



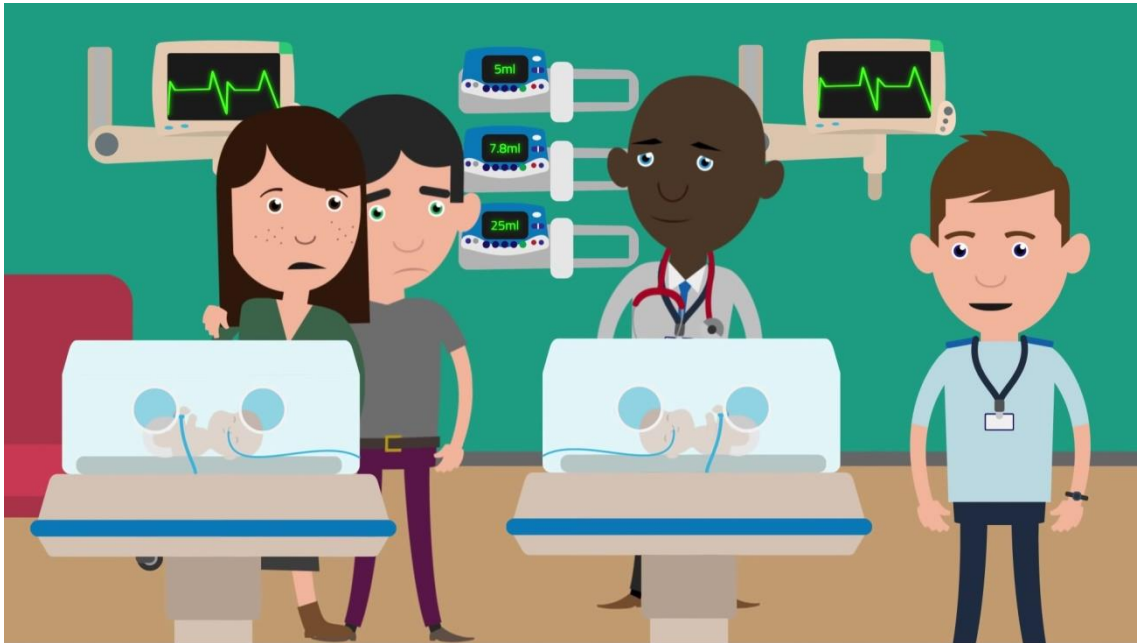
A STAY IN NEONATAL CARE

An animated guide to your role
as parents and what to expect

Neonatal Unit



PURPOSE



- Enable easy to access & consistent information for all parents in NICU.
- To alleviate worries of parents in NICU.
- To empower and education parents around the importance of their role.
- Promote positive interaction with their baby.

DEVELOPMENT



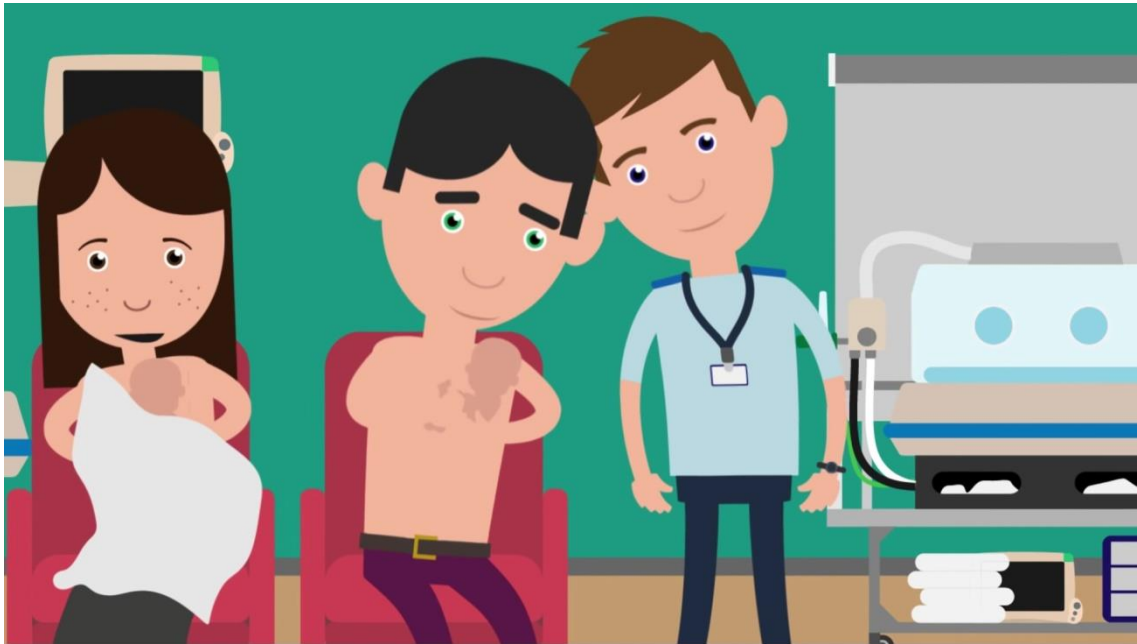
- Developed in partnership and funded by The NICU Foundation, a South West Charity.
- Wide engagement with clinical staff and past NICU parents and parents -to-be throughout its development.
- Launched in April 2019.

REACH



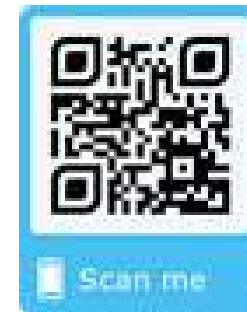
- Since launch viewed over 10,000 times online in 4 months.
- Embedded on Vcreate – 70 Units worldwide.
- Animation posters sent to ever UK unit for parents rooms.
- File offered free worldwide—In 6 countries to date and 100's of UK services

WATCH



To watch the animation;

- <https://youtu.be/ARYFMnXhmLw>
- www.nicufoundation.co.uk
- www.southwestneonatalnetwork.co.uk
- Scan QR code



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