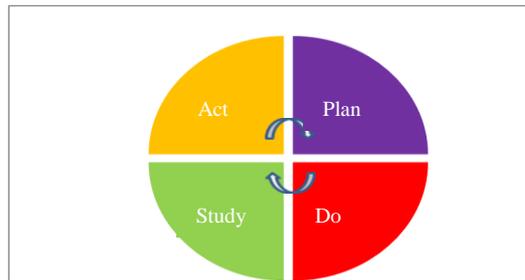


**SUPPORT FROM THE START
SERVICE DEVELOPMENT FUND REPORT FORM**



Use this form to help with feedback from service development fund projects.

Report author: Lorraine Rettie
Organisation: SFTS (Baby Massage)
Date: 24 June 2015

Project Title : Tranent & Musselburgh Baby Massage (Jan-June 2015)

1. **Plan**

What did you want to achieve / what was your plan?

Tranent: Funding was approved by the cluster to provide 3 Baby Massage courses in the Tranent Cluster for 2015 (school term times) at Tranent Library (MacNeil room). Courses would be for 1hour for 4 weeks. The courses are slightly shorter in time than previous 5 week courses, as the discussion part of the session rolls into the existing NCT Early Days drop-in. This is due to limited room and instructor availability. One course was delivered from May-June with two courses planned between August-December, depending on demand.

Musselburgh: Funding was approved to provide 4x Baby Massage courses in the Musselburgh Cluster. Courses will be provided at Fisherrow Centre for 1.5 hours for 4 weeks. Two courses will be delivered from mid February to April and two courses from May/June. Baby Massage is part of Musselburgh Cluster's Parenting Pathway and is recognised as a positive, bonding experience for parents and babies. I also volunteered a 'free' course in Jan/Feb 2015 to help with the high demand for baby massage in Musselburgh.

Do

2. What did you do? (Please include successes, major events or milestones.)

Tranent: Baby massage courses are well supported by local Health Visitors, Community Midwives, and Tranent SFTS cluster. The first course (May-June) was full with 8 mums and babies (6 is ideal and 8 max no). However due to holidays/sickness most weeks between 4-6

mums attended. An additional week was added to the course at the end (1 week voluntary) as requested by mums attending, taking it back to a 5 week block. All the mums stayed on for the NCT Early Days Drop-in/discussion afterwards.

Musselburgh: To date 38 mums (and 2 dads alongside partners) attended the 5 x Baby Massage courses from January-June 2015. A couple of mums dropped out after 1 or 2 weeks (baby not well) with 1 or 2 not showing up for the course at all (not included in the attending 30). It was frustrating that mums did not let me know that they were no longer able to attend the course as there was a waiting list of mums wanting to attend.

3. Study

On reflection do you think you achieved what you had planned to do? Can you evidence what you achieved?

Musselburgh: Yes. Evaluations from most of the mums are attached. I don't have forms for all as some mums missed the last session or dropped out mid way. However the feedback was positive with most stating that they enjoyed the baby massage course. One feedback comment that really stuck me was,

"I have cuddled my baby more since starting this course which makes us both happier".

The feedback on one form stated that 4 weeks was too short, and with many of those attending missing a session due to vaccinations (can still attend but not massage baby) or illness/holidays. The courses were reduced from 5 weeks to 4 weeks to allow funding for 4 courses instead of 3. This may not be an issue but is probably worth a thought and discussion before considering further courses in Musselburgh?

Tranent: Yes. The course filled very quickly. The mums attending the baby massage stayed on for the chat/discussion at the NCT Early Days drop-in. This worked ok, and was necessary due to limits on my time and venue availability. However, on reflection, I think both services would work better separately. This format may also restrict Dads from attending baby massage courses.

3a. Tell us about any difficulties and barriers to achieving your plan:

Musselburgh: The biggest challenge in Musselburgh is keeping up with demand. There is a time window that baby massage can be taught to new parents. Between 8 or 10 weeks (after 6/8 week GP check) until babies are rolling over.

One of the biggest frustrations was turning away mums that wanted to attend the course but then having mums that would only turn up for a couple of the sessions before dropping out. The lack of commitment from some of the mums may have been because it was a free

service? However, without it being free then this may have been a potential barrier to others attending.

It would also be good to try and get more Dads accessing baby massage, whether it's during the week or possibly at the weekend?

Tranent: I have noticed with this block of baby massage that the reach of parents accessing the service may not have been as wide as before. This may have been due to filling the course at very short notice and not getting info to the Health Visitors quick in time? Not being a Health Professional / ELC staff I am unable to access harder to reach parents who might benefit from attending the course so have to rely on referrals. There was one mum that the Health Visitors and myself tried to reach just before the New Year, offering a 1:1 baby massage course but unfortunately the mum never got back to me, despite contacting her several times. If this situation arose again I would do my best to try and offer support/baby massage course on a 1:1 as appropriate.

Act

What are the next steps for your project? How can it be sustained and improved?

Please include any key learning points that you want to share from your project.

In Musselburgh and Tranent, baby massage courses continue to be in high demand. The NCT Early Days drop-in (Musselburgh & Tranent) also feeds well into the baby massage courses and vice versa. However, the courses are really only accessed by Mums, with only 2 Dads attending with their partners (or without Mum one week). Chatting with Mums attending, some Dads would like to attend but are unable to due to work commitments. The Dads that did attend work shifts so had these days off.

It would be great to see if Musselburgh (where there is such high demand) could try a baby massage course for Dads (or both parents) possibly on a weekend. There are so many benefits to baby massage for both parents and baby and it seems a shame that currently baby massage courses are not available to most working Dads.

I also think it will be really positive to have other baby massage instructors (qualifying Autumn 2015?) in Tranent so that I am able to concentrate more on the NCT Early days drop-ins. I think it's beneficial for parents to see a different face/instructor from one group to another and helps to keep discussions fresh and interesting. However, I am still able to help with baby massage in Tranent if needed.

5. Financial report: N/A

7. Anything else you would like to add:

Many thanks to Tranent and Musselburgh cluster groups for funding Baby Massage courses for 2015.

