

S.H.E.D



Supporting and Helping Every Dad

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Communicating Effectively with Patients and Families

THE PROBLEM FOR PARENTS

- Often short notice, chaotic circumstances immediately prior to admission.
- Parents are asked to absorb large amounts of information about the Unit whilst coming to terms with their situation.
- Frequently we are unable to have discussions about their changed expectations and what the next stage in their child's care will be.

THE PROBLEM FOR PARENTS

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Expectation



Reality

THE PROBLEMS FOR DAD

- Priority is baby's need for stabilisation in the first 24 hours, resulting in dads feeling their concerns are insignificant.
- Dads feel a lack purpose making it difficult to cope/bond with their families, leading to mental health issues, safe-guarding concerns and poor unit experience.
- Support is often directed towards mum.
- Additional worries over partners health.

INTERVENTION OVERVIEW

- Change staff outlook to encourage Dads' engagement.
- Empowering Dads to embrace their role in the family and partner in the baby's care.
- Provide platform of inclusion, self-expression and identification with others.
- Communication amongst Dads.

S.H.E.D LAUNCH

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20th October 2018 – UK's first NNU Dads support group

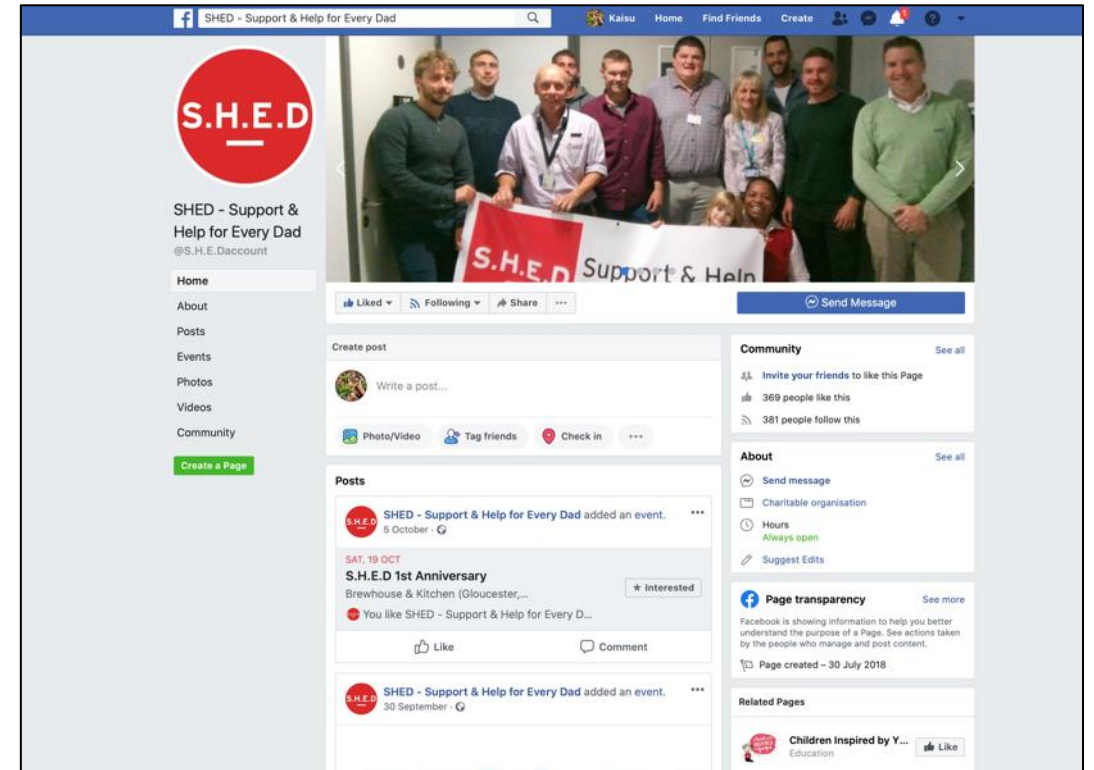
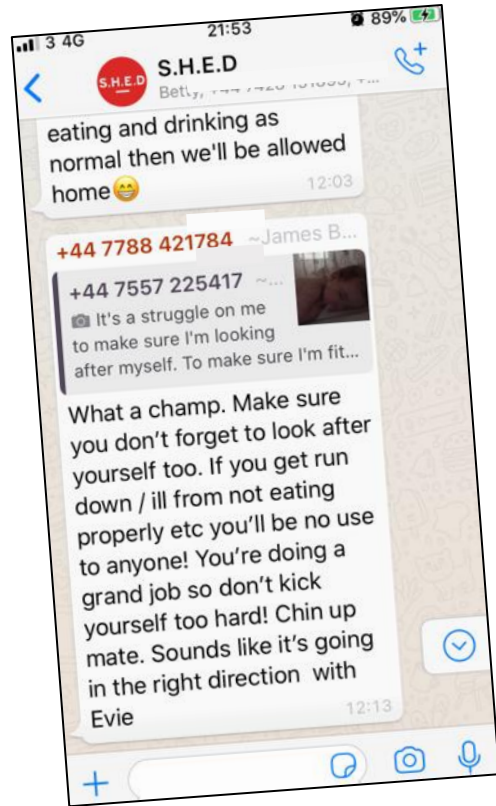


INTERVENTION SPECIFICS

- Integrating Dads into the care of the baby at the earliest stage, encouraging Dads to accompany babies into the ward from birth.
- Staff observing Dads; identifying early signs of emotional distress and detachment, taking the initiative to introduce Dads to each other and encourage engagement.
- Encouraging a welcoming atmosphere within the ward to add a community feel.

INTERVENTION SPECIFICS

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- Facebook (381 followers) Twitter (71 followers) accounts and Whatsapp groups (78 users) created communication forums.

INTERVENTION SPECIFICS

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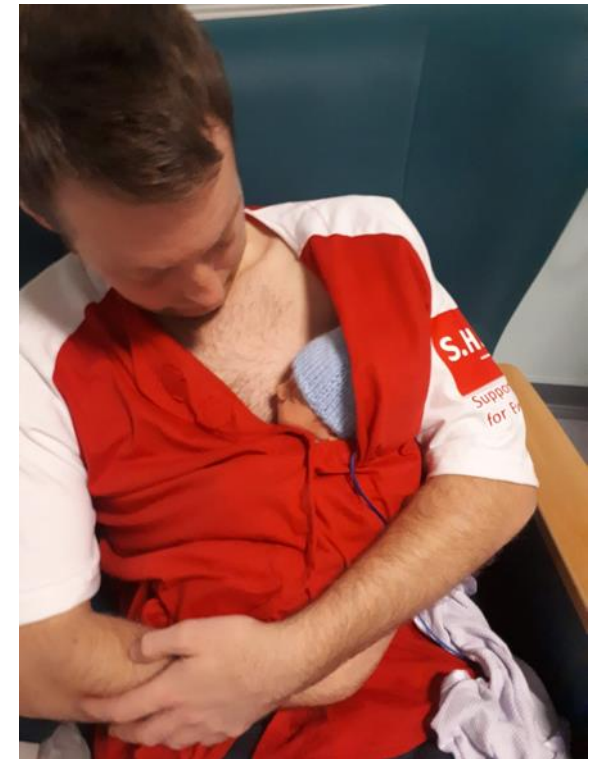
- Publishing literature and videos written by dads for dads



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- Funding practical initiatives to promote bonding such as providing dads with specially designed shirts allowing skin on skin contact.



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- Dads as unit volunteers



INTERVENTION SPECIFICS

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- Social Events – organised by dads for dads



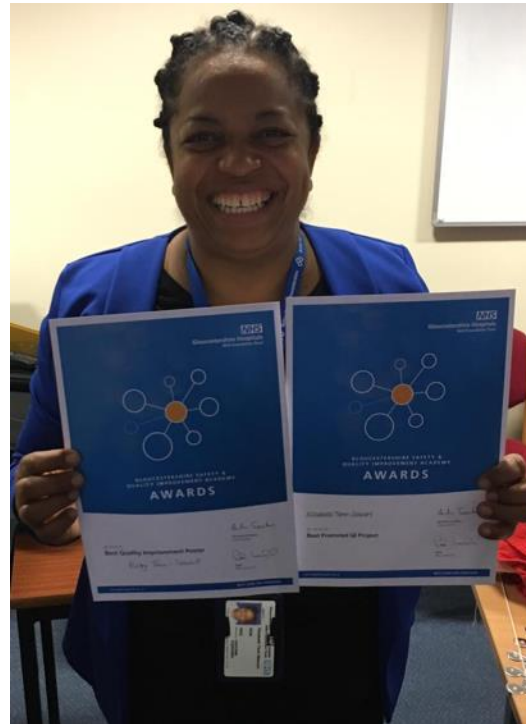
OUTCOMES

- Dads tell us they felt “less angry and frustrated” as they are now feeling supported.
- Survey data shows approximately 37% of Dads felt that they had the opportunity to bond with their new-borns within the first 24 hours.
- Reduced safeguarding issues and doctors’ appointments

OUTCOMES

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- Internal award winning, raising NNU profile.
- National interest raising SWNN profile.



OUTCOMES



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Christmas Card from MP Richard Graham



- Coverage raising neonatal awareness

NEXT STEPS

- Finding the manpower and funding to expand the project.
- Providing support to other units who are setting up similar groups.
- Train further unit volunteers.