

# Evaluation of #ReadyforParenthood Campaign in the South East

Are you  
ready for  
parenthood?



#ReadyforParenthood

# Background

“ The foundations for virtually every aspect of human development, including physical, intellectual, and emotional, are established in early childhood. Transition to parenthood and the first 1001 critical days from conception to age 2 is widely recognised as a crucial period in the life course of a developing child. ”

**Source: Early years high impact area 1: Supporting the transition to parenthood <sup>1</sup>**

Becoming a new parent is life changing. It can also be in varying measures exhilarating, exhausting, and extremely challenging. Parental relationships, parental physical & mental health, attachment, and infant mental health are as important topics to explore as infant feeding, childhood vaccinations and safer sleeping.

Promoting healthy parental and infant behaviours and reducing or managing known risk factors are important for improving child outcomes and reducing health inequalities. High quality pre and postnatal care also offers the opportunity for universal and more targeted support and behaviour change interventions when parents are more receptive and have high motivation levels.

Providing new parents across the region with information and support to encourage them to successfully navigate these challenges will support our ambition to give every child in the South East the very best start in life.

## Campaign Aims and Objectives

The campaign aimed to provide new parents across the South East with information and support, encouraging them to successfully navigate the many challenges of parenting a new baby or young toddler.

More specifically, it aimed to:

- utilise the knowledge and expertise of the #ReadyforParenthood steering group
- provide timely and accurate information to the target audience in a way that was easy to understand
- utilise existing communication channels to raise awareness of #ReadyforParenthood via South East clinical, local authority and third sector teams and pathways
- share information with media, key stakeholders, and local communities
- highlight the support available to new parents from midwives, health visitors, mental health services as well as local and national charities
- reach population groupings of families and children who experience on average poorer health outcomes, for which this campaign can make the biggest difference.



<sup>1</sup> Early years high impact area 1: Supporting the transition to parenthood (PHE 2021)

# Target Audience

Women and birthing people, their partners and families living in the South East.

# Campaign Delivery

The campaign was led and co-ordinated by NHSE South East and NHS Creative and coordinated via a regional steering group with membership and representation from the six Local Maternity and Neonatal Systems (LMNSs) in the South East, Local Authority Public Health and Office for Health Improvement and Disparities. The campaign content was also created with the help of the Elfrida Society, representatives from the Gypsy Roma Traveller community and local women and families via local Maternity Voice Partnerships (MVPs) and Parent Advisory Groups (PAGs), who are the parent representatives of the neonatal operational delivery networks (ODN).

The campaign was delivered over 12 months from November 2021 to November 2022. Each month explored a different topic, covering risk and protective factors, behaviours, and services.

## Topics included:

- Attachment and developing a relationship with your baby
- Vaccinations
- Healthy living (healthy weight, healthy eating and being more physically active)
- Infant feeding
- Safer sleeping
- Crying baby and non-accidental injury
- Perinatal mental health and wellbeing
- Healthy relationships
- Contraception and spacing of pregnancies
- Pelvic health
- Smoking cessation, alcohol & drugs
- Early preterm birth

The messaging and graphics for each month's campaign were drafted centrally and then shared with the steering group for comment and agreement.

Once finalised they were circulated by identified campaign champions and social media or communication leads across the six Local Maternity and Neonatal Systems. There was no central paid-for advertising.

Each LMNS committed £2,000 in funding to support the creation and production of the translated materials. The remaining funding was provided by NHS England South East.



# Our #ReadyforParenthood campaign in numbers

Our #ReadyforParenthood campaign provided key information to new parents, with a special focus on improving equality of access for diverse social and cultural groups and for those with a range of disabilities. It ran throughout 2022 and achieved the following:



**100**

Co-production planning meetings involved input from over **100** professionals, specialists and service users from across the South East

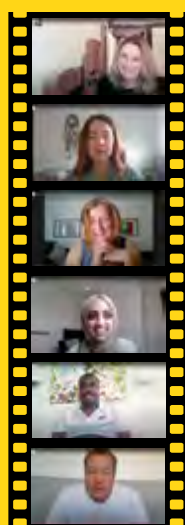
**12**

Our campaign covered **12** different parenthood related topics, one per month



**89**

Bespoke illustrations



**6** Parent interview films

**80**

Posted on social media by **80** different organisations across the South East

**2,300+**

Social media posts using #ReadyforParenthood

**5,000+**

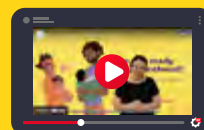
Unique visitors to the #ReadyforParenthood campaign page



Featuring **1** x British Sign Language film, **1** x easy read booklet and **1** x booklet for the Gypsy, Roma and Traveller community

**26**

Booklets translated into **26** different languages



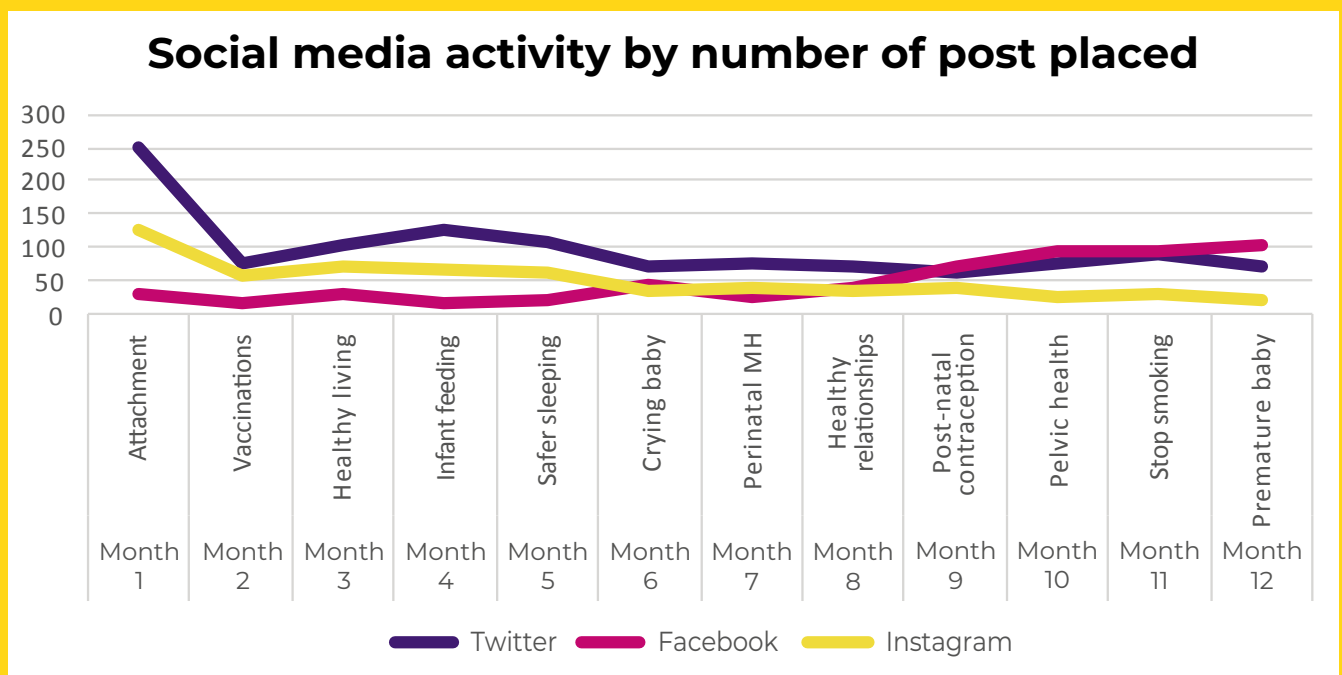
Find out more on our campaign page:  
[southeastclinicalnetworks.nhs.uk/readyforparenthood](https://southeastclinicalnetworks.nhs.uk/readyforparenthood)

# Results/Outcomes

## 1. Quantitative Measures

The campaign was posted to social media by over 80 different organisations from across the South East. In total, there were 2397 posts across Facebook (588), Instagram (615), and Twitter (1194), with Twitter being the most utilised platform. These posts were shared 1,051 times. Attachment (Month 1) was posted most frequently, followed by smoking, drugs, and alcohol (Month 11) and infant feeding (Month 4). #ReadyforParenthood achieved more than double the number of posts of the previous #ReadyforPregnancy social media campaign.

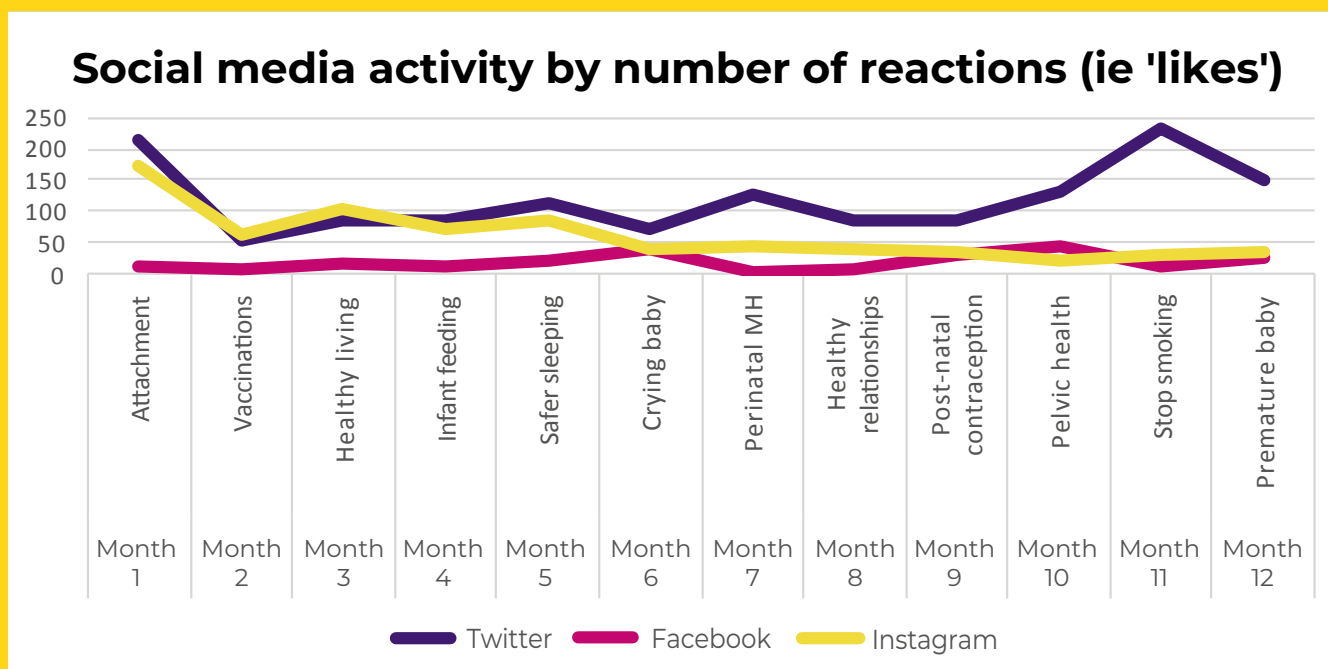
**Figure 1: 12 months of #ReadyforParenthood social media posts by social media platform**



Social media activity by number of reactions and 'likes' ranged between 125 and 404 per month, with the highest number for month 1, Attachment. There were 2436 social media reactions over the course of the campaign and Twitter posts received the most (1441). This contrasts with #ReadyforPregnancy where Instagram posts received the most social media reactions.



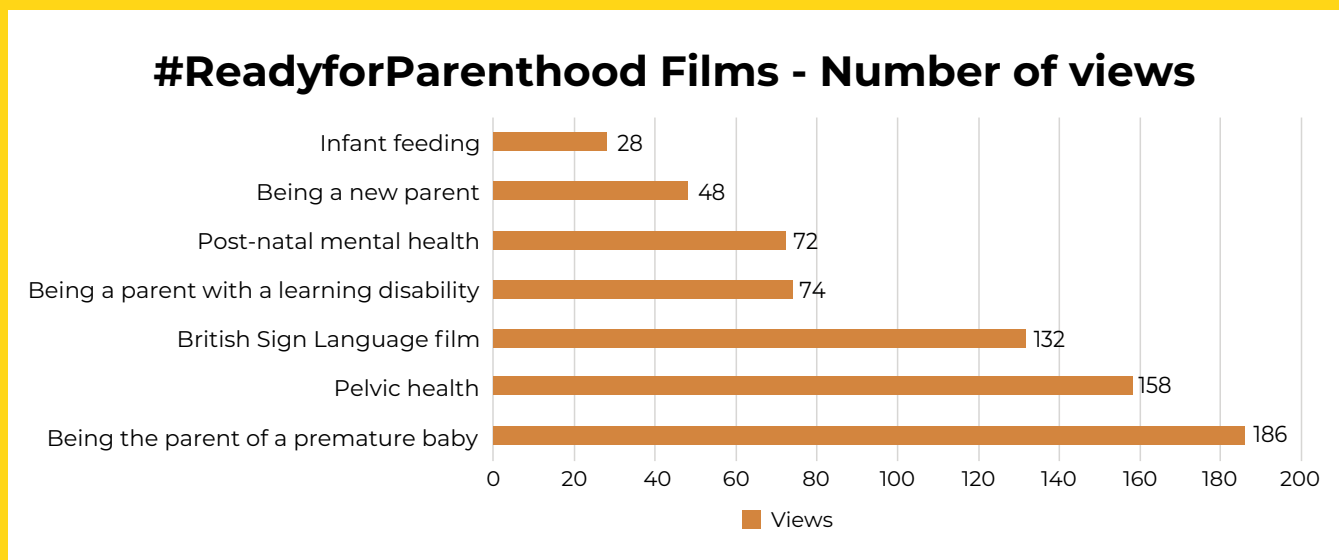
**Figure 2: 12 months of #ReadyforParenthood social media activity and 'likes' shown by social media platform**



Organisations also had the option to signpost to [#ReadyforParenthood campaign landing page](#). Between 1 November 2021 until the campaign ended on 30 November 2022, the #ReadyforParenthood landing page received a total of 6,081 page views, of which 5,055 visits were unique. The average time spent on the page was 3 minutes and 47 seconds and the most popular day was the 10th February 2022 (Month 4 - infant feeding), with 67 page views.



As stated above, this campaign also included a British Sign Language film and six parent advocate films, also accessible via the [#ReadyforParenthood landing page](#). At the time of writing these films have been viewed the following number of times:



The previous campaign #ReadyforPregnancy also featured several parent advocate films. One of these films has now been viewed 214,627 times, from all over the world. The other four films have been viewed between 3,792 and 22,483 times. This would suggest the campaigns will have a legacy far beyond the lifetime the original projects.

## 2. Professional and MVP Campaign Feedback

In addition to the campaign analytics, a range of professionals and MVPs across the South East were asked to respond to a series of questions about the campaign processes, outputs, and overall impact. There were 18 responses.

- 76% of respondents agreed or strongly agreed the campaign covered all the key postnatal and preparation for parenthood topic areas
- 91% of respondents agreed or strongly agreed that the campaign messages were appropriate and engaging
- 71% of respondents agreed or strongly agreed that the campaign images were appropriate and engaging
- 76% of respondents agreed or strongly agreed that the campaign landing page was helpful in signposting to helpful links and downloadable resources
- 76% of respondents agreed or strongly agreed that the campaign was well led and coordinated
- 61% of respondents agreed or strongly agreed that the campaign was cascaded and shared locally
- 64% of respondents agreed or strongly agreed the information in other languages and British Sign Language made the campaign more accessible
- 76% of respondents agreed or strongly agreed the information in easy read format made the campaign more accessible
- 77% of respondents agreed or strongly agreed the short films from people sharing their own personal experiences were important.

When asked “Where did you see the #ReadyforParenthood campaign?” the most common social media platform was Twitter, followed by Facebook and Instagram. Professional colleagues had also seen the campaign within a range of internal communications channels. Public facing websites where the campaign had been shared included ICB and trust websites.

**There were a range of helpful suggestions provided for how campaigns could be improved, and they included the following:**

- Content made available to share further in advance
- Making the links easier to access from the posts to enable groups to share the video content more easily
- Use TV, Radio and go national
- Include in the Health for Under 5's websites
- Better communication and publicity directly to health care professionals so that services could promote (not reliant on commissioners/service leads to cascade)

**Other suggestions/comments from professionals included:**

- Campaign images relating directly to the community they are being targeted towards
- Perinatal mental health including physical symptoms in addition to psychological symptoms
- To incorporate Early Help services for families
- To promote self-registration with a midwife
- More clarity about the topics covered in #ReadyforParenthood films, include headings. This suggestion has since been actioned.

**I love this campaign and I am still referencing it here in Ireland. It is hugely important to reach women and diverse groups. It is sustainable and social media is the way forward. Well done and thanks for letting me join your meetings I learnt a lot. Keep up the great work.**

**This was a brilliant campaign and it's great that the content remains available and shareable for all groups in the UK. Thank you.**

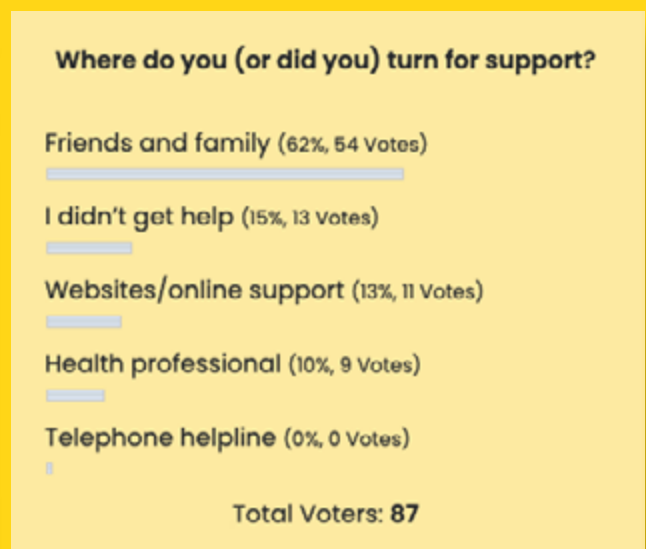
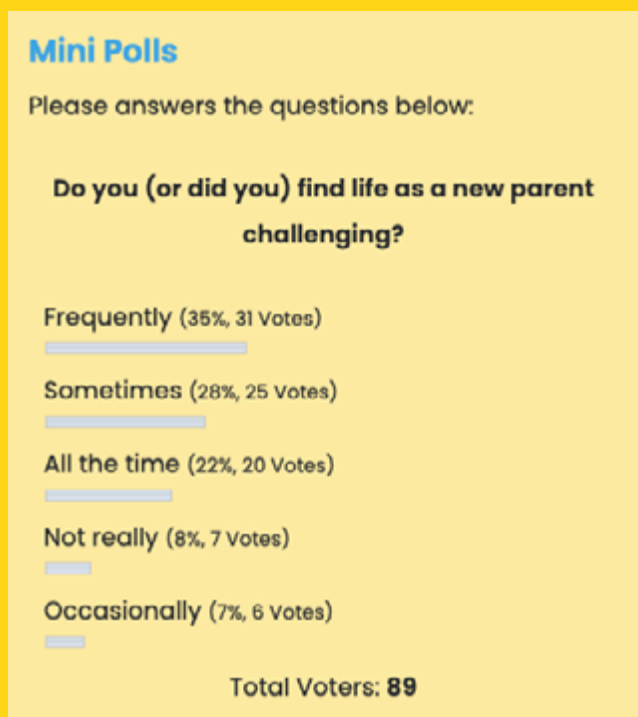
**Thank you for involving the neonatal teams and inviting feedback that was acted on.**

### 3. Public Feedback

In addition to the professional evaluation survey there was also a survey aimed at members of the public. This was cascaded to the #ReadyforParenthood steering group to share locally but unfortunately <5 people responded. Of those who saw the campaign, 50% were positive (agreed or strongly agreed) about all its aspects, but 50% did not find it helpful apart from the short films from people sharing their own personal experiences. Some of the feedback related to a lack of information to support planning for pregnancy and birth, which was covered in the preceding #ReadyforPregnancy campaign and not within scope of #ReadyforParenthood.

In addition to the public survey, a mini poll ran throughout the duration of the campaign, hosted on the campaign landing page. Answers to the poll were anonymised and it was only possible to vote once per IP address, in order to ensure that the results were not compromised by one person voting multiple times.

The results illustrate that to various degrees, 85% of voters found life as a new parent challenging; all the time (22%), frequently (35%) and sometimes (28%). The results also show that overwhelmingly people turn to family and friends for support (62% of voters) if they are struggling with new parenthood. A total of 41% of voters are now more likely to ask for support as a result of this campaign (compared to 30% who would not).



# Summary of findings

The campaign built on the feedback provided by professionals about the preceding #Readyforpregnancy campaign. It was posted to social media by over 80 different organisations from across the South East, which is more than #ReadyforPregnancy. In total, there were there were 2,397 posts across social media platforms, more than double the number of the previous campaign (1,167) and the posts were shared or retweeted 1,051 times and liked 2,436 times, both almost double the previous campaign (578 shares, 1,604 likes).

The campaign was also shared by several high-profile organisations including iHV, Netmums, DadPad and Made for Mums. By the 30th November 2022, the #ReadyforParenthood campaign landing page had received a total of 6,081 page views, of which 5,055 visits were unique.

The majority (71%-91%) of feedback from professionals and MVPs indicated that the campaign covered the key postnatal and preparation for parenthood topic areas and that the images and messages were appropriate and engaging. Most of the feedback (76%-77%) also agreed or strongly agreed the information in easy read format and other languages made the campaign more accessible, that films from people sharing their own personal experiences were important and that the campaign was well led and coordinated.

Slightly fewer (62%) respondents agreed that the campaign was shared locally, which helps us to focus on this aspect in future campaigns. It was disappointing that there was not a better response rate from the public to the evaluation questionnaire.

There were fewer suggestions for how the campaign could be improved from professionals for this campaign, suggesting the recommendations for the last evaluation had been acted on. Several of the suggestions also related to highlighting the local offer which was not feasible given this was a regional campaign. However, there are still several helpful suggestions should this type of campaign be repeated, either regionally or locally.

There has been wide interest in this campaign from organisations beyond the South East, with the possibility of it being rolled out across other regions.





Report prepared by Kate King, Health and Wellbeing Programme Lead on behalf of the regional #ReadyforParenthood Social Media Campaign group

**Find out more on our campaign page:**

**[southeastclinicalnetworks.nhs.uk/readyforparenthood](https://southeastclinicalnetworks.nhs.uk/readyforparenthood)**