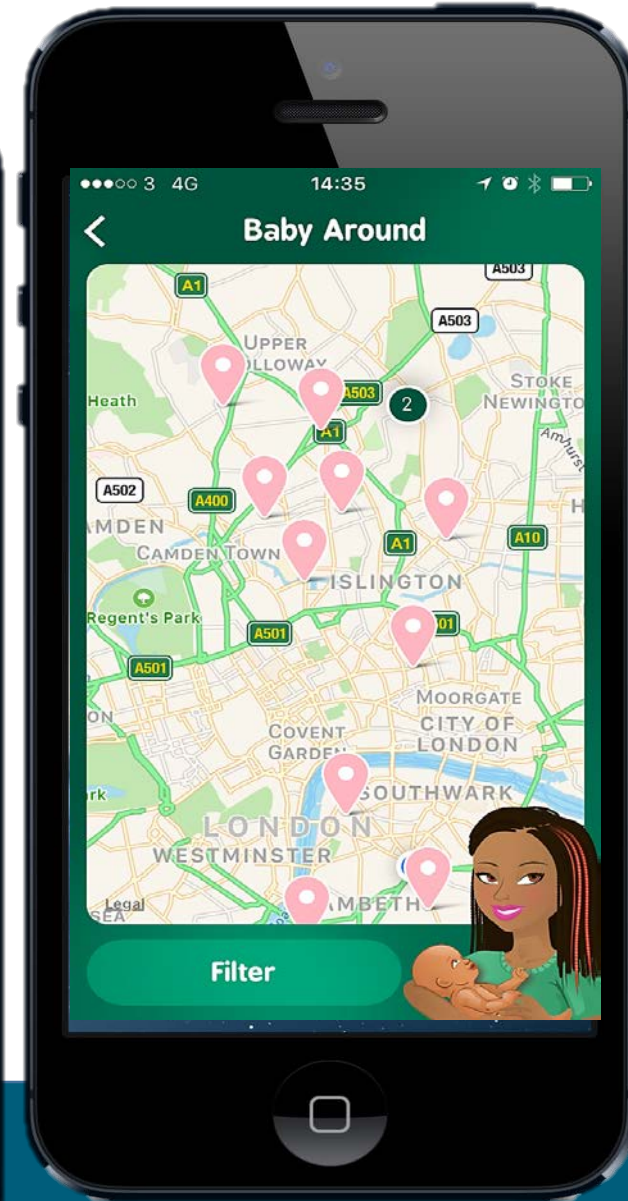
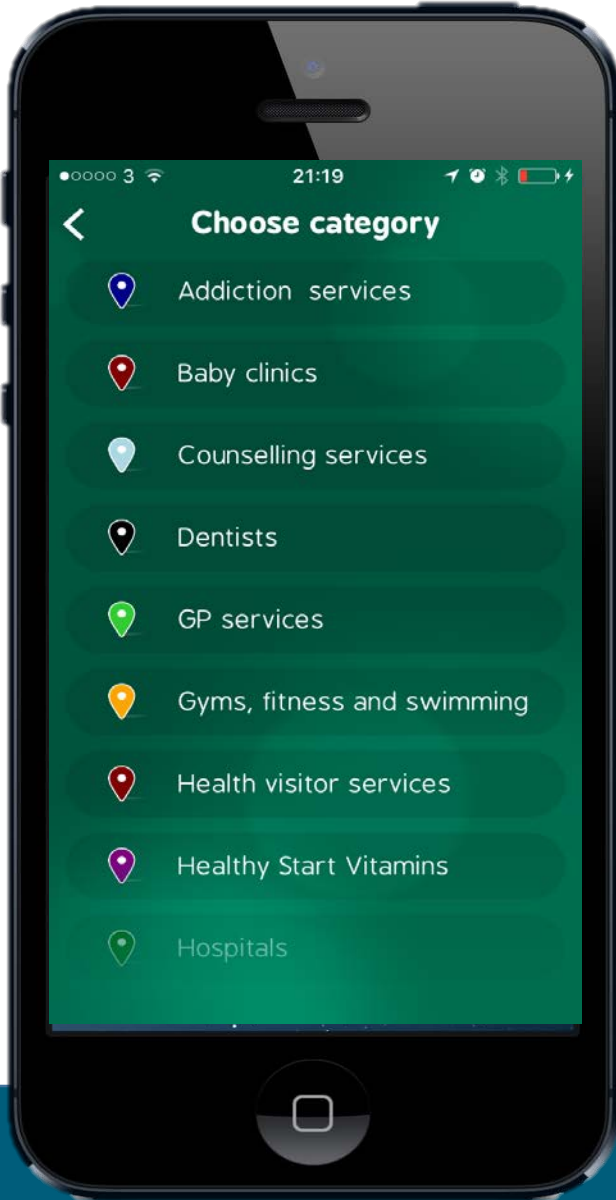
Personalised "Daily information"



Personalised “Daily information”

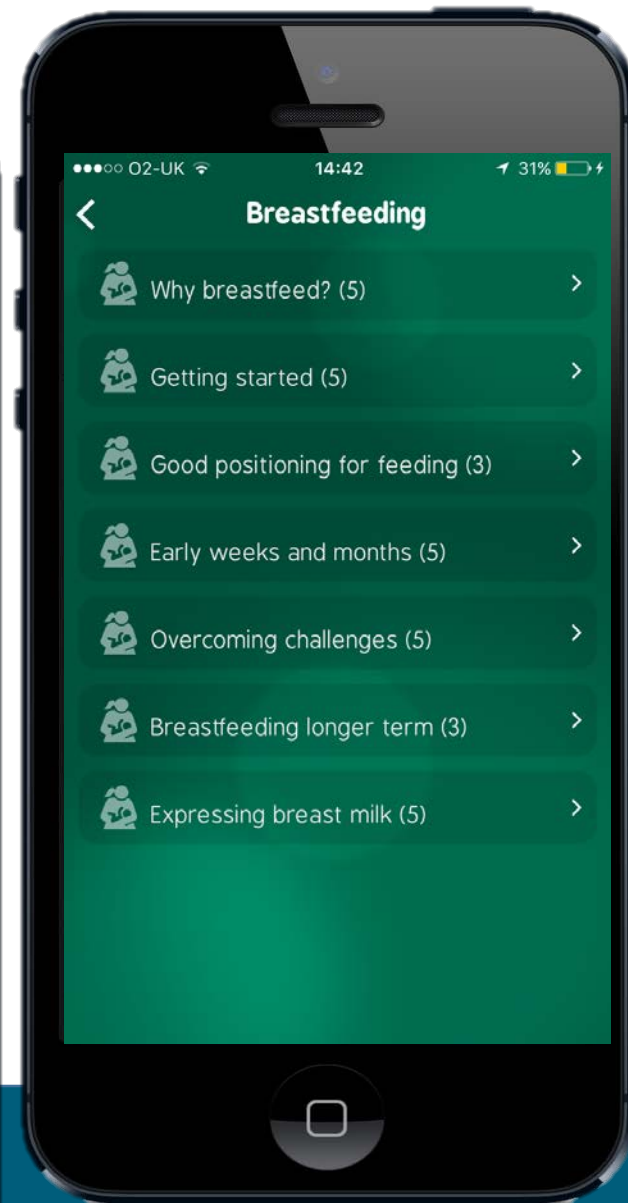
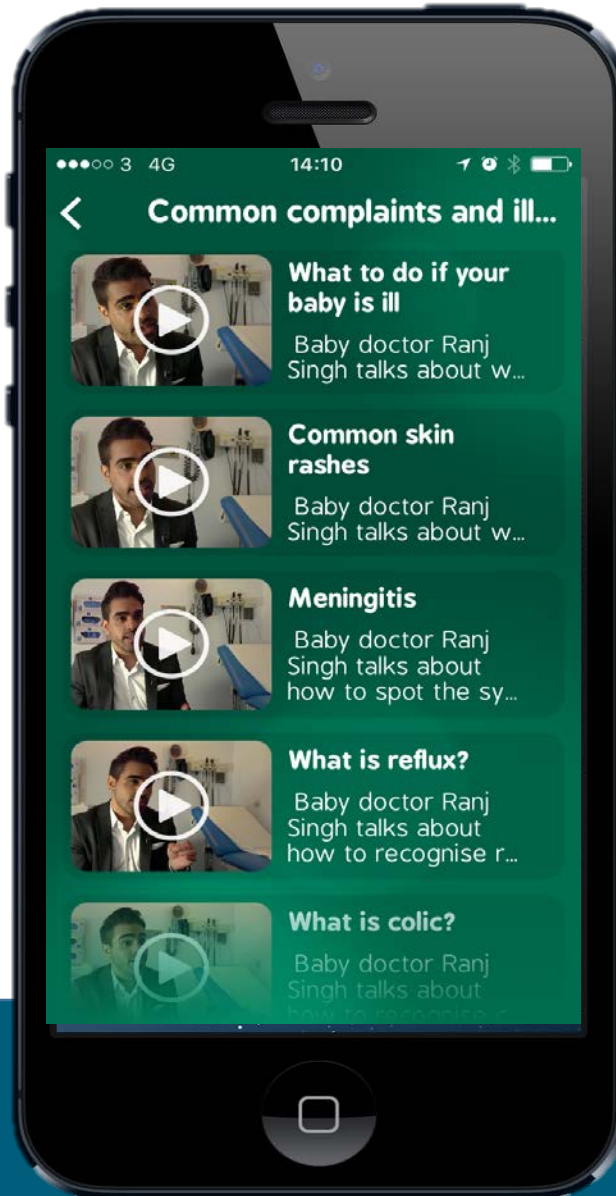
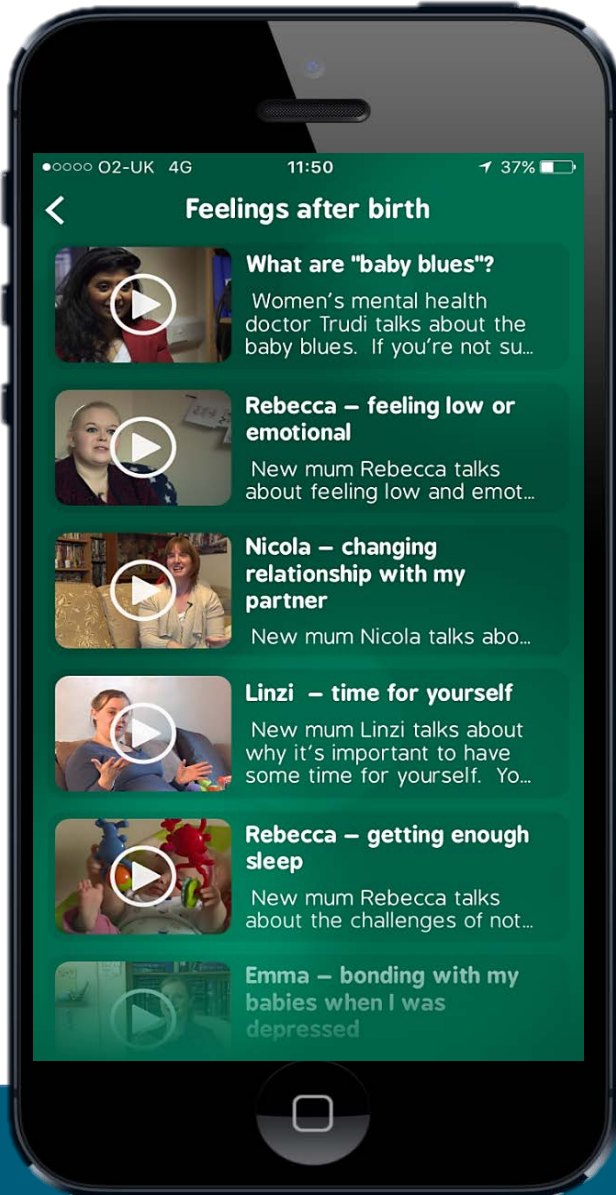


Geolocation – to help uptake of local services



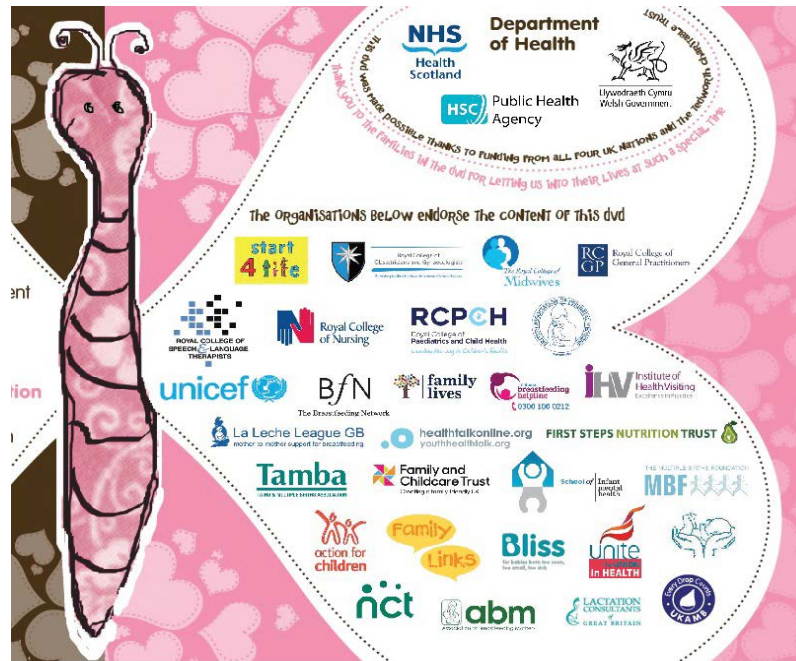


Over 300 videos





Launched in 2008 and updated in 2014, thanks to funding from the Department of Health



From Bump to Breastfeeding is in the following languages:

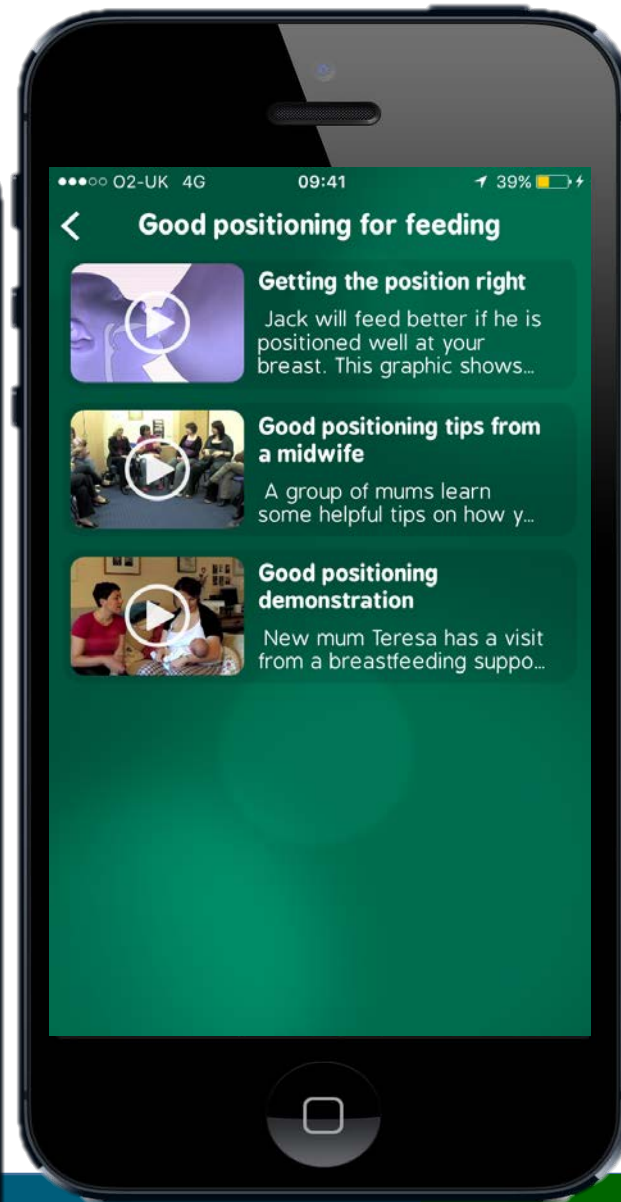
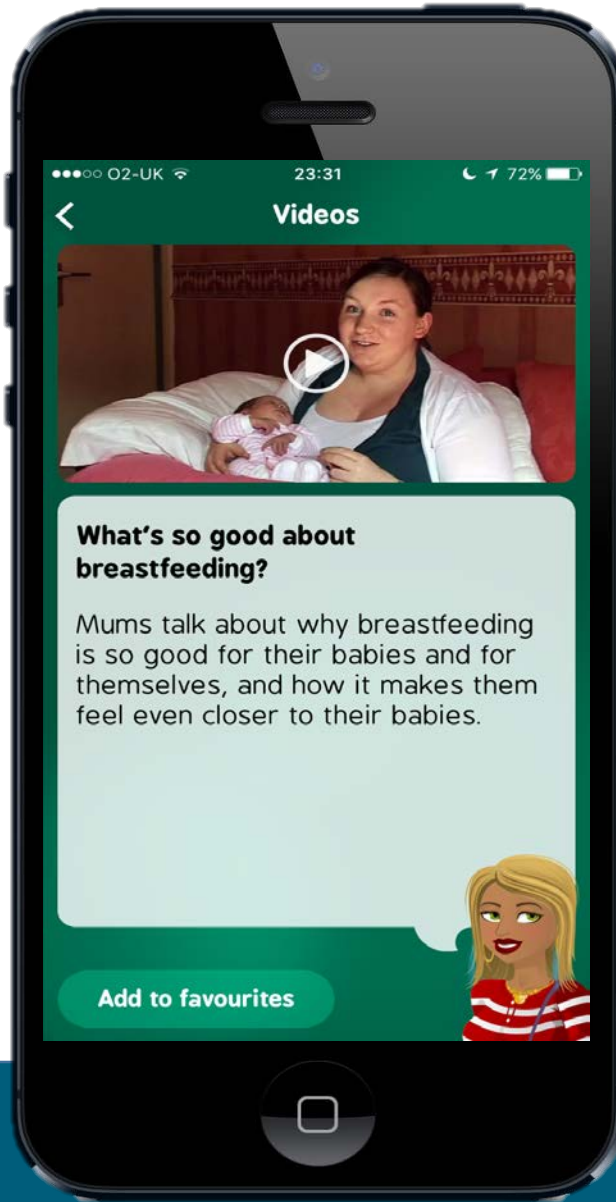
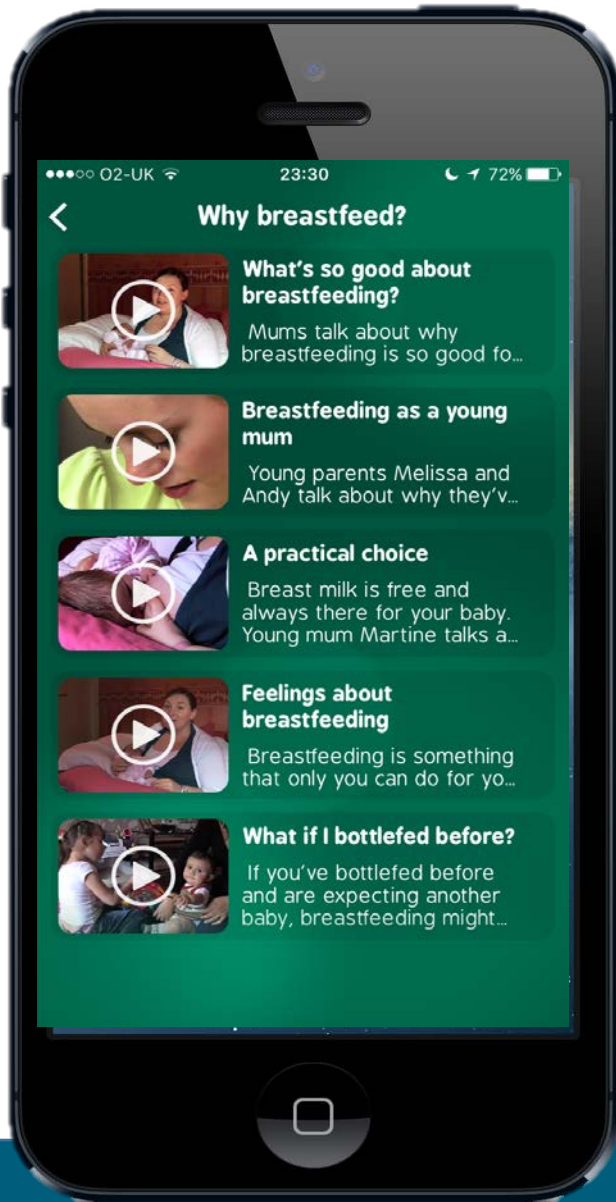
- Urdu
- Bengali
- Somali
- Polish
- Arabic



An independent academic evaluation undertaken across 14 hospitals in 2009 found the intervention was effective.

Following this, our From Bump to Breastfeeding films became incorporated into the DH/NHS England /UNICEF/Start4Life breastfeeding care-pathway.

from bump to breastfeeding



Understanding your **baby**

from bump to breastfeeding

out of the blue



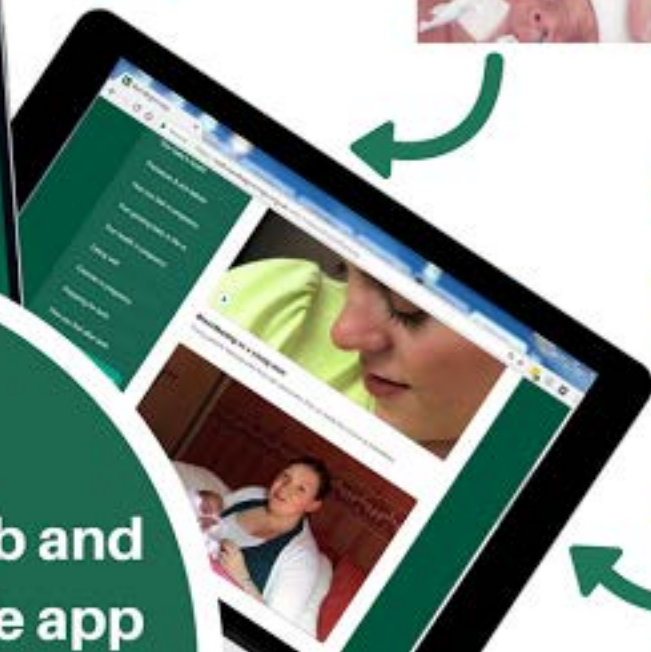
DVD

small wonders



DVD

baby buddy™
films



baby buddy web and mobile app

OUR CHANCE
FOR A SAFER PREGNANCY



Web

1. Antenatal visits - what's the point?
2. Antenatal visits - what can I do?
3. Diabetes in pregnancy - what's my risk?
4. Is my baby growing?
5. What should I be eating?
6. Tips for staying active
7. Can I drink?
8. Why I cut out alcohol
9. Can I smoke? The facts
10. How I stopped smoking
11. Taking street drugs - the facts
12. Immunisation - protecting me and my baby
13. How can I avoid infection?
14. Is my baby moving enough?
15. When my baby stopped moving - a mum's story
16. Vaginal bleeding or discharge - the facts
17. Itching - what does it mean?
18. Pre-eclampsia - the facts
19. New mum? What can go wrong? The facts
20. What if my waters break early?
21. After my baby is born - what's good to know
22. When a baby dies
23. My mental health matters
24. After my baby is born: the coming weeks and months
25. What is Our Chance?

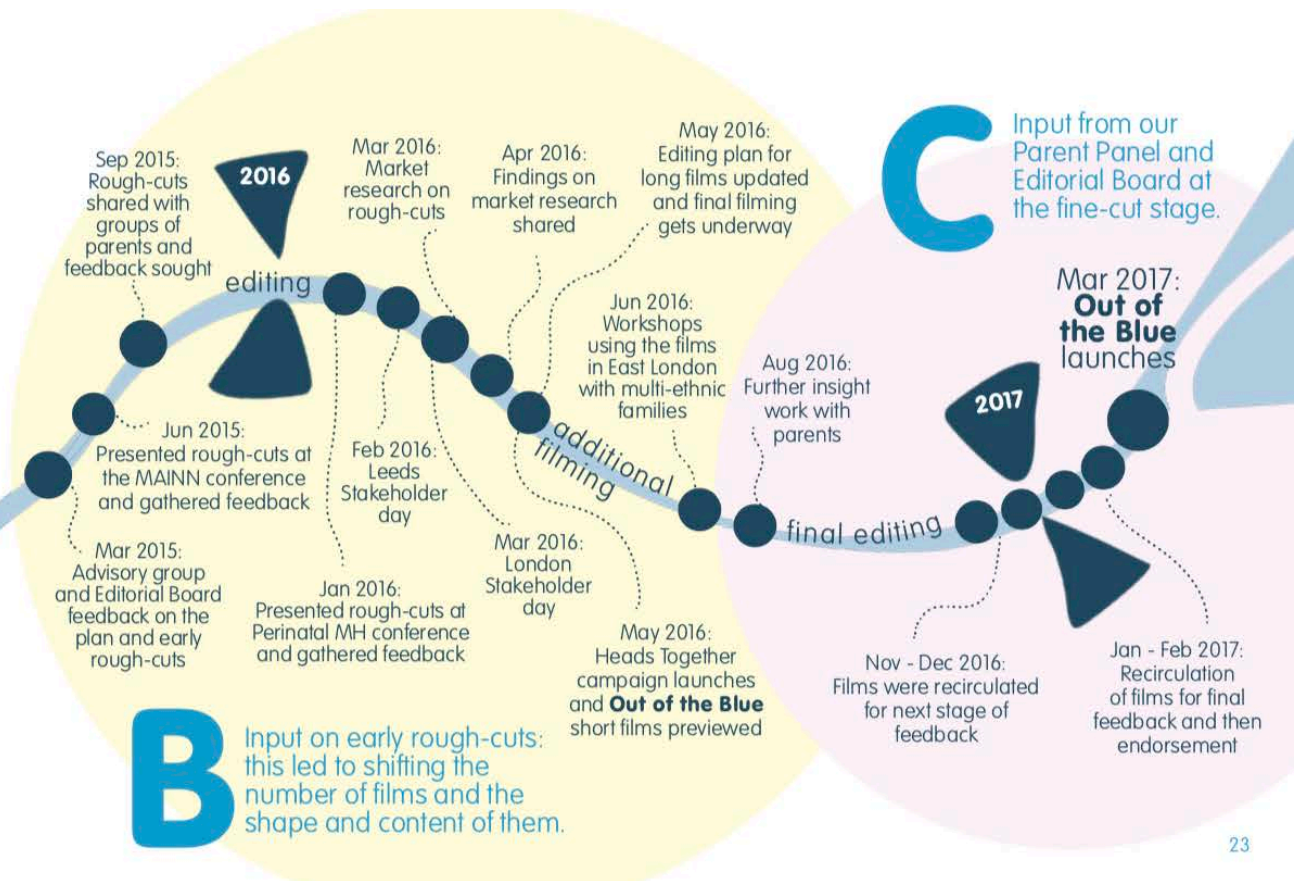
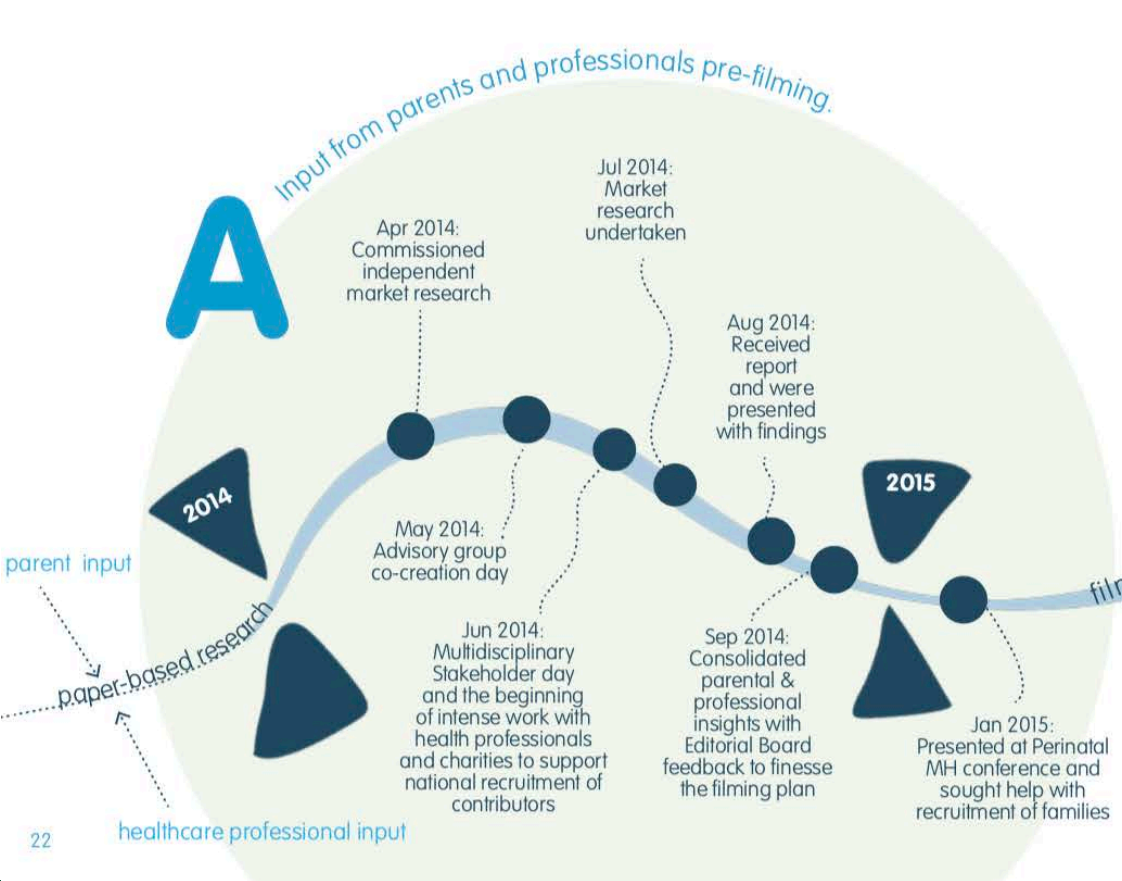
All the Our
Chance films
are integrated
into the free
Baby Buddy
app



A white kite is flying in a bright blue sky filled with fluffy yellow and white clouds. The kite is positioned in the upper right quadrant of the image, with its tail trailing behind it.

out of the blue

promoting mental health for parents and their children





CHIEF EXECUTIVE OF BABY CHARITY BEST BE
ALISON BAUM
TELLS HOW WORKING WITH THE
HEADS TOGETHER IS 'GAME-CHANGING'

Alison Baum OBE left her work on BBC science documentaries to found Best Beginnings after her own health problems. She is part of the Heads Together campaign headed by the Duchess of Cambridge and Prince Harry.

My challenging journey into parenthood, I founded Best Beginnings to inform and support parents of all backgrounds and to help them understand their own mental and babies' potential. We are celebrating our tenth anniversary in Heads Together, our work, and support tens of thousands of families.

Now, Best Beginnings is working with professionals including health and social care to ensure that we can help as many people as possible. Prince Harry and I focus on mental health and the importance of maternal mental health. These films feature real parents, including Sherece, who suffered terribly from low self-esteem after being bullied at school. Young royals in the BBC1 documentary *Mind over Mars* also explored the importance of mental health.

Through the Heads Together campaign and the press coverage that followed, Her Royal Highness has shone a bright light on the importance of maternal mental health.

'The Duchess of Cambridge has shone a bright light on the importance of maternal mental health and the early years'

The Duchess of Cambridge (above) with her husband and Prince Harry at the Heads Together and Alison launch Best Beginnings' films at the London Marathon (right)

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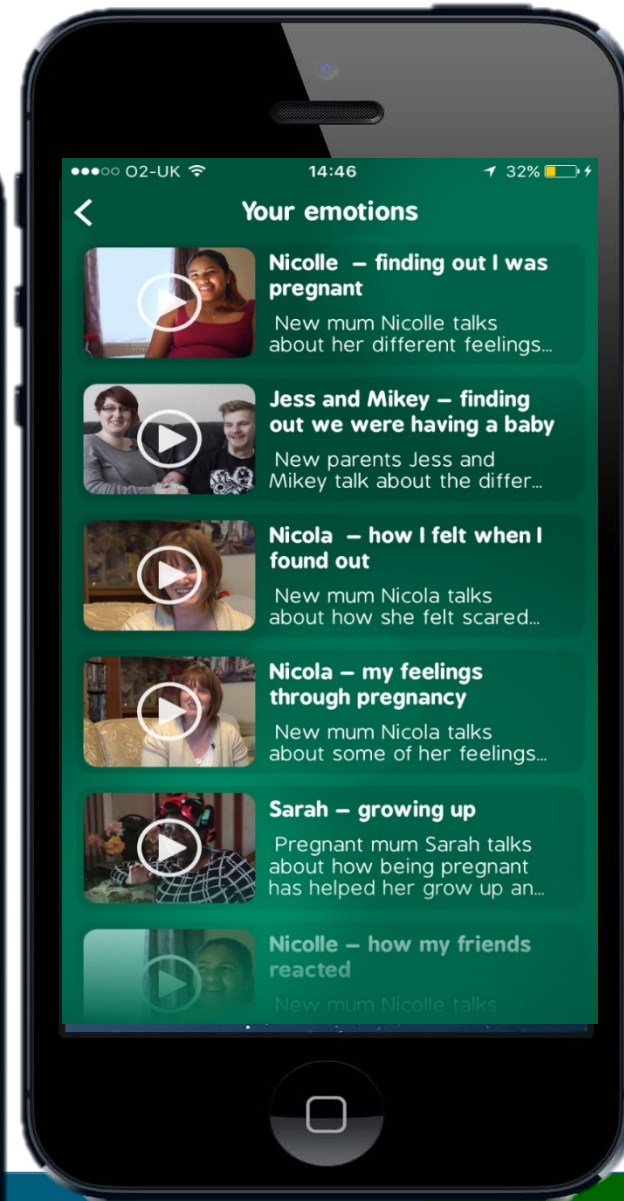
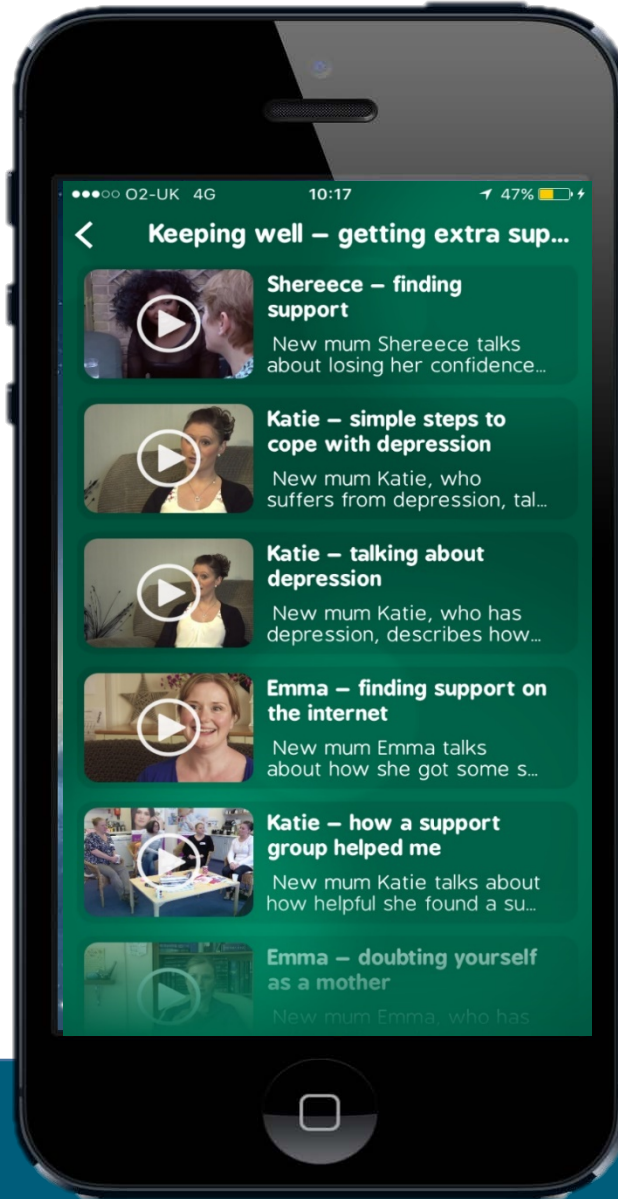
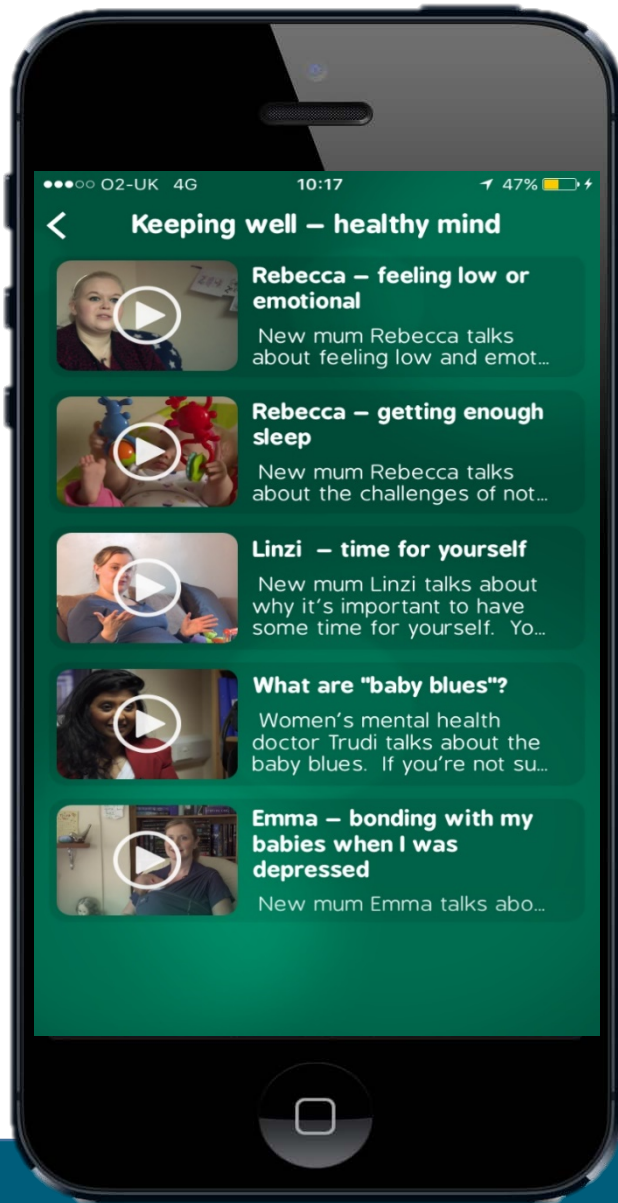
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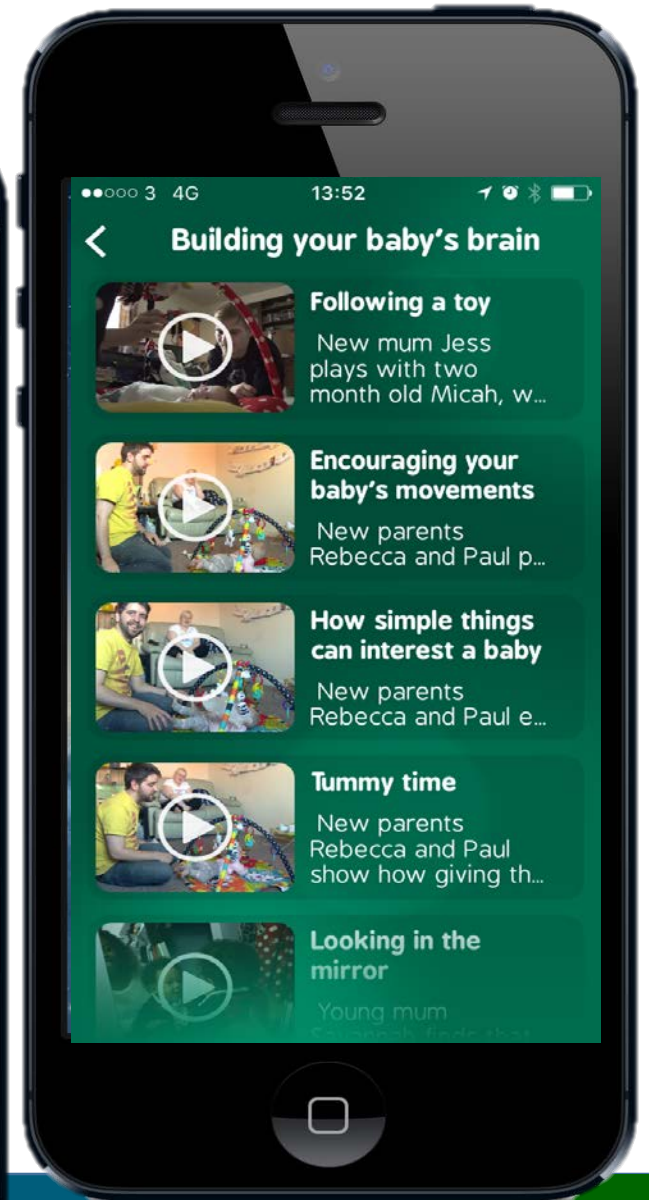
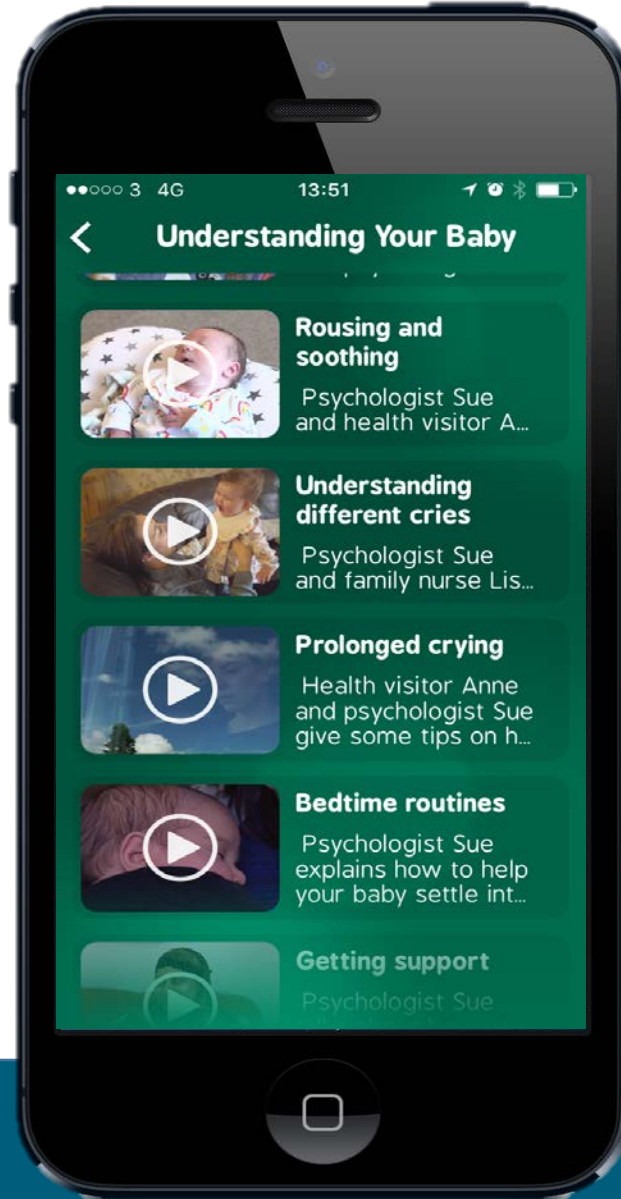
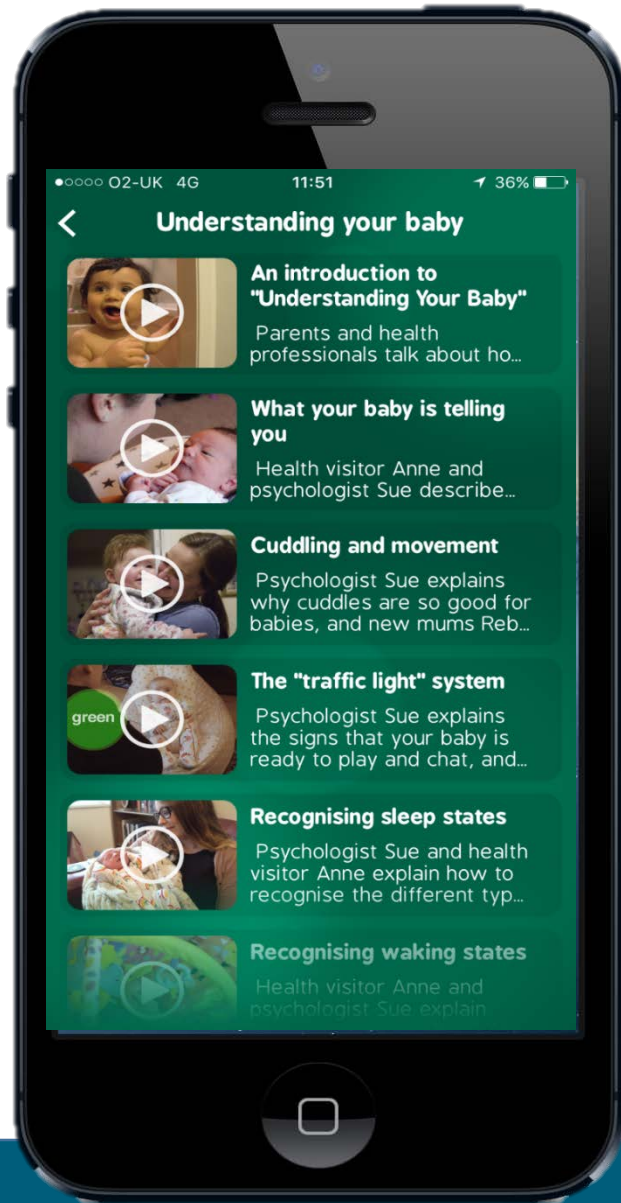
out of
the blue



best
beginnings

baby
buddy™

out of
the blue



best
beginnings

baby
buddy™



**best
beginnings**

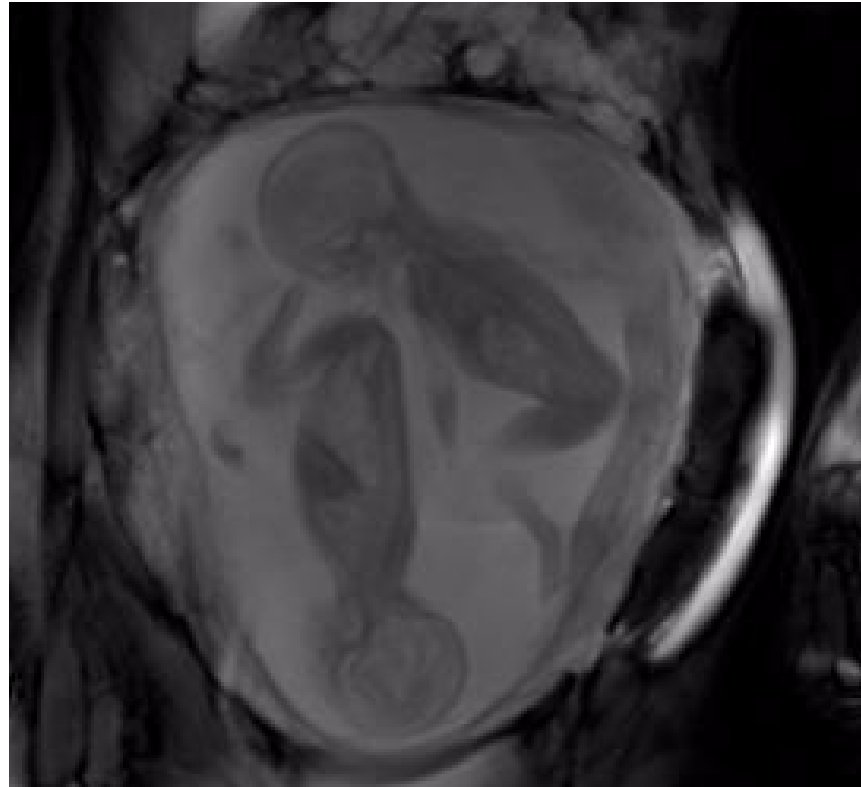
A chat with Joshua @7.5wks

**baby
buddy™**

Weekly MRI videos to support in utero bonding & healthy behaviors



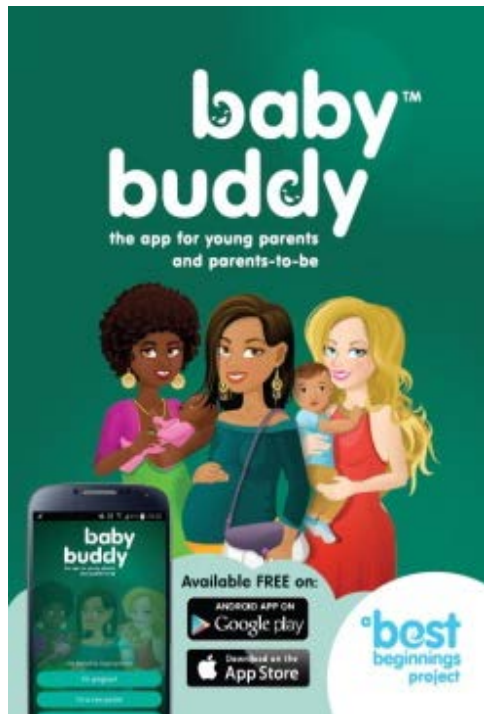
18 wks



21 wks



26 wks



New FREE app!

baby buddy™

the app for young parents and parents-to-be

Create your own personal baby expert, a virtual friend who'll support you on the emotional, physical and social journey through pregnancy and becoming a new parent.

The free Baby Buddy app includes:

- Today's information – bite-sized personalised daily information about you and your baby that is just right for your baby's age
- You can do it! – a tracker for your personal goals and achievements
- Ask me – type in any question and your Buddy will answer with expert information
- Your appointments – a handy reminder of the dates and times for your check-ups
- Videos – a growing range of clips to help you look after yourself and your baby
- Edit me – where you can change how your Buddy looks
- *Bump Book™ and Baby Book™ – a diary to record your thoughts, feelings and photos
- *Bump Around™ and Baby Around™ – a map that helps you find great local services

* Coming soon after launch

Huge thanks to the many midwives, health visitors, doctors, speech and language therapists and young parents who have helped develop Baby Buddy. Baby Buddy is endorsed by:

Best Beginnings
 12 Vale Royal, London N7 9AP
 T: 020 7443 7895
www.bestbeginnings.org.uk
 @babybuddyapp
 @bestbeginnings #babybuddyapp
 facebook.com/bestbeginningscharity

Best Beginnings is a registered charity (1120054) and a company limited by guarantee (5166886)

Over 190,000 downloads to-date

c.1,200 a week

>200 collateral orders

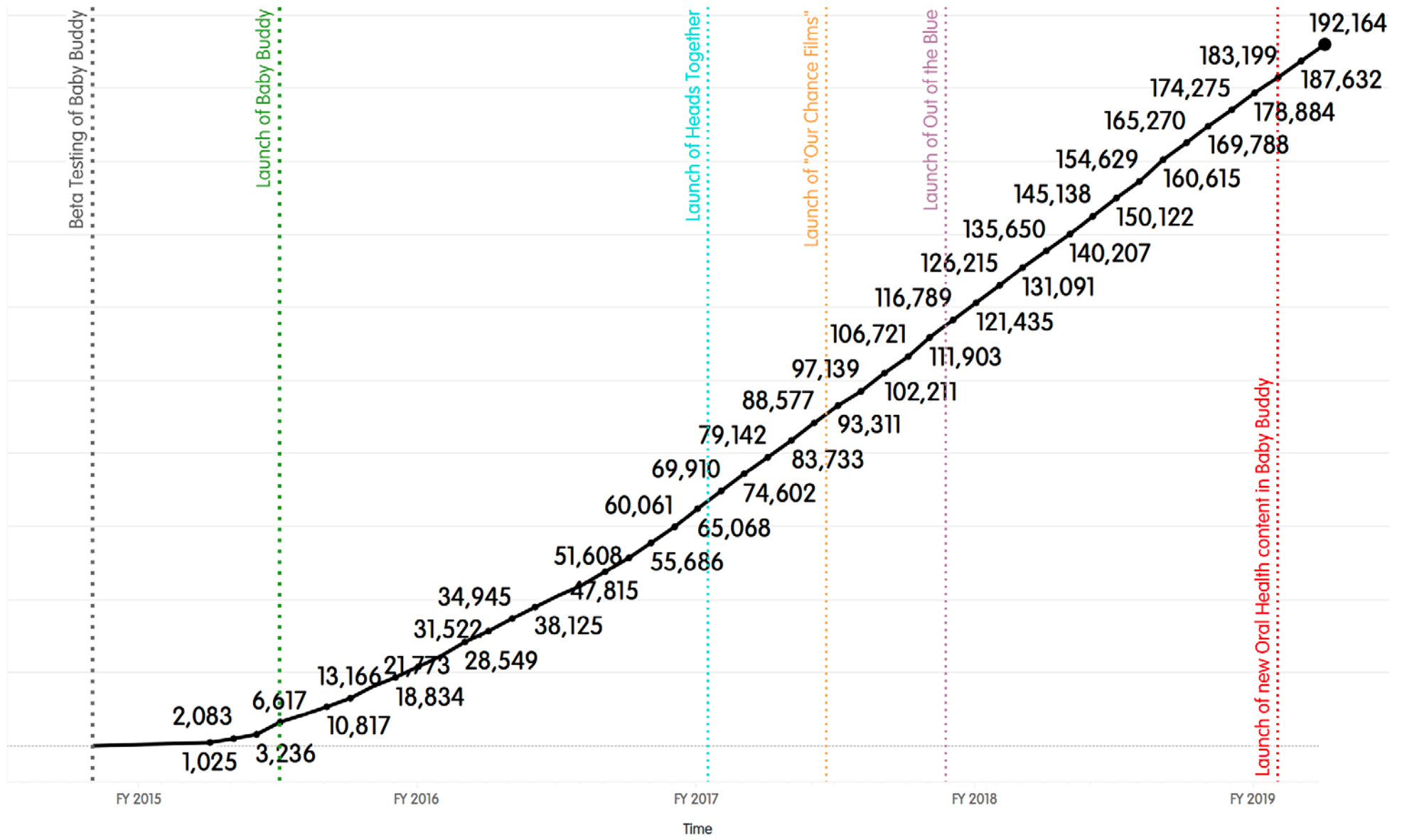
>250,000 leaflets and posters distributed

best
beginnings

baby
buddy™



Who is using Baby
Buddy and what do
they think?

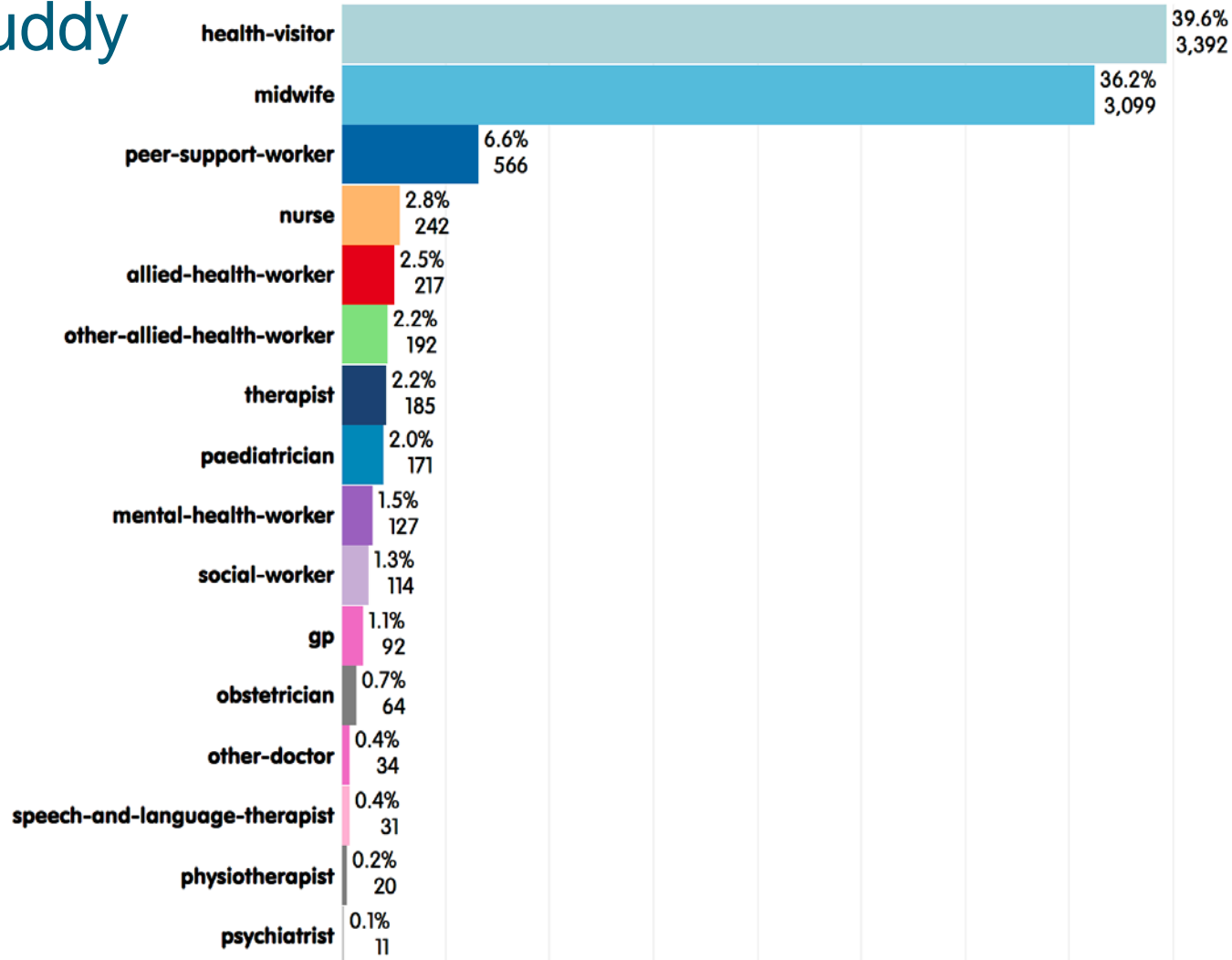
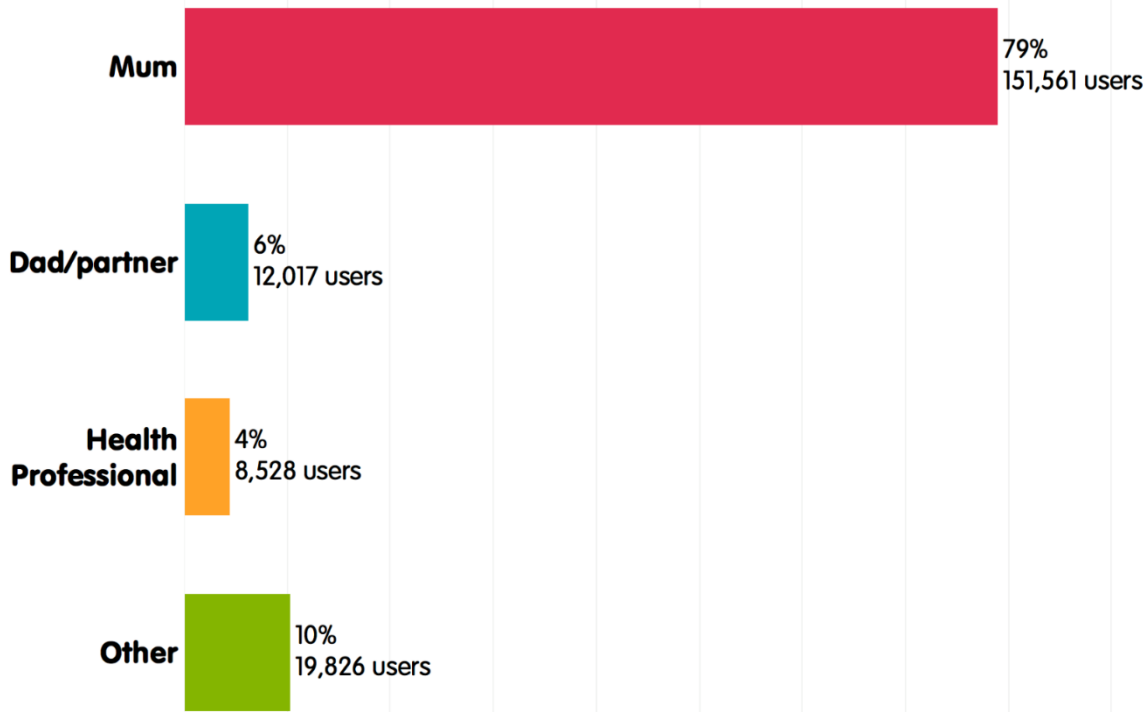


best beginnings

Cumulative Baby Buddy Registrations across the UK upto 31/08/2018

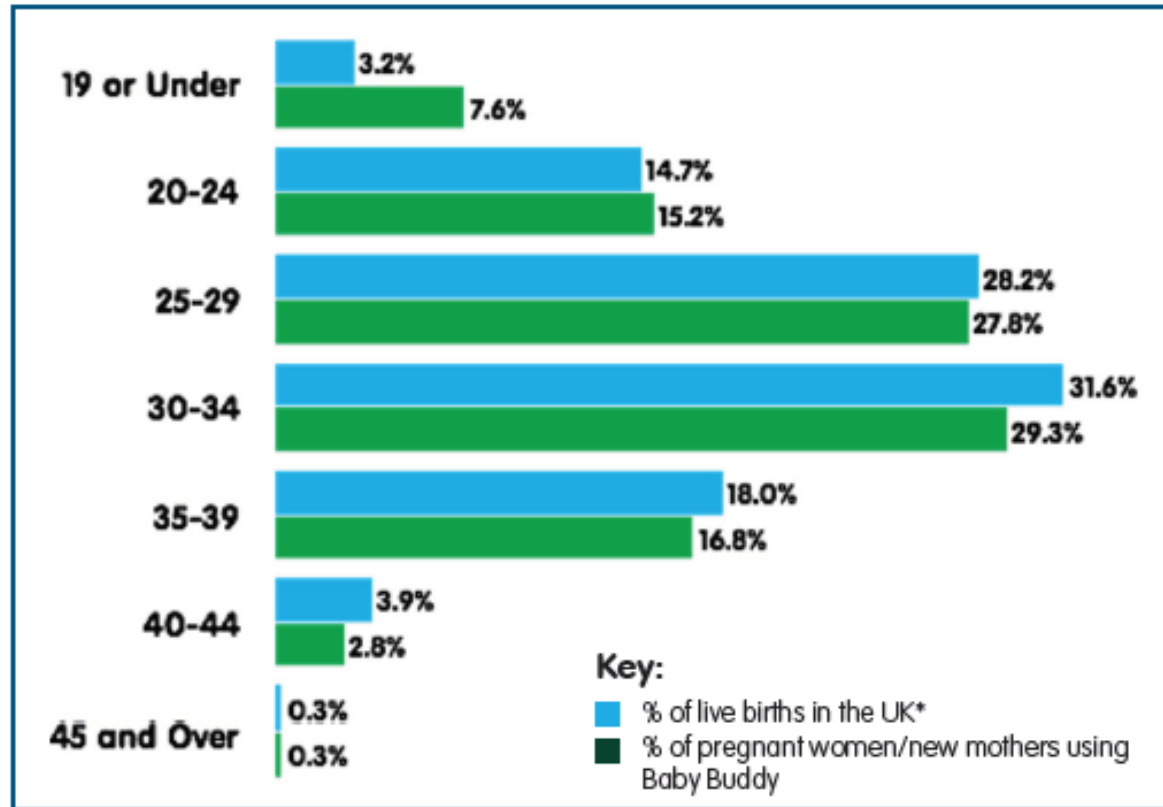
baby buddy™

Who has registered to use Baby Buddy in the UK 01/08/14 to 31/08/2018?



Age distribution of pregnant women and new mothers using Baby Buddy:

The Top Community Languages in the UK:



BESPOKE EMBEDDING



1

Co-creation & production of national innovative evidence-based resources

for parents & professionals that utilise human narrative & technology & augment & enhance what exists.

2

Co-creation & delivery of local/regional plans

to make our resources 'business as usual' within local care-pathways (embedding).

3

Evaluate and disseminate findings about the impact

of our resources to inform future developments.

BESPOKE EMBEDDING



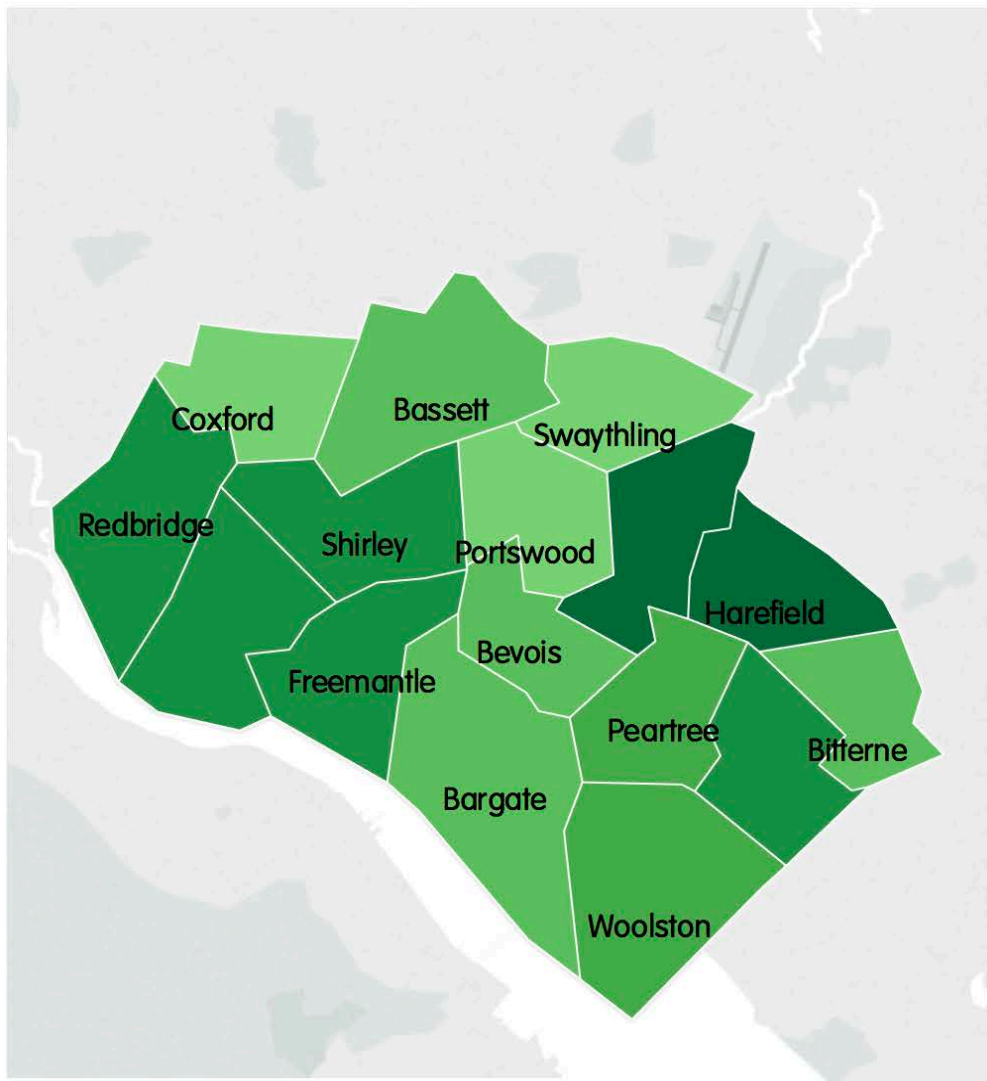
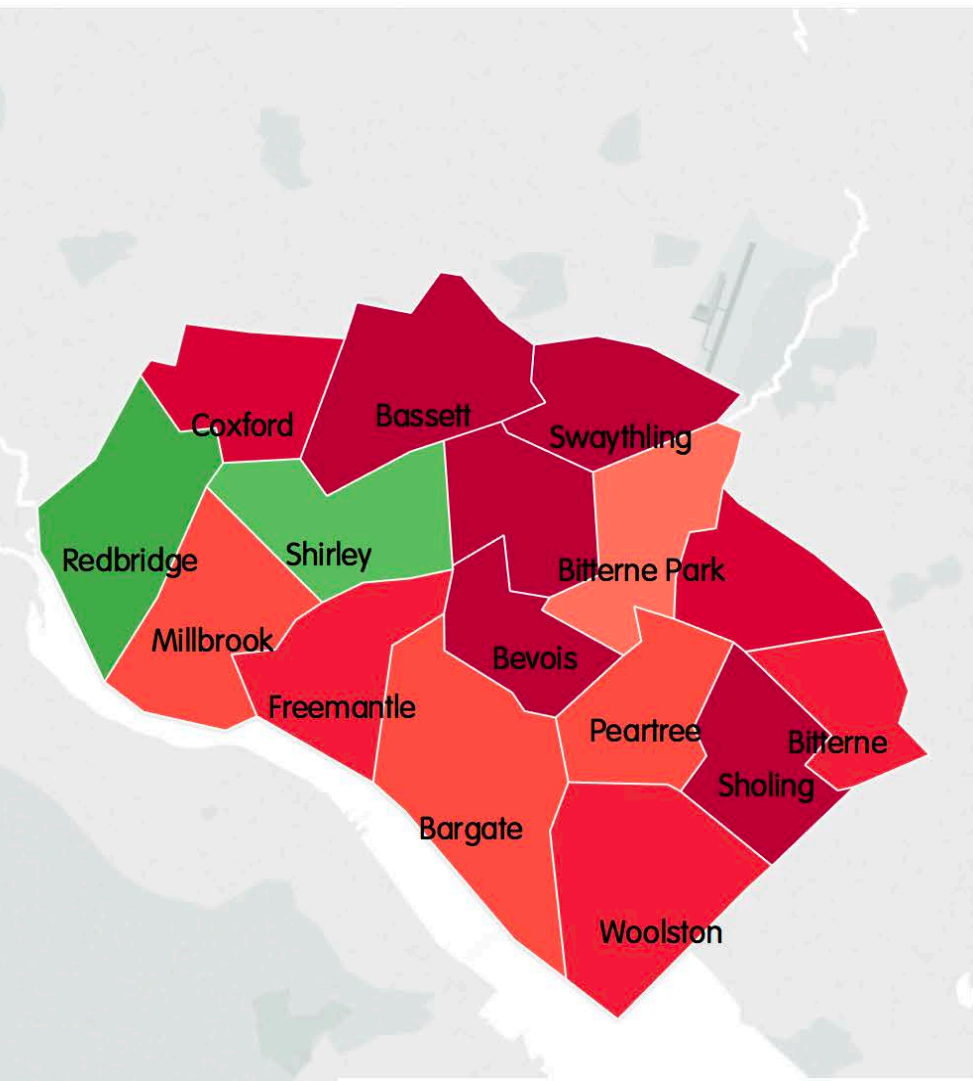
2

Co-creation & delivery of local/regional plans

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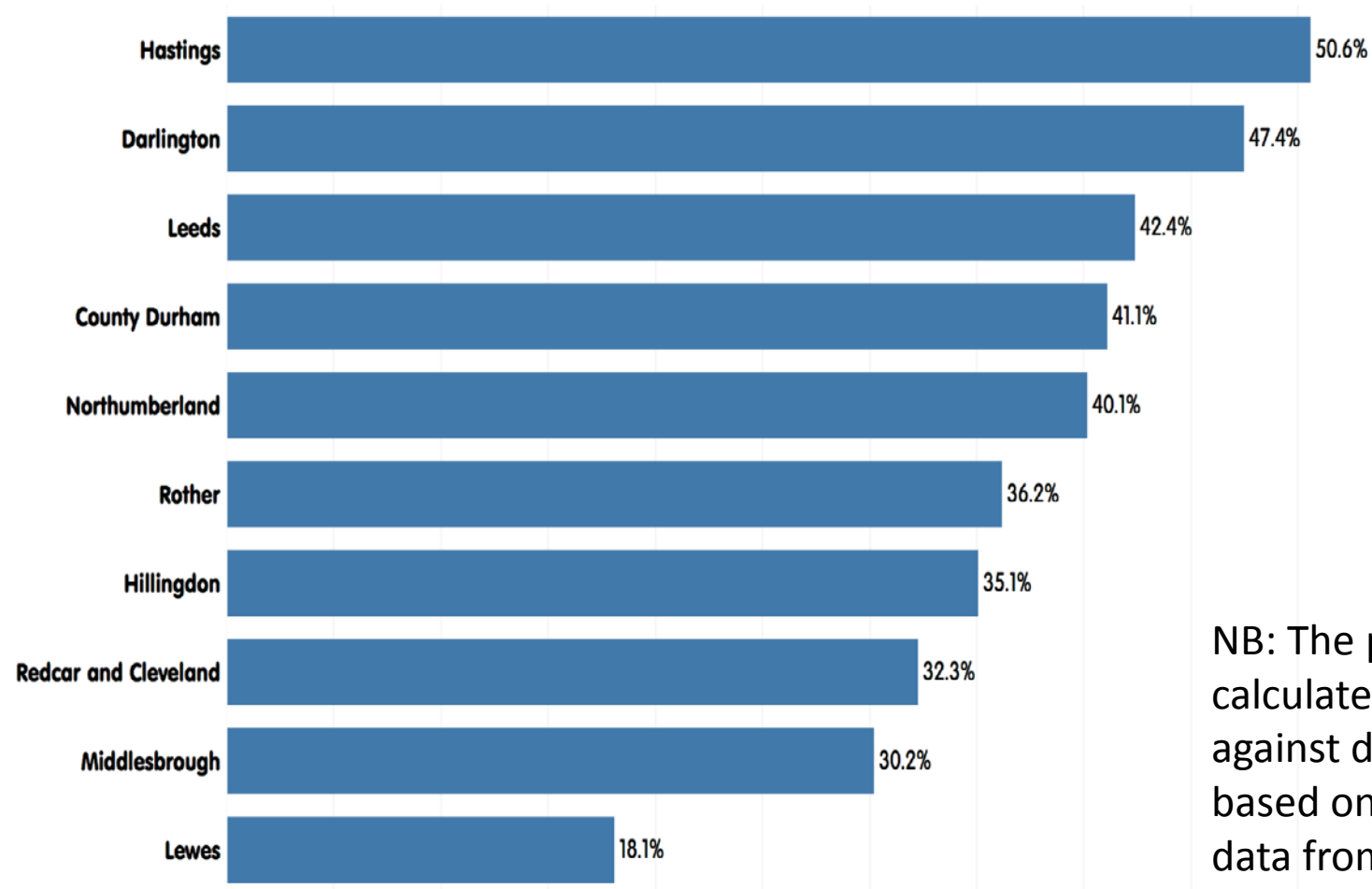
Heat Map of Nottingham before (2/4/2017) and after (31/08/2018) the SMT kick off meeting

best beginnings

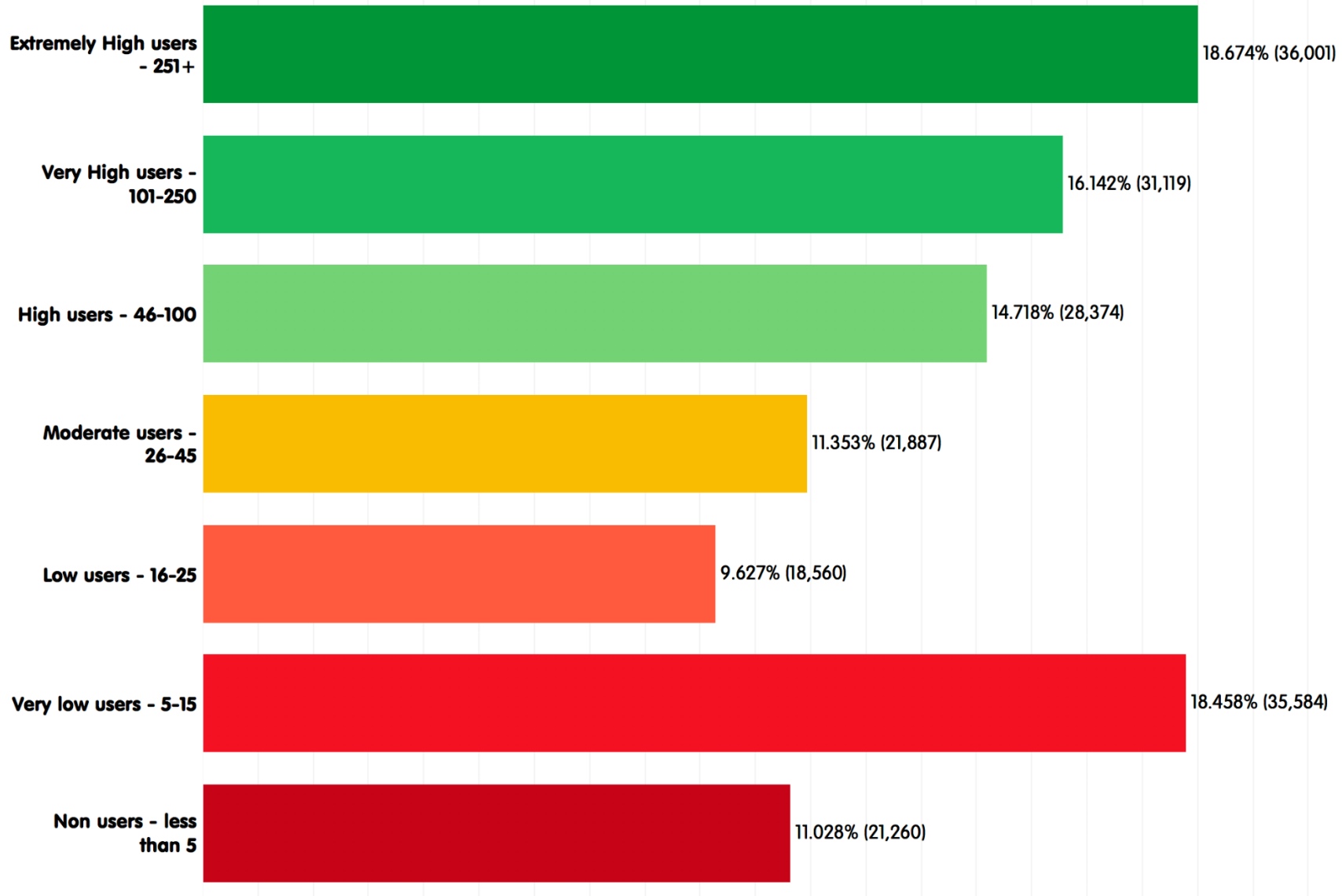


baby buddy™

Baby Buddy Mum users as a percentage to local birth cohort from Sunday, April 1, 2018 to Saturday, June 30, 2018



NB: The percentage of mothers using Baby Buddy is calculated based on the birth cohort for a time period against downloads for that same time period. It fluctuates based on activity in different area. This slide shows the data from the last complete quarter.



Level of usage of Baby Buddy amongst users nationally from August 2014 - 20 September 2018

I was very anxious when getting discharged as I wouldn't have a professional around to answer all the questions I would think of daily (I guess most first time mums have lots of question before and once baby is here) I'm not a fan of searching the Internet for answers as you never know how true/ accurate the information is, so I was glad to know the app is approved by professional. (First time pregnant 27)

I love the weekly update on how my baby is developing and what to expect - I find the information very reassuring when I'm worrying about what's normal and what isn't. This part of the app has also helped me with planning for my baby and knowing what I need to arrange in advance. (First time pregnant, 18)



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Feedback from professionals about Baby Buddy

- 98% professionals feel more confident knowing it has been extensively vetted by a range of experts and is endorsed by a number of organisations
- 95% professionals agree that Baby Buddy contains evidence-based/best-practice based information
- 100% would recommend Baby Buddy to parents-to-be or new parents

Pregnant women & new mums completing pop-up in-app surveys to 12/10/17 report the following about Baby Buddy:

- ↳ Easy to use (n=10,266): >99%
- ↳ Easy to understand (n=10,214): >99%
- ↳ Helps me look after my mental health (n=2,507): 87%
- ↳ Helps me look after my physical health (n=2,535): 90%
- ↳ Helps me feel closer to my baby (n=3,092): 90%
- ↳ Helps me feel more confident caring for my baby (n=2,881): 98%
- ↳ Helps me get more out of my appointments (n=5,830): 86%

Next steps

- ↳ To embed Baby Buddy in more areas across the UK
- ↳ To create BabyBuddy2020 which will include content and functionality:
 - ↳ from pre-conception to the third birthday
 - ↳ for fathers and partners
 - ↳ to support relationships
 - ↳ to track and support mental health
 - ↳ that interoperates with NHS systems
- ↳ To work with other countries to create bespoke versions of Baby Buddy that deliver to their population needs and supports implementation of the Nurturing Care framework

NURTURING CARE

FOR EARLY CHILDHOOD DEVELOPMENT

A FRAMEWORK FOR HELPING CHILDREN **SURVIVE** AND **THRIVE** TO **TRANSFORM** HEALTH AND HUMAN POTENTIAL



01

Introduction

If we change the beginning of the story, we change the whole story.¹

The Global Strategy for Women's, Children's and Adolescents' Health (2016-2030)² is at the heart of the Sustainable Development Goals.³ Its vision is a world in which every woman, child and adolescent realizes their rights to health and well-being – both physical and mental. That is a world in which they have social and economic opportunities, and are able to participate fully in shaping prosperous and sustainable societies. And an essential part of this vision is that young children's human rights guarantee them the conditions they need to survive and thrive.⁴

We know why this is important. The period from pregnancy to age 3 is when children are most susceptible to environmental influences.⁵ That period lays the foundation for health, well-being, learning and productivity throughout a person's whole life, and has an impact on the health and well-being of the next generation.^{6,7}

We know what threatens early childhood development. The biggest threats are extreme poverty, insecurity, gender inequities, violence, environmental toxins, and poor mental health.⁸ All of these things affect caregivers – by which we mean parents, families and other people who look after children. The threats reduce these caregivers' capacity to protect, support and promote young children's development.

We know what children need to develop to their full potential. They need nurturing care – the conditions that promote health, nutrition, security, safety, responsive caregiving and opportunities for early learning. Nurturing care is about children, their families and other caregivers, and the places where they interact.

We know what strengthens families and caregivers' capacity to support young children's development. An enabling environment is needed: policies, programmes and services that give families, parents and caregivers the knowledge and resources to provide nurturing care for young children. Community participation is a key part of this environment, which also needs to consider the diversity of children and families.

A framework for nurturing care

The Nurturing Care Framework provides a roadmap for action. It builds on state-of-the-art evidence about how early childhood development unfolds and how it can be improved by policies and interventions.⁹ It outlines:

- why efforts to improve health, well-being and human capital must begin in the earliest years, from pregnancy to age 3;
- the major threats to early childhood development;

Nurturing care refers to conditions created by public policies, programmes and services. These conditions enable communities and caregivers to ensure children's good health and nutrition, and protect them from threats. Nurturing care also means giving young children opportunities for early learning, through interactions that are responsive and emotionally supportive.

Together we can making a
difference for future generations

#PowerOfCollaboration

Alison@bestbeginnings.org.uk



#ISSOP2018

@BestBeginnings

@BabyBuddyApp

@AlisonBaum

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The following slides are an extract from a recent Behaviour Change Conference where there was a Symposium on Baby Buddy



Baby Buddy: reducing health inequalities through digital parenting support

Chair: Dr Ann Hoskins @HoskinsAnn

Discussant: Prof. Mitch Blair @blair_mitch Imperial College London

Alison Baum OBE @AlisonBaum Best Beginnings

Dr Adrienne Gordon @AdrienneOz University of Sydney

Dr Sam Ginja, representing the BaBBLeS research team

Dr Nicola Crossland, University of Central Lancashire

Dr Nicos Middleton, Cyprus University of Technology

Panel Discussion

CBC Conference 2018 - Behaviour Change for Health: Digital and Beyond
Parallel Session 6, 11.45am-12.40pm Symposium

@BestBeginnings @CyUniTech @imperialcollege @UniofNewcastle @UCLan @Sydney_Uni
@BabyBuddyApp



Applying the Behaviour Change Wheel: insights into the development of the Breastfeeding Component of the Baby Buddy App

Dr Adrienne Gordon, Loretta Musgrave, Prof Caroline Homer
The University of Sydney
@AdrienneOz







Baby Buddy Symposium: reducing health inequalities through digital parenting support
CBC Conference 2018 - Behaviour Change for Health: Digital and Beyond

@BestBeginnings @CyUniTech @imperialcollege @UniofNewcastle @UCLan @Sydney_Uni
@BabyBuddyApp

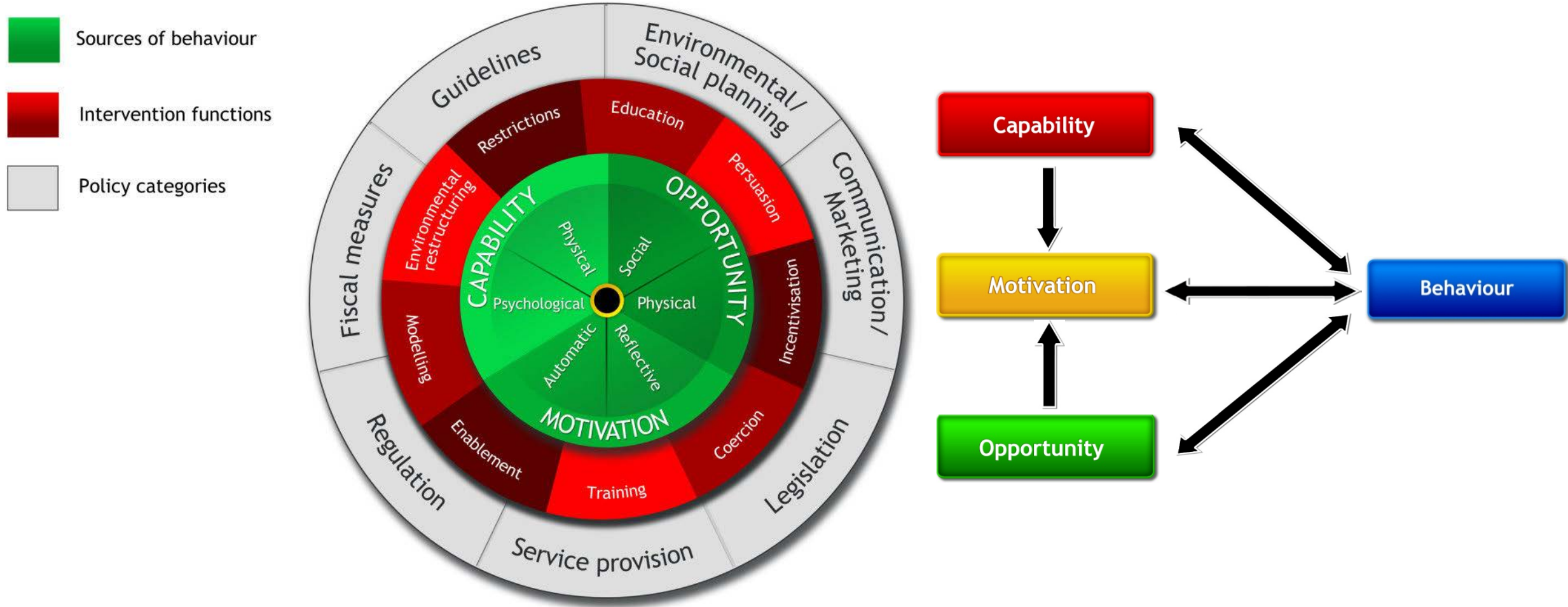
DBCI Item	Addressed	Detail
Goals	✓	To inform and empower women of all socioeconomic backgrounds to breastfeed for the first 6 months.
Opportunities	✓	Bump to Breastfeeding Resources, Key need secondary to UK data, Smartphone use, Filmmaking, Big Lottery funding
Constraints	✓	Money, Time Skills in tech – partnership with app developers Staff – partnership with academic institutions for evaluation
Stakeholders	✓	Women, families, health professionals, colleges, health service management, NHS
Collaborators	✓	Universities, app developers, other charities and pregnancy support organisations
Risks	✓	Projected cost analysis, sustainability plan, staffing support

DCBI Item	Addressed	Detail
Concept	✓	Literature review, qualitative and quantitative needs assessment Barriers and enablers
Knowledge	✓	Market research, Literature and policy review, review of existing interventions, computer science of user engagement
Development	✓	Person based approach' for look, feel and functionality Extensive qualitative research, co-creation and stakeholder input
Testing	✓	Focus groups, interviews, surveys, observation of use, in-app data, pre/post embedding
Implementation	✓	Tested for usability and functionality pre implementation Ongoing evaluation post implementation Iterative process, sustainability, operating systems, servers
Promotion	✓	External advisory group, PR team Endorsed by key agencies, eg NHS, Royal Colleges

APPEASE Criteria

Acceptability		Users, Implementers, Funders
Practicability		High reach, scalable, not limited by geography
Effectiveness		Academic Evaluations positive
Affordability		Free for end-user
Safety		Evidence-based, best practice, health literacy level age 11
Equity		Proportionate universalism

Behaviour Change Wheel



Michie et al (2011) The Behaviour Change Wheel: a new method for characterising and designing behaviour change interventions, *Implementation Science*

Breastfeeding – understanding behaviour

Capability	Physical capability	<ol style="list-style-type: none">1. Knowledge of how to attach and position the baby2. Physical capability and skills to attach and position the baby
	Psychological capacity	<ol style="list-style-type: none">1. A lack of knowledge about the benefits of breastfeeding2. Belief in ability to produce required amount of breast milk3. Beliefs about the consequences of not breastfeeding
Motivation	Reflective motivation	<ol style="list-style-type: none">1. Needing help with breastfeeding means there is a problem2. Disappointment with self if unable to breastfeed3. I don't need help - unrealistic optimism
	Automatic motivation	<ol style="list-style-type: none">1. Fear of failing at breastfeeds means offer bottle instead2. Fear of being a bad mother
Opportunity	Physical opportunity	<ol style="list-style-type: none">1. Perception that breastfeeding is difficult due to the unpredictable nature of demand feeding
	Social opportunity	<ol style="list-style-type: none">2. Provision of breastfeeding friendly social spaces

Infant feeding support

We are breastfeeding welcome
but mothers have the right to breastfeed anywhere
www.breastfeedingwelcomescheme.org.uk

Benefits of breastfeeding
Different mothers explain why they h...



What's so good about breastfeeding?
Mums talk about why breastfeeding is so good for their babies and for themselves, and how it makes them feel even closer to their babies.



How to hand express
Mum Teresa is helped to hand exp...




- Add original question to Remember to ask
- Add this question to Remember to ask
- Back to Ask me



Formula companies

The Australian Academics Concluded:

Development of the breastfeeding component of Baby Buddy follows the principles on development of a DBCI and maps well to the BCW

Using the structured process highlights areas for future developments

Evaluation of health outcomes will continue to inform Baby Buddy

Ongoing input from stakeholders, key to relevance and sustainability

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